

**Short Term Scientific Mission (STSM) Blog spot  
COST Action 18236 – SHIINE**

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**STSM recipient institution and country: University of Novi Sad, Serbia**

**Host institution and country: Free Burgas University, Bulgaria.**

**Dates of visit: 04/09/2021 to 15/09/2021**

**STSM Title:** The importance of promoting social entrepreneurial intentions and social innovations of students: through the generation of future social entrepreneurs

### **Introduction**

**The main purpose** of this STSM was to test the social entrepreneurial intentions and social innovations of university students and analyze the key determinants of social entrepreneurial intentions and social innovations of future social entrepreneurs. A hypothesized model was constructed based on the literature review, and the following hypotheses were set:

1. Attitude Toward Behaviour (ATB) has a positive direct relationship with Social Entrepreneurial Intentions and Social Innovations.
2. Perceived Behavioural Control (PBC) has a positive direct relationship with Social Entrepreneurial Intentions and Social Innovations.
3. Subjective Norm (SN) has a positive direct relationship with Social Entrepreneurial Intentions and Social Innovations.
4. Attitude Toward Behavior, Subjective Norm and Perceived Behavioural Control mediate the relationship between Entrepreneurial Skills (ES) and Social Entrepreneurial Intentions and Social Innovations.

**The most significant thing** that I learned from my STSM. Findings showed direct effects of the perception of successfully starting a business (Perceived Behavioural Control) on the Social Entrepreneurial Intentions of sports science students. Also, Attitude Towards Entrepreneurship is the most crucial variable in deciding to become a social entrepreneur. Subjective norm has no significant relation to Social Entrepreneurial Intentions. Further, the indirect effect of Social Entrepreneurial Skills on Social Entrepreneurial Intentions analysis revealed a statistically significant indirect relationship among dimensions, (mediated by Attitude Toward Behavior and Perceived Behavioral Control). University should create strategic plans where students must discover opportunities based on a thorough analysis of the environment and create projects to exploit these and differentiate their company from others. The use of social networks for academic purposes to establish relationships with professionals in the sports field can be another strategy to create networks and discover new opportunities. Further, University educators and policymakers should actively promote students' social entrepreneurship and contribute to developing social entrepreneurial skills and attitudes. That strategy can decrease the youth unemployment rate.

**My advice to future social entrepreneurs** is to listen to numerous stories from successful social entrepreneurs, creating quality relationships in mentoring programs in which students, guided and accompanied by entrepreneurs from the sports sector, should develop their business plans. Lastly, using social media to follow successful entrepreneurs in the sports sector can be a good strategy.

**And finally, being a part of this COST 18236** action provided better visualization of the position of future social entrepreneurs for developing their vision into successful projects.