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THE EFFECT OF THE BIG FIVE PERSONALITY TRAITS ON ENTREPRENEURIAL INTENTION AMONG FEMALE MASTER'S STUDENTS: THE MODERATING ROLE OF ENTREPRENEURSHIP EDUCATION

Previous research has highlighted the significant role of personality traits in shaping students' decisions to pursue entrepreneurship as a career. However; questions arise on how entrepreneurial education may strengthen this relationship. The present work explored the impact of the Big Five personality traits on entrepreneurial intention (EI) and the moderating role of entrepreneurship education (EE) in these relationships. Using the structural equation modeling, we analyzed data from 340 completed questionnaires collected at the end of the first semester of the 2023/2024 academic year from female master's students in professional management programs at Tunisian universities. The results reveal that conscientiousness, openness to experience, and agreeableness are positively associated with EI, while extraversion and neuroticism show no significant relationship. Additionally, EE moderates the connection between two personality traits—openness to experience and agreeableness—and EI.