

Entrepreneurial Intentions, AI Exposure, and Student Mindsets: Evidence from University Students in Shanghai

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Abstract

Entrepreneurship education is increasingly evolving alongside rapid technological change, particularly with the growing influence of artificial intelligence (AI) in business and innovation ecosystems. Universities are expected to cultivate entrepreneurial mindsets while also preparing students to leverage emerging technologies. In major innovation hubs such as Shanghai, higher education institutions are integrating entrepreneurship training and technology oriented learning, yet empirical evidence on how these factors influence students' entrepreneurial intentions remains limited.

The objective of this study is to explore the relationship between entrepreneurial intention and several psychological and contextual factors among university students in Shanghai, while incorporating students' perceptions of AI as a tool for entrepreneurial activities. Specifically, the study examines how entrepreneurial self efficacy, perceived social support, risk tolerance, and perceived usefulness of AI relate to students' intentions to start a business.

The research adopts a quantitative exploratory approach using a structured questionnaire administered to approximately 50 university students from different majors. Survey items are measured using a five-point Likert scale and include constructs related to entrepreneurial intention, entrepreneurial self efficacy, social support, risk tolerance, and perceptions of AI in entrepreneurial contexts. Composite variables will be created from the survey responses, and Pearson correlation analysis will be used to examine the relationships among the variables.

Although the study uses a relatively small sample and is exploratory in nature, the findings are expected to provide preliminary insights into the factors associated with entrepreneurial intentions among students in technology oriented academic environments. The results contribute to ongoing discussions on innovation in entrepreneurship education, particularly regarding how AI related competencies and digital tools can be integrated into curricula to better support future entrepreneurs.

Keywords

Education, entrepreneurship, artificial intelligence, universities.