



Investigating the Impact of Organizational Support on Entrepreneurial Intentions in Medicinal Plant Therapy, Focusing on Personal Attitudes and Perceived Behavioral Control

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Abstract

The aim of this research is to investigate the effect of organizational support on entrepreneurial intention in the field of medicinal plants, emphasizing the role of personal attitudes and perceived behavioral control. The statistical population was active in the medicinal plant industry, from which 384 people were selected as a sample and completed the research questionnaire. In this research, AMOS software was used to test hypotheses and model structural equations. The results showed that organizational support has a positive and meaningful effect on personal attitude. Organizational support has a significant and positive effect on perceived behavioral control. Personal attitude has a positive and significant effect on entrepreneurial intention in the field of herbal medicine. Perceived behavioral control has a positive and significant effect on entrepreneurial intention in the field of herbal medicine. Organizational support has a positive and significant effect on entrepreneurial intention in the field of herbal medicine.

Keywords: Organizational support, entrepreneurial intention, perceived behavioral control, personal attitudes.



Introduction

Entrepreneurial behavior is a subset of entrepreneurial activities that play a role in the growth and stability of organizations in a complex environment by understanding, predicting and influencing human behavior. Entrepreneurial behavior has increased dramatically in the past few decades and it can be emphasized as an important factor in the development of entrepreneurship. It can be said that entrepreneurial behavior is a practical skill that is a combination of individual characteristics and traits. Some researchers have also highlighted the role of personality factors that are related to entrepreneurial orientation and believe that when examining the entrepreneurial orientation of people, this question should be taken into consideration: what are the characteristics or personal attitude that increases a person's desire to participate and succeed in entrepreneurial activities? The answer to this question affects a person through three environmental, personality and attitude towards entrepreneurship. Therefore, individual entrepreneurial orientation with the dimensions of innovation, being active and risk-taking, independence, supporting activity and competition has been studied (1-3).

The study of entrepreneurship not only finds the characteristics and characteristics of an entrepreneur and social or environmental factors, but also says that the decision and intention to launch a business project is also very important. Some researchers have also shown that intention plays an important role in deciding to start a new entrepreneurial activity. Entrepreneurial intention is considered as a state of mind that directs a person's attention and action towards self-employment as opposed to organizational employment, and it is the first step in the process of starting a business and the most important factor studied in creating an organization. It is also believed that entrepreneurial intention is first of all entrepreneurial behavior and is a reliable predictor of entrepreneurship (4,5).

Farzpourmachiani M. and Farzpourmachiani A., in their 2024 analysis, introduce "Attrition Entrepreneurship Theory," highlighting how certain entrepreneurial activities generate income without enhancing societal wealth or may even harm the economy. This theory suggests that such



entrepreneurship, often shaped by government policies or societal factors like war-driven industries, inheritance tax collection, and discriminatory practices, leads to economic stagnation. Unlike genuine entrepreneurship, which drives innovation and economic growth through the creation of new value, attrition entrepreneurship focuses on redistributing existing resources. Although not directly addressed, intellectual property (IP) protection is crucial in distinguishing between these types; true innovation relies on IP rights to secure novel ideas, while attrition entrepreneurship often overlooks or undermines this aspect, emphasizing short-term gains over sustainable economic prosperity (6).

The medicinal plant industry is considered a huge economic resource with very high added value. Knowing the fields and employment programs in it can give a valuable position to this industry both domestically and in the export sector in global markets. In this regard, the movement of production and consumption of medicinal plants and herbal medicines and the spread of traditional medicine has been the center of support and planning of many social economic and health managers and has been the focus of the society. The capacity and employment rate of this industry in the dimensions of production, processing, warehousing, packaging, distribution and sales are very wide considering its global capacities. In the trade of medicinal plants, in addition to being used as teas and edibles, they are also used as raw materials for herbal medicines in the pharmaceutical industry and in herbal medicine factories. Medicinal plants are obtained in the form of auto or cultivation, each of these plants can be effective in curing many diseases. But one of the topics that is raised here is the way of trading and easy access to these products, as well as the number of sales of medicinal plants in recent years. Of course, the increase in the immediate effect of chemical and laboratory drugs compared to herbal drugs is one of the reasons for the low sales of medicinal plants compared to chemical drugs. Today, the advancement of many newly emerging diseases has increased the need for special drugs with high dosages, therefore, herbal drugs somehow do not improve these patients in the short term. It is very important to investigate the effect of organizational support on entrepreneurial intention in the field of medicinal plants. This is because entrepreneurs play a very important role in the field of herbal medicine and their impact on improving people's health is



huge. Personal attitudes and behavioral control also play a very important role in this process. Positive attitudes and belief in success in entrepreneurship can be encouraging and increase entrepreneurial intention in people. Also, behavioral control and self-management ability lead to success in starting and developing a business. Therefore, investigating the impact of organizational support on entrepreneurial intention in the field of medicinal plant therapy, considering the role of personal attitudes and behavioral control, can help to increase the activities of entrepreneurs in this field and, as a result, improve the health of society.

Theoretical foundations of the research

The history of using medicinal plants and natural medicines dates back to the beginning of human creation. The most important tool that humans have always had to relieve their pain has always been materials found in nature, and this trend continues even now with all the technological advances. Also, in the current decade, the importance of replacing herbal medicines with synthetic medicines has increased, and due to the limitation of natural resources, the cultivation of medicinal plants has received special attention, but the challenges faced by farmers as producers of raw materials in this industry have always made them reluctant to change the cultivation pattern from cereals to medicinal plants. In the definition of medicinal plants, referring to the National Document of Medicinal Plants and Traditional Medicine, it can be said: a plant that is used directly or indirectly, all or parts of it in fresh or dried form, or effective substances extracted from it for health, preventive and therapeutic effects in the human body, animals and other plants is called a medicinal plant. The medicinal plant industry is one of the few industries that has double-digit growth. According to the World Bank, the turnover of the medicinal plant industry in 2050 will be equal to 500 billion dollars. Currently, different countries are trying to have a good share of this huge market and about 50% of the drugs produced in the world have natural sources. On the other hand, the cultivation of medicinal plants due to the variety of jobs can provide a lot of entrepreneurship for the villagers, in other words, the villagers can develop and cultivate medicinal plants in addition to other agricultural activities and



help to develop their employment and entrepreneurship. Entrepreneurship is one of the most basic concepts needed by today's society, which has been introduced as the engine of economic development of societies and especially rural areas. Entrepreneurship can cause the economic growth and development of countries, increase productivity, create employment and develop social welfare. The cycle of entrepreneurship begins with an entrepreneur who discovers an opportunity, creates an organization to pursue this opportunity, collects the required resources, implements a practical plan, calculates the risks and positive results of the work, and does all these things in a period of time. According to the constant human need for health, medicinal plants as a species of effective plants in prevention, strengthening and treatment play an important role. Throughout history, while using some types of medicinal plants in the preparation of food, humans have used herbal medicines to prevent or treat diseases, and today, despite the introduction of new technologies and the manufacture of chemical medicines, the use of medicinal plants and herbal medicines has not only not decreased, but has also increased due to their compatibility with the human body and the need for less side effects. This category, as a valuable opportunity, can play a significant role in increasing wealth production and creating employment (7-9).

Research hypotheses

Based on the principles stated, the hypotheses of the research are:

- 1) Organizational support has a significant effect on personal attitude.
- 2) Organizational support has a significant impact on the perceived behavioral control.
- 3) Personal attitude has a significant effect on the entrepreneurial intention in the field of herbal medicine.
- 4) Perceived behavioral control has a significant effect on entrepreneurial intention in the field of herbal medicine.



- 5) Organizational support has a significant effect on entrepreneurial intention in the field of herbal medicine.

Conceptual model of research

The conceptual model is based on research by Ben Youssef et al. according to Figure 1:

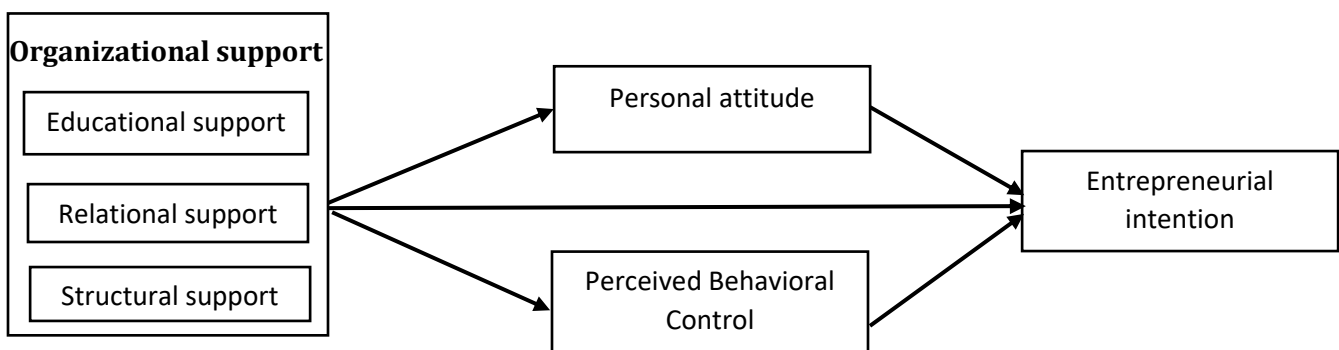


Figure (1): Conceptual research model

Research Methodology

The present research method is applied research based on the purpose, quantitative in terms of data type and survey in terms of data collection. The statistical population of this research is active in the medicinal plant industry from all over the country. Due to the unlimited number of statistical population members, 384 people were determined as the sample size. The questions of the questionnaire were adapted from the article of Ben Youssef et al. In this research, AMOS software was used to test hypotheses and model structural equations (10).

Research Findings

Raw data were analyzed using statistical techniques and, after processing, were provided to users in the form of information. In this section, the research hypotheses were tested and finally, it ended with the summation and analysis of the information. All these analyzes were done by means of SPSS24 and Amos 24 software. To be used for testing and deducing research hypotheses. Structural equation modeling (SEM) was used in this research. The next figure shows the measurement model for this research. In this model, observed variables and hidden variables are specified with their names.

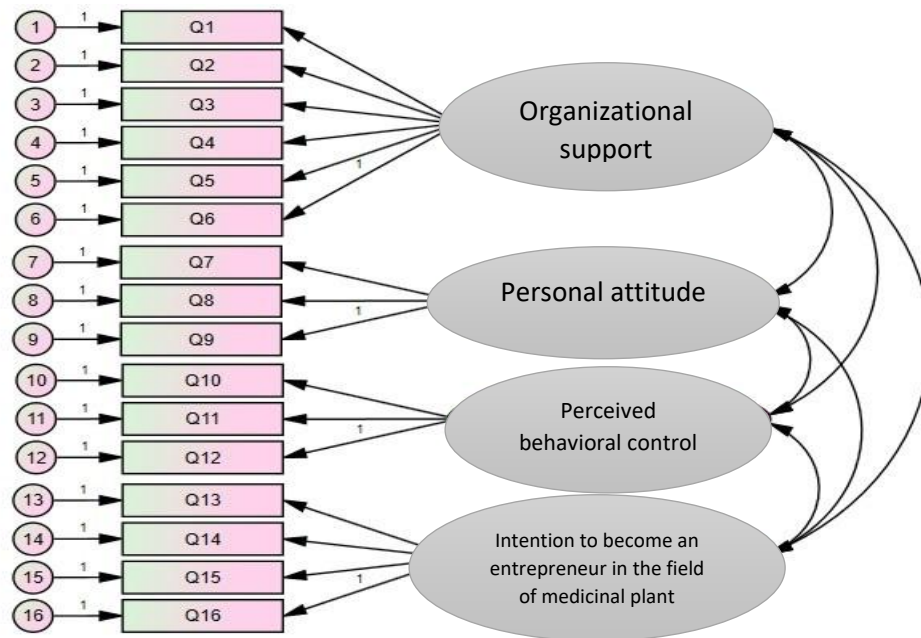


Figure (2): The factor analysis model

After running the above model, some corrections were suggested by the software, which improved the model. The corrections suggested by the software were in the form of releasing the covariance between a number of

error terms. The measurement model along with its modifications can be seen in the next figure.

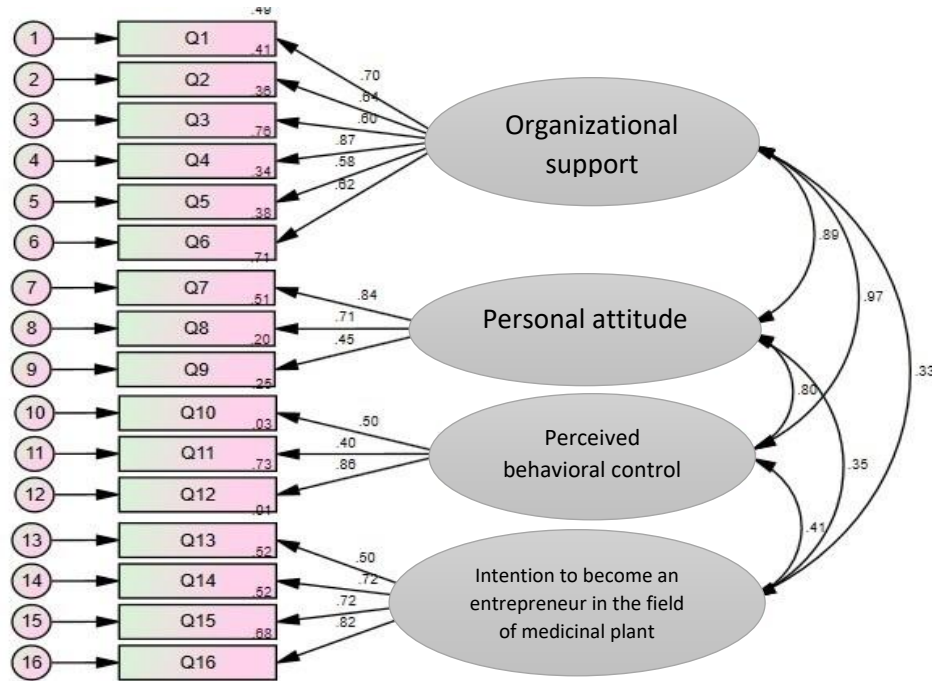


Figure (3): Factor analysis model with standardized coefficients

In the above figure, the numbers displayed on the routes are standardized coefficients. The standardized coefficients are the same as the model coefficients and it is possible to compare them for different variables. In this section, the structural model of the research is fitted to test the main hypotheses. This model is shown in the following figure.

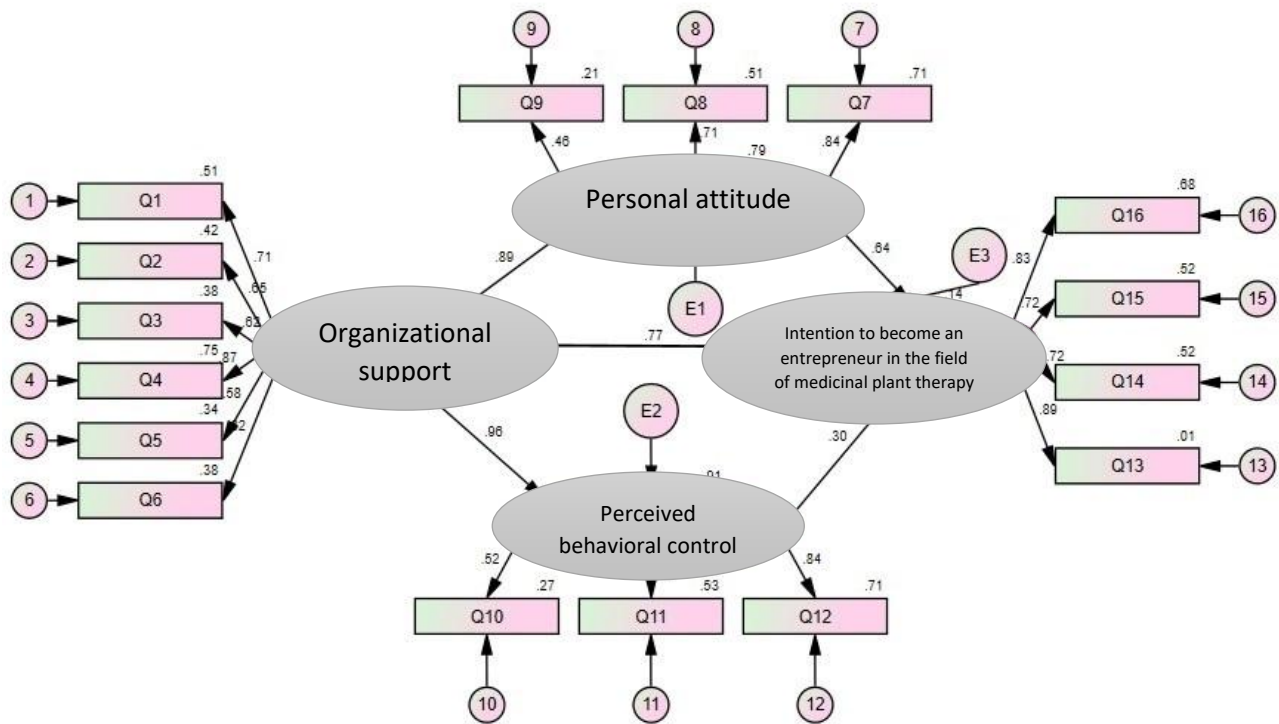


Figure (4): Structural model of the research

Table 1 shows the fit indices of the above model. If the values of the fit indices are within the desired range, they indicate the suitability of the model for the collected data.

Table (1): Fit indices of the model

Indicators of model fit	CIMIN df	GFI	IFI	TLI	CFI	NFI	RMSEA
Original pattern	4.250	0.943	0.907	0.973	0.903	0.956	0.008
An acceptable level	1 to 5	Greater than 0.9	Greater than 0.9	Greater than 0.9	Greater than 0.9	Greater than 0.9	Less than 0.05

As can be seen from the above table, all the indicators are within the desired range. Therefore, the appropriateness of the structural analysis model is confirmed in fitting the collected data. The results of the structural path



analysis (including the relationships of the variables with each other) of the first hypotheses are presented in Table (2):

Table (2): path analysis of assumptions

Row	Hypotheses	Path coefficient (B)	T-value	Result
1	Organizational support → Personal attitude	0.891	6.721	Confirm
2	Organizational support → Perceived behavioral control	0.962	7.325	Confirm
3	Personal attitude → Entrepreneurial intention	0.643	5.123	Confirm
4	Perceived behavioral control → Entrepreneurial intention	0.304	4.355	Confirm
5	Organizational support → Entrepreneurial intention	0.772	6.174	Confirm

According to the results of table (2), the effect of organizational support on personal attitude is equal to 0.891 and the level of meaning obtained (0.000) is less than 5 percent. Accordingly, organizational support has a positive and significant effect on personal attitude. Therefore, it can be said that the first research hypothesis that organizational support has a significant effect on personal attitude is accepted at the confidence level of 95%. The effect of organizational support on perceived behavioral control is equal to 0.962 and the obtained significance level (0.00) is less than 5 percent. Accordingly, organizational support has a positive and significant effect on perceived behavioral control. Therefore, it can be said that the second hypothesis of the research that organizational support has a significant effect on perceived behavioral control is accepted at the confidence level of 95%. The effect of personal attitude on entrepreneurial intention is equal to 0.643 and the obtained significance level (0.000) is less than 5 percent. Accordingly, personal attitude has a positive and significant effect on entrepreneurial intention. Therefore, it can be said that the third hypothesis of the research that personal attitude has a significant effect on entrepreneurial intention in the field of herbal medicine is accepted at the confidence level of 95%. The effect of perceived behavioral control on entrepreneurial intention is equal to 0.304 and the obtained significance level (0.00) is less than 5 percent. Based on this, perceived behavioral control has a positive and significant effect on entrepreneurial intention. Therefore, it can be said that the fourth hypothesis of the research that perceived behavioral control has a significant effect on



entrepreneurial intention in the field of herbal medicine is accepted at the 95% confidence level. The effect of organizational support on entrepreneurial intention is equal to 0.772 and the obtained significance level (0.000) is less than 5 percent. Accordingly, organizational support has a positive and significant effect on entrepreneurial intention. Therefore, it can be said that at the 95% confidence level, the fifth hypothesis of the research that organizational support has a significant effect on entrepreneurial intention in the field of herbal medicine is accepted.

Conclusion

Based on the results of the study, it can be stated that a positive attitude towards the therapeutic value of medicinal plants can encourage people to work in the field of entrepreneurship in this field. People who believe in the healing power of medicinal plants may be more inclined to provide services to society and act as entrepreneurs in this field. If a person believes that there is a market for products and services related to medicinal plants, they are likely to be more inclined to enter the field of entrepreneurship. Many people who are interested in medicinal plants also care about environmental protection. Therefore, this positive attitude may encourage them to act entrepreneurially in the field of herbal medicine. According to these points, it is clear that personal attitude can have a significant effect on the entrepreneurial intention in the field of herbal medicine. Perceived behavioral control to the extent that a person feels that he can influence the results and various factors and is able to control them, can have a positive and significant effect on the entrepreneurial intention in the field of herbal medicine. People who feel that they are able to control and manage various factors in the field of entrepreneurship will feel more confident. This self-confidence can encourage them to work as entrepreneurs in the field of medicinal plant therapy. If a person feels that they can make effective decisions in line with their goals and influence their outcomes, they are likely to make better and more effective decisions about entering the herbal medicine business. People who feel that they are able to



control their behavior and the environment may have a higher tolerance for entrepreneurial risk. This can encourage them to act as entrepreneurs in the field of medicinal plant treatment. Therefore, perceived behavioral control can have a significant effect on entrepreneurial intention in herbal medicine because it increases self-confidence, better decision-making, and higher risk tolerance. Organizational support increases an individual's confidence and trust in themselves and their abilities. This can encourage an individual to become an entrepreneur in the herbal medicine field because they feel that the organization trusts and supports them. Organizational support may include the provision of financial resources, expertise and technical know-how, cooperation in marketing and sales, as well as support in management and strategy. These resources and supports can help one choose the best possible way to start and successfully run an herbal medicine business. Organizational support may include reducing the risks associated with starting a new business. This can encourage a person to be less anxious about starting an herbal medicine business and experience fewer negative interactions. Therefore, organizational support can have a positive and significant effect on entrepreneurial intention in the field of herbal medicine by increasing confidence, providing resources and support, and reducing risk. It is suggested that in order to investigate the effect of organizational support on entrepreneurial intention, a research study can first be conducted to investigate the role of personal attitudes and perceived behavioral control on this relationship. This study can include interviews, questionnaires or field observations. After data collection, the effect of organizational support, personal attitudes, and perceived behavioral control on entrepreneurial intention can be investigated using appropriate statistical methods, such as regression analysis, factor analysis, or structural equation modeling. By analyzing the data and the results obtained, practical suggestions and recommendations can be made for organizations and activists in the field of medicinal plant therapy. These suggestions may include increasing organizational support, changing personal attitudes, and increasing perceived behavioral control to promote entrepreneurial intention in this area. By



conducting these studies and applying appropriate suggestions, it is possible to achieve improvement in entrepreneurial intention in the field of medicinal plant therapy through organizational support and changing personal attitudes and perceived behavioral control.

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