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Modelling Intention Formation in Malaysian Social Entrepreneurship: A Conceptual Framework

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Abstract

Purpose: This conceptual paper develops an integrated framework to explain Social Enterprise Intention (SEI) in Malaysia by extending the Theory of Planned Behavior (TPB). The study examines the roles of prosocial personality, prosocial motivation, and institutional support in shaping individuals' social entrepreneurship intentions. **Design/methodology/approach:** A conceptual research design was adopted. An extensive review of peer-reviewed literature on TPB, social entrepreneurship, prosocial personality, prosocial motivation, and institutional support was conducted to synthesize existing knowledge and develop an integrated conceptual framework. **Findings:** The proposed framework identifies seven key determinants of SEI: empathy, moral obligation, social worth, social support, self-efficacy, financial support, and training support. Prosocial personality is proposed to influence SEI through prosocial motivation, while institutional support moderates these relationships. The framework extends TPB by incorporating psychological, social, and institutional dimensions that are particularly relevant to social entrepreneurship. **Originality/value:** This study advances the social entrepreneurship literature by integrating prosocial personality, prosocial motivation, and institutional support within an extended TPB framework, providing a comprehensive explanation of SEI in the Malaysian context.

Keywords: Social Enterprise, Social Entrepreneurial Intention, Prosocial Motivation, Prosocial Personality, Institutional Support

Introduction

Social entrepreneurship has attracted growing global attention since the 1980s as an effective mechanism for addressing enduring societal challenges, including poverty, inequality, and social exclusion (Cheah et al., 2023). It refers to the application of entrepreneurial approaches to establish and manage ventures that prioritize the creation of social value over profit

maximization (Chandra et al., 2021). Malaysia provides a distinctive setting for examining social entrepreneurship due to its status as a developing economy undergoing rapid industrialization and urbanization, which simultaneously creates opportunities and challenges for social enterprises (Nguyen et al., 2026; Seng, 2018). Although the country has achieved notable progress in improving living standards and reducing poverty, several social issues persist, including income inequality, youth unemployment, and the marginalization of vulnerable communities (Rajah et al., 2022).

Furthermore, the development of social entrepreneurship in Malaysia is significantly influenced by its evolving institutional landscape, encompassing government policies, regulatory frameworks, and support organizations (Quyen et al., 2024). Recognizing the potential of social enterprises to promote inclusive economic and social development, the Malaysian government has introduced a range of initiatives to strengthen the sector (Quyen and Cheah, 2023). Despite ongoing government initiatives, the social entrepreneurship ecosystem continues to face structural barriers, particularly the absence of a comprehensive legal framework for social enterprises and limited access to financial and institutional support (OECD, 2016).

Despite the growing scholarly interest in social entrepreneurship, research on Social Enterprise Intention (SEI) remains at an early stage of development. Saebi et al. (2019), in their systematic literature review, highlighted the need for further research to advance the understanding of the antecedents of Social Enterprise Intention (SEI). In particular, the combined influence of prosocial personality, prosocial motivation, and institutional support has received limited empirical and conceptual attention. Building upon the conceptual model proposed by Mair and Noboa (2006), which is grounded in the Theory of Planned Behaviour (TPB) (Ajzen, 1991), this study proposes an integrated conceptual framework to explain the formation of SEI. Specifically, the framework incorporates prosocial personality, prosocial motivation, and institutional support as complementary determinants of SEI. The integration of these perspectives enhances the theoretical understanding of social entrepreneurship while providing actionable insights for policymakers and ecosystem stakeholders to support the growth of social enterprises in Malaysia.

Literature Review

This study investigates the key determinants influencing Social Enterprise Intention (SEI) in the Malaysian context. Identifying additional mediating and moderating variables, together with the relationships among these constructs, represents an important step toward addressing existing gaps in the SEI literature (Saebi et al., 2019; Cheah et al., 2023). Accordingly, this literature review critically examines relevant studies on the SEI construct and its underlying theoretical perspectives to provide a robust foundation for the development of the study's conceptual framework and corresponding hypotheses.

Theory of Planned Behaviour (TPB)

Ajzen's (1991) Theory of Planned Behaviour (TPB) has been widely adopted in entrepreneurship research and has demonstrated substantial explanatory and predictive ability in relation to entrepreneurial intentions and subsequent behaviour (Kautonen, van Gelderen, & Fink, 2015). Within the TPB, behavioural intention is influenced by three primary determinants: attitude toward the behaviour, subjective norms, and perceived behavioural

control (Ajzen, 1991, 2002). Perceived behavioural control may further be understood in terms of internal and external dimensions. The internal dimension relates to self-efficacy, referring to an individual's belief in their own capability to perform a particular behaviour, whereas the external dimension concerns perceptions of environmental conditions, including the extent of support, resources, or constraints present in the surrounding environment.

Building on this theoretical foundation, Mair and Noboa (2006) developed one of the earliest conceptual frameworks specifically explaining the antecedents of Social Entrepreneurial Intention (SEI). Their model drew upon established entrepreneurial intention theories (Krueger, 1993; Krueger et al., 2000), particularly the Theory of Planned Behaviour (Ajzen, 1991). A central assumption of these intention-based theories is that behavioural intentions provide a meaningful indication of the likelihood that individuals will subsequently engage in a particular behaviour. Accordingly, TPB offers an appropriate basis for understanding how personal attitudes, social influences, and perceived ability may contribute to entrepreneurial action in a social entrepreneurship context. Drawing on Ajzen's (1991) TPB and the entrepreneurial intention model of Krueger et al. (2000), Mair and Noboa (2006) adapted conventional intention theory to reflect the distinctive characteristics of social entrepreneurship by introducing antecedents associated with the emotional, moral, and feasibility dimensions of establishing a social venture. Their framework therefore extended traditional entrepreneurial intention models to explain how individuals develop intentions to create ventures that simultaneously pursue social and economic objectives.

Mair and Noboa (2006) further argued that the distinctive nature of social entrepreneurship requires conventional TPB and entrepreneurial intention constructs to be adapted to better capture the motivations and conditions associated with social venture creation. Accordingly, their framework identified four key antecedents of SEI which is empathy, moral judgment, self-efficacy, and perceived social support, which represents the external dimension of perceived behavioural control by reflecting the extent to which individuals perceive encouragement, assistance, and support from their surrounding social environment.

Recent studies further demonstrate the importance of extending conventional intention-based models by incorporating prosocial and contextual mechanisms that are particularly relevant to social entrepreneurship. Peter et al. (2024) examined the relationship between social entrepreneurial knowledge and Social Entrepreneurial Intention (SEI) and found that prosocial motivation played an important mediating role in translating social entrepreneurial knowledge into stronger entrepreneurial intentions. Their findings also demonstrated the importance of perceived access to finance, which independently mediated this relationship and operated sequentially with prosocial motivation, suggesting that individuals may require both an intrinsic motivation to create social value and perceived access to necessary resources before social entrepreneurial knowledge is translated into intention. Similarly, Al Sawaey et al. (2026), drawing on the Theory of Planned Behaviour (TPB), examined SEI among 690 higher education students in Oman and found that subjective norms and perceived behavioural control were strongly associated with SEI, while prosocial behaviour was also positively related to individuals' intentions to engage in social entrepreneurship. Collectively, these findings indicate that although TPB provides an important foundation for explaining SEI, a more comprehensive understanding of intention formation requires consideration of prosocial mechanisms and the external conditions that influence individuals' perceived ability to pursue

social entrepreneurial activities. Accordingly, integrating prosocial motivation and institutional support into a TPB-informed framework may provide a more contextually relevant explanation of how Social Enterprise Intention develops, particularly within emerging social entrepreneurship ecosystems.

The present study adopts TPB as the principal theoretical framework for explaining the individual-level determinants of SEI. Psychological and social antecedents, including empathy, moral obligation, self-efficacy, perceived social support, and social worth, are proposed to influence an individual's attitudes, subjective norms, and perceived behavioural control toward establishing a social enterprise. Specifically, empathy and moral obligation are expected to foster favourable prosocial attitudes, whereas self-efficacy, perceived social support, and social worth strengthen individuals' perceived capability and confidence to engage in social entrepreneurial activities, thereby enhancing their intention to establish a social enterprise.

Key Constructs in the Integrated Framework

Prosocial personality refers to the enduring personal characteristics that predispose individuals to engage in behaviours intended to benefit others (Saebi et al., 2019; Cheah et al., 2023). Among the various psychological attributes associated with Social Enterprise Intention (SEI), empathy (Bacq & Alt, 2018; Cheah et al., 2023; Mair & Noboa, 2006) and moral obligation (Cheah et al., 2023; Liu et al., 2021) have consistently been identified as two of the most influential antecedents. These prosocial characteristics are expected to shape individuals' inclination to pursue social entrepreneurial activities by fostering a stronger commitment to addressing societal challenges.

To further explain the translation of prosocial personality into behavioural intention, prosocial motivation is proposed as an important underlying mechanism linking individual psychological attributes with SEI (Cheah et al., 2023; Mair & Noboa, 2006; Saebi et al., 2019). In particular, social support (Mair & Noboa, 2006; Younis et al., 2021), social worth (Bacq & Alt, 2018), and self-efficacy (Mair & Noboa, 2006; Hockerts, 2017) are identified as key mediating constructs that facilitate the relationship between prosocial personality and SEI. These motivational factors are expected to strengthen individuals' confidence, perceived social value, and access to supportive networks, thereby enhancing their intention to establish social enterprises.

Given the hybrid nature of social enterprises, support from external institutions is essential for facilitating social entrepreneurial activities (Vakkuri et al., 2021). This study conceptualizes institutional support as assistance provided through both formal and informal institutions, recognizing that the interaction between these institutional mechanisms can significantly influence the development of social entrepreneurship (Shirokova et al., 2021). While previous studies have predominantly examined institutional support in relation to established social enterprises, limited attention has been given to its role in shaping SEI, particularly within the Malaysian context. Therefore, this conceptual framework proposes financial support (Spanuth & Urbano, 2024) and training support (Baskaran et al., 2019) as moderating factors that strengthen the relationship between prosocial motivation and SEI.

Proposition Development

In this section, theoretical propositions are formulated to explain the influence of prosocial personality, prosocial motivation, and institutional support on Social Enterprise Intention (SEI) within the Malaysian context, drawing upon the theoretical foundations of the Theory of Planned Behaviour (TPB). Each proposition is supported by established theoretical and empirical literature, integrating insights from prior conceptual and empirical studies to provide a robust foundation for hypothesis development and future empirical validation.

Within the prosocial personality dimension, this study focuses on two key constructs: empathy (EY) and moral obligation (MO). Empathy is defined as an individual's ability to understand and share the emotions and experiences of others, making it a fundamental attribute in social entrepreneurship as it fosters awareness of societal problems and motivates individuals to pursue solutions that create social value (Cheah et al., 2023). As a core emotional characteristic, empathy enables individuals to recognize social needs and strengthens their motivation to initiate social entrepreneurial activities. Bacq and Alt (2018) further argue that empathy amplifies emotional responses and moral judgments, thereby shaping individuals' intentions to establish social enterprises. Accordingly, the following proposition is advanced:
P1: EY positively influences SEI.

Moral obligation (MO) represents an individual's internalized sense of moral responsibility and ethical commitment to enhancing the well-being of others, which may be expressed through engagement in social entrepreneurship. (Hockerts, 2017). This internalized sense of moral duty serves as an important motivational force driving individuals toward socially oriented entrepreneurial activities. Previous studies have demonstrated that moral obligation positively influences Social Enterprise Intention (SEI) by encouraging individuals to undertake behaviours that generate social value, including the establishment of social enterprises (Hockerts, 2017; Liu et al., 2021). Furthermore, Mair and Noboa (2006) conceptualized moral obligation as a proxy for the subjective norm component of the Theory of Planned Behaviour (TPB), emphasizing its role in shaping Social Enterprise Intention (SEI).

P2: MO positively influences SEI.

Although empathy and moral obligation may create concern for social problems and a sense of responsibility to respond to them, such prosocial dispositions may not automatically translate into an intention to establish a social enterprise. The translation of prosocial personality into entrepreneurial intention requires individuals to perceive that they are capable of creating social impact, that their contributions are socially valued, and that supportive resources and networks are available. Accordingly, self-efficacy, social worth, and social support provide motivational and enabling mechanisms through which empathy and moral obligation can be transformed into Social Enterprise Intention. As suggested by previous studies, these motivational mechanisms reinforce the effects of prosocial personality, thereby strengthening the development of Social Enterprise Intention (SEI) (Cheah et al., 2023; Mair & Noboa, 2006; Saebi et al., 2019).

Social worth (SW) refers to the value individuals attach to their contributions toward society, which is often shaped by the recognition and appreciation they receive from others (Grant & Gino, 2010). This construct highlights the importance of perceived social recognition as a motivational driver of social entrepreneurship, whereby individuals are more likely to engage

in socially beneficial activities when they believe their contributions are valued by society. Despite the limited empirical evidence linking social worth (SW) to Social Enterprise Intention (SEI), Bacq and Alt (2018) conceptualized social worth as a mediator through which empathy (EY) and moral obligation (MO) contribute to SEI.

P3: SW positively mediates the relationship between EY, MO, and SEI.
Social support (SS) refers to material, informational, and emotional resources that individuals obtain through their social networks (Hockerts, 2017). Such support may be provided by family members, friends, colleagues, mentors, or professional networks, and plays an important role in fostering Social Enterprise Intention (SEI) by equipping individuals with the resources, guidance, and encouragement needed to establish a social enterprise. Previous research has consistently demonstrated the positive relationship between social support on SEI. According to Liu et al. (2019) and Ip et al. (2018), strong social support networks enhance the development of social entrepreneurial intentions by providing individuals with practical assistance and emotional encouragement throughout the entrepreneurial journey. Furthermore, social support is particularly valuable in helping prospective social entrepreneurs overcome financial constraints and operational challenges associated with the establishment of social enterprises (Cheah et al., 2019).

P4: SS positively mediates the relationship between EY, MO, and SEI.
Self-efficacy (SE) is defined as an individual's belief in their capability to perform the actions necessary to accomplish specific goals (Bandura, 2010). Within the context of social entrepreneurship, self-efficacy is considered a critical psychological determinant, as it influences individuals' confidence in their ability to manage the complexities and challenges associated with establishing and operating a social enterprise (Bacq & Alt, 2018). Individuals with higher levels of self-efficacy are more likely to engage in social entrepreneurial activities because they possess greater confidence in overcoming obstacles and attaining their intended objectives (Kruse, 2020). Consistent with this view, previous studies have identified a positive relationship between Social Enterprise Intention (SEI) and self-efficacy, highlighting self-efficacy as a significant predictor of individuals' intentions towards social entrepreneurship (Bacq & Alt, 2018; Mair & Noboa, 2006).

P5: SE positively mediates the relationship between EY, MO, and SEI.
Institutional support is conceptualized as a boundary condition because strong prosocial motivation may not necessarily result in Social Enterprise Intention when individuals perceive substantial external barriers to establishing a social venture. Financial support can reduce perceived resource constraints and increase the perceived feasibility of transforming socially oriented motivations into entrepreneurial action. Likewise, training support can provide individuals with relevant knowledge, competencies, mentoring, and exposure, thereby strengthening their confidence that their social entrepreneurial goals are achievable. Therefore, favourable institutional support is expected to amplify the extent to which prosocial motivational mechanisms translate into Social Enterprise Intention. The establishment of social enterprises often requires access to financial resources that are not readily available through conventional commercial financing due to the dual social and economic objectives embedded within their business models. Existing studies have consistently identified inadequate access to seed funding, impact investment, and grant financing as major barriers that hinder the development of Social Enterprise Intention (SEI)

(Cheah et al., 2023). In this regard, financial institutions and government agencies play a pivotal role in strengthening the support ecosystem by improving access to financial resources and reducing the entry barriers faced by aspiring social entrepreneurs (Spanuth & Urbano, 2024).

P6: The relationship between prosocial personality, prosocial motivation, and SEI is moderated by FS.

Support mechanisms, including business incubators, accelerators, mentorship initiatives, and entrepreneurship training programmes, play a critical role in fostering Social Enterprise Intention (SEI). Baskaran et al. (2019) reported that young Malaysians who had access to entrepreneurship training and institutional mentoring were significantly more likely to develop intentions to establish social enterprises. These institutional support mechanisms facilitate the translation of individuals' prosocial motivations and entrepreneurial capabilities into social entrepreneurial intentions.

P7: The relationship between prosocial personality, prosocial motivation, and SEI is moderated by TS.

Collectively, these seven propositions illustrate the multifaceted nature of Social Enterprise Intention (SEI). By integrating prosocial personality, prosocial motivation, and institutional support, the proposed framework recognizes that SEI is shaped by the combined influence of moral obligation (MO), empathy (EY), social worth (SW), social support (SS), self-efficacy (SE), financial support (FS), and training support (TS). The proposed propositions provide a theoretical ground for future empirical research while offering practical implications for the design of policies and interventions aimed at promoting Social Enterprise Intention (SEI) in Malaysia and other developing countries.

Research Methodology

This study employs a conceptual research design to develop a comprehensive theoretical framework for explaining the determinants of Social Enterprise Intention (SEI) among Malaysians. A conceptual approach is considered appropriate because it enables the integration and synthesis of existing knowledge across multiple domains, including prosocial personality, prosocial motivation, and institutional support, without relying on primary data collection. Through a critical review of the literature on the Theory of Planned Behaviour (TPB) and SEI, the study seeks to construct a theoretically grounded framework that explains the formation of SEI.

To ensure a rigorous review process, a comprehensive search of established academic databases was conducted, including Web of Science, Scopus, and Google Scholar, together with leading publishing platforms such as Emerald, Springer, Elsevier, and Wiley. The literature review focused on peer-reviewed journal articles published between 2018 and 2026 to reflect recent advancements in research on the Theory of Planned Behaviour (TPB) and Social Enterprise Intention (SEI). Search terms included social entrepreneurship, social entrepreneurship intention, Theory of Planned Behaviour, prosocial personality, prosocial motivation, and institutional support. The selection process prioritized studies that examined the theoretical and empirical relationships among these constructs.

The conceptual framework was developed by synthesizing the key constructs identified in the literature and articulating the relationships among them through a series of theoretical propositions. These propositions are supported by established theoretical arguments and empirical evidence reported in previous studies, providing a foundation for future hypothesis testing. Although this study does not include empirical validation, it proposes a structured theoretical framework that provides a foundation for future quantitative research. Future research is encouraged to employ survey-based data collection methods and analytical techniques such as Partial Least Squares Structural Equation Modelling (PLS-SEM) or Covariance-Based Structural Equation Modelling (CB-SEM) to empirically validate the proposed relationships. Furthermore, mixed-methods research incorporating qualitative inquiry may provide deeper contextual insights into the mechanisms underlying SEI formation. Overall, the conceptual approach adopted in this study provides a systematic and transparent foundation for developing a theoretically grounded and practically relevant framework to enhance the understanding of Social Enterprise Intention (SEI). The proposed framework extends the existing social entrepreneurship literature by integrating prosocial personality, prosocial motivation, and institutional support within a single model, thereby offering a comprehensive perspective on the factors influencing SEI in the Malaysian context. In doing so, it establishes a robust framework for future study while guiding the development of strategies to strengthen Malaysia's social entrepreneurship ecosystem.

Result

The findings of this conceptual study are derived from a systematic synthesis of existing theoretical and empirical literature as opposed to empirical hypothesis testing. Building on a comprehensive review of the literature, this study develops an integrated conceptual framework, grounded in the Theory of Planned Behaviour (TPB), to explain the determinants of Social Enterprise Intention (SEI) within the Malaysian ecosystem.

The proposed framework comprises seven key constructs that are expected to influence Social Enterprise Intention (SEI): moral obligation, empathy, social worth, social support, self-efficacy, financial support, and training support. The Theory of Planned Behaviour (TPB) serves as the framework for organizing these constructs. Specifically, moral obligation, empathy, social worth, social support, and self-efficacy are conceptualized as psychological and social antecedents that shape individuals' attitudes, subjective norms, and perceived behavioural control toward social entrepreneurship. In contrast, financial support and training support are incorporated as institutional support mechanisms that facilitate the development of SEI.

At the individual level, the framework incorporates prosocial personality as a key determinant of SEI. Within this construct, empathy (EY) and moral obligation (MO) are identified as the primary prosocial characteristics influencing individuals' intentions to establish social enterprises. These attributes represent essential attitudinal dispositions that enhance the perceived desirability of engaging in social entrepreneurial activities and, consequently, strengthen SEI.

The framework also incorporates prosocial motivation as an important intermediary mechanism linking prosocial personality to SEI. In particular, social worth (SW), social support (SS), and self-efficacy (SE) are proposed as mediating constructs that facilitate this relationship. Unlike charitable or voluntary activities, establishing a social enterprise requires

sustained commitment, entrepreneurial capability, and the ability to balance social and economic objectives. Consequently, aspiring social entrepreneurs require not only prosocial values but also the confidence, motivation, and supportive environment necessary to translate their intentions into entrepreneurial action.

Finally, the framework introduces financial support (FS) and training support (TS) as moderating factors that influence the relationships between prosocial personality, prosocial motivation, and SEI. By incorporating these institutional support variables, the framework acknowledges that external conditions can either strengthen or weaken the extent to which individual psychological and motivational factors are translated into social entrepreneurial intentions. By recognizing the interaction between individual-level determinants and the broader institutional environment, this perspective provides a more holistic understanding of Social Enterprise Intention (SEI).

Figure 1 illustrates the proposed conceptual framework, depicting the direct and indirect relationships among the constructs influencing Social Enterprise Intention (SEI). In the model, solid arrows represent the hypothesized direct relationships, whereas dashed arrows indicate the proposed moderating effects. By integrating prosocial personality, prosocial motivation, and institutional support into a single framework, the model offers a more comprehensive understanding of the factors shaping SEI, particularly within developing economies such as Malaysia, where the social entrepreneurship ecosystem continues to evolve. Furthermore, the proposed framework provides a theoretical foundation for future empirical research to test the proposed relationships, assess the adequacy of the proposed model, and examine the relative influence of prosocial personality, prosocial motivation, and institutional support on the formation of SEI.

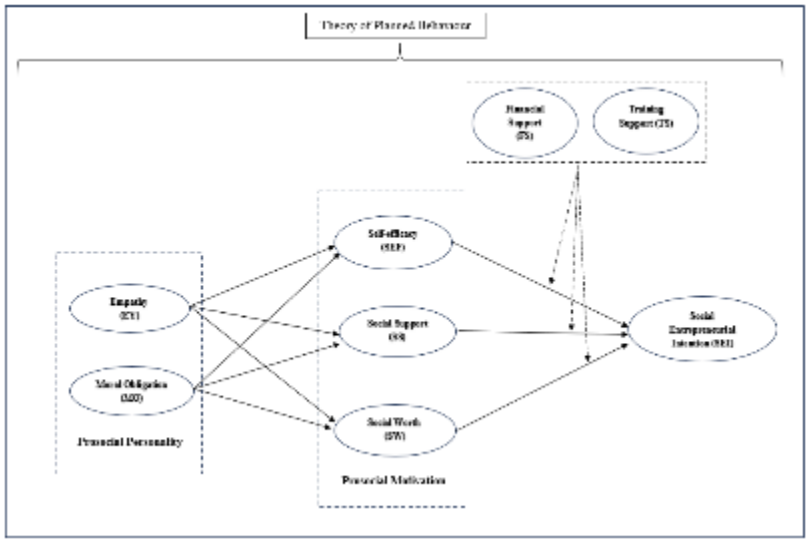

Figure 1: Conceptual Framework of Intention Formation in Malaysian Social Entrepreneurship

Discussion

This conceptual study provides an alternative perspective for explaining the individual-level determinants of Social Enterprise Intention (SEI). The proposed framework conceptualizes key psychological and social antecedents, namely empathy, moral obligation, self-efficacy, perceived social support, and social worth, as factors influencing individuals' attitudes, subjective norms, and perceived behavioural control toward social entrepreneurship. In

addition, financial support and training support are incorporated as moderating variables to capture the influence of institutional support on SEI. This integrated approach addresses an important gap in the social entrepreneurship literature, particularly within emerging economies such as Malaysia, where the social entrepreneurship ecosystem continues to develop (Quyen et al., 2024).

The theoretical contribution of the proposed framework extends beyond the inclusion of additional antecedents within TPB. Rather than conceptualizing psychological, social, and contextual factors as parallel predictors of intention, the framework proposes a staged and conditional process of Social Enterprise Intention formation. Prosocial personality represents relatively distal individual dispositions that create concern and moral responsibility toward social problems, while prosocial motivational mechanisms explain how these dispositions are translated into a stronger intention to establish a social enterprise. Institutional support subsequently operates as a boundary condition that determines the extent to which these motivational mechanisms can be converted into entrepreneurial intention. The framework therefore connects individual-level psychological processes with external institutional conditions, providing a multilevel explanation of SEI formation that is particularly relevant within Malaysia's developing social entrepreneurship ecosystem. This conceptualization is consistent with the work of Hockerts (2017) and Mair and Noboa (2006), who finds that these value-driven characteristics distinguish social entrepreneurs from conventional entrepreneurs by motivating them to pursue social value creation.

Furthermore, the framework identifies social worth (SW), social support (SS), and self-efficacy (SE) as important mediating mechanisms linking prosocial personality to SEI. These constructs reinforce individuals' perceived competence, social recognition, and access to supportive networks, all of which are essential for translating prosocial values into entrepreneurial intentions. For example, individuals who perceive that their contributions are appreciated by society (SW) or who receive encouragement and assistance from their social networks (SS) are more likely to perceive the establishment of a social enterprise as both desirable and achievable. This interpretation is consistent with the findings of Bacq and Alt (2018) and Cheah et al. (2023), who identify social validation and self-confidence as important facilitators of SEI. The proposed framework also advances the literature by emphasizing the role of institutional support during the intention formation stage. Although previous studies have largely examined institutional support in relation to established social enterprises, this study argues that such support is equally important during the development of entrepreneurial intentions. By incorporating financial support (FS) and training support (TS) as moderating variables, the framework demonstrates how favourable institutional conditions may strengthen or weaken the influence of individual psychological and motivational factors on SEI. Access to financial resources, for instance, may increase individuals' confidence in pursuing social entrepreneurial opportunities, while training support can enhance the knowledge, competencies, and practical skills required to transform social intentions into entrepreneurial action.

The proposed framework also offers specific implications for key stakeholders within Malaysia's social entrepreneurship ecosystem. Government agencies can strengthen Social Enterprise Intention by improving access to early-stage financing, grants, impact investment mechanisms, and clearer information regarding available social enterprise support

programmes. Such initiatives may reduce perceived resource barriers and strengthen the effect of prosocial motivation on individuals' intentions to establish social enterprises.

Educational institutions, particularly universities and higher education providers, can contribute by embedding social entrepreneurship into entrepreneurship education through experiential learning, community-based projects, mentoring, social enterprise competitions, and incubation programmes. These initiatives may strengthen empathy and moral awareness while simultaneously developing self-efficacy and the practical capabilities required to translate prosocial values into social entrepreneurial intentions.

Social enterprise support organizations, incubators, and ecosystem intermediaries can provide mentoring, peer networks, investor-readiness programmes, business-development assistance, and opportunities for aspiring social entrepreneurs to interact with established social enterprise founders. Such support may enhance perceived social support and social worth while providing individuals with the confidence and networks needed to pursue social entrepreneurial activities.

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