

## DETERMINANT OF NGM'S INTENTION TO CONTINUE THE FAMILY BUSINESS

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### ABSTRACT

Family businesses encounter succession crisis, with only 10% to 15% successfully transitioning to the third generation. The sustained operation and growth of family enterprises are intricately linked to the effectiveness of generational transitions. The absence of a structured transition process in family business continuity often stems from the insufficient interest and commitment of the Next Generation Members (NGM) to perpetuate their family enterprises. Hence, there is a pressing need for research into the determinants influencing NGM's intentions to sustain family businesses. This study investigates and evaluates the impacts of career interest, self-efficacy, and parental support on NGM's intentions to continue family businesses. Employing a non-probability sampling technique, data is collected through an online Google Form questionnaire from 121 respondents. Data analysis is conducted using SmartPLS. The study sample comprises NGMs based in Jakarta. The findings revealed that career interest positively and significantly shaped NGM's intentions to continue family businesses, self-efficacy similarly exerts a positive and significant impact, while parental support yields a negative and non-significant effect on NGM's intentions to continue family businesses. The results of this study provide information for family business owners in preparing for business succession in the future.

**Keywords:** Career Interest, Self-Efficacy, Parental Support, Family Business, NGM's intentions

## 1. INTRODUCTION

Family businesses play a significant role in the economic growth of countries worldwide. In Europe, they dominate 80% to 90%, while in America, they account for 85% of businesses (Hogan, 2012). In Indonesia, they contribute 82% to the Gross Domestic Product (GDP) and employ 80% of the working population (Qarsa, 2022). These statistics support Benard's assertion (2013) regarding the substantial impact of family businesses on economic growth.

The involvement of family members is crucial for the continuity of family businesses (Gimenez-Jimenez et al., 2020). However, data from the Global University Students' Spirit Survey (GUESSS) in 2018 indicate a low willingness among students with family business backgrounds to succeed their parents' businesses after graduation (Suhartanto, 2022). Only 5.53% are willing to do so immediately, and 6.23% within five years. Instead, 77.33% prefer employment after graduation, and 38.65% plan to start their own businesses later.

While family businesses tend to outperform non-family-controlled businesses by 6.65% (Anderson and Reeb cited in Hogan, 2012), their survival rates across generations are low. Only 15% last five years, 30% transition to the second generation, and 10% to 15% to the third (Hogan, 2012). Successful succession relies not only on successors but also on their willingness, motivation, and business orientation (Zhu & Zhou, 2021). Several factors influence NGMs' intentions to continue family businesses, including career interest, self-efficacy, and parental support (Zhu & Zhou, 2021; Wilson et al., 2007).

Career interest, also referred to as vocational interest, pertains to an individual's preferences, concerns, likes, and dislikes regarding activities related to their career path (Ong, Chou, Yang & Lim, 2019). Similarly, self-efficacy reflects a person's belief in their capability to accomplish tasks, often synonymous with self-confidence (Wilson et al., 2007). Parental support encompasses the expression of acceptance, warmth, and responsiveness from parents towards their children, which aids in their normal development and positively influences their career development (McMullen & Warnick, 2015). NGM's intention to continue the family business denotes a strong willingness, self-motivation, and goal orientation towards achieving the objectives of the family business (Zhu & Zhou, 2021). Moreover, NGMs are not only willing but also capable of contributing to the success and sustainability of their family's business endeavors (Garcia, Sharma, De Massis, Wright, Scholes, 2018).

Career interest is pivotal in succession planning (Zhu, Zhou, 2021), as it determines NGMs' willingness to continue the family business when their career interests align with it. Higher career interest correlates with increased commitment to the family business (Zhang et al., 2023). Additionally, self-efficacy influences one's confidence in task performance (Wilson et al., 2007), crucial for successors' suitability to lead the family business; higher self-efficacy enables them to achieve better business performance (Antonius & Utama, 2023). Moreover, the quality of interaction between NGMs and their parents, especially parental behavior towards NGMs, impacts NGM's intention to continue the family business (Suhartanto, 2022). Overall, individuals' intentions are shaped by the complex interactions between themselves and their environment, highlighting the importance of parent-child interactions within family businesses (Bandura, 1986).

The theory used is the Theory of Planned Behavior (TPB), which focuses on determining the factors that influence an individual's intention to engage in a behavior and predicting the individual's performance, consisting of the individual's attitude, subjective norms, and perceived behavioral control (Wu, Coleman, Rahaman & Edziah, 2020). Where the individual's attitude is related to the Self-Efficacy variable, subjective norms are related to the Parental Support variable, and perceived behavioral control is related to the Career Interest variable (Wu, Coleman, Rahaman & Edziah, 2020).

This study addresses a discrepancy in previous research findings. While Suhartanto (2022) suggests that parental support influences the next generation's intentions to engage in family business succession, Zhu & Zhou (2021) argue that despite parental support and good relationships with parents, it does not impact the next generation's intentions to continue the family business. Interview findings reveal that lack of interest and enthusiasm in their parents' work field is significant. Additionally, low self-efficacy does not linearly relate to the next generation's intentions; despite this, the intention to continue the family business remains high, emphasizing the importance of successors' involvement to gain experience. The following table summarizes previous research findings on career interest, self-efficacy, and parental support variables, which will inform this study.

Tabel 1. Literature Review

No.	Research Title	Researcher	Research Findings
1.	Disassembling the influences of perceived family relational conflict on business family offsprings intrapreneurial intentions	Wang & Zhang (2021)	Found that parental-child relational conflict negatively correlated with parental-child relational self-efficacy, which in turn positively affected intrapreneurial intentions. Additionally, perceived parental-child relational conflict positively correlated with outcome expectations, while

			perceived extended family relational conflict negatively correlated with extended family relational self-efficacy.
2.	The Mediating Effect of Family Business Self-efficacy on Parental Support and Succession Intention Relationship	Suhartanto (2022)	The study revealed a positive and significant relationship between parental support and family business self-efficacy, which further influenced succession intentions positively.
3.	A Family Affair a Quantitative Analysis of Third Generation Successors' Intentions to Continue the Family Business	Chan, Jalandoni, Sayarot, Uy, Daradar & Aure (2020)	Found that normative commitment positively mediated the relationship between verbal encouragement and next-generation involvement, while affective commitment negatively mediated the relationship between parental psychological control and next-generation involvement.
4.	Perceived Parental Care and Next-Generation Family Members Succession Intentions the Sequential-Mediating Role of General Self-Efficacy and Perceived Person-Job	Zhu & Zhou (2021)	Revealed that perceived parental care positively correlated with succession intentions and was mediated sequentially by general self-efficacy and perceived person-job fit.
5.	Factors Motivating Next-Generation Members to Lead Their Family Businesses	Hogan (2012)	Found that family task motivation and desire to lead strongly motivated family business leadership, while material gain motivation had a weaker influence.
6.	Interest of 2017 Chinese Students at Petra Christian University in Continuing Family Businesses	Cahyadi (2022)	Revealed that situational interest was influenced by long-term business prospects and parental relationships, while individual interest was influenced by consistent involvement and relevant knowledge.
7.	Influence of Family Commitment and Harmony on Succession Interest in Family Businesses	Natalia (2019)	Found a positive and significant relationship between commitment and succession interest, while family harmony did not significantly influence succession interest.

This study aimed to understand the factors influencing Next-Generation Members' (NGMs) intentions to continue the family business, given the declining percentage of successors. The framework developed included three hypotheses: 1) Career interest positively influences NGMs' intention to continue the family business. 2) Self-efficacy positively influences NGMs' intention to continue the family business. 3) Parental support positively influences NGMs' intention to continue the family business.

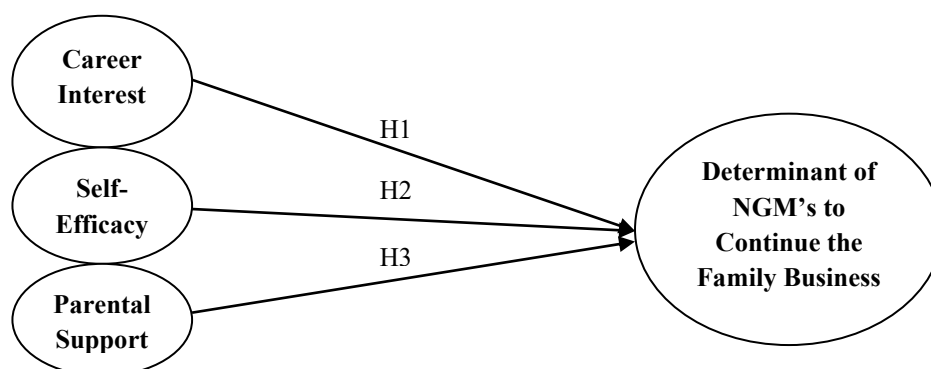


Figure 1. Conceptual Framework

## **2. RESEARCH METHOD**

The analytical method utilized in this study is descriptive statistics, gathering data through each variable using quantitative methods, comprising three independent variables and one dependent variable. The dependent variable is the intention of Next-Generation Members (NGM) to continue the family business, while the independent variables consist of career interest, self-efficacy, and parental support. The population under scrutiny comprises next-generation family members (NGM) whose family own businesses in the Jakarta area. The population selection is based on characteristics matching the research object. According to Wang & Zhang's (2021) research, the population studied consisted of 124 descendants of family businesses. Therefore, the population for this study consists of 124 NGM. Additionally, the sampling technique employed is non-probability sampling, particularly purposive sampling with predefined criteria for information acquisition (Sugiyono, 2014).

The criteria established consist of an NGM originating from a family with a family business, aged over 20 years, and residing in Jakarta. The sample size is based on Hair et al.'s (2014) statement, suggesting that the minimum sample size should be at least five times greater than the number of indicators under study. In this research, there are 23 indicators used, hence the minimum sample size required is 115 samples. After distributing questionnaires, a total of 121 samples were collected, thus 121 samples will be analyzed. The sample size taken comprises 121 respondents out of 131 respondents meeting the predefined criteria.

The data measurement scale employs an interval scale in the form of a Likert scale, and variables will be measured and elaborated into variable indicators in the form of questions or statements. The scale used ranges from score of 1 (strongly disagree)-5 (strongly agree). The instrument utilized is in the form of a questionnaire. The distribution of questionnaires in this study is conducted online via the Google Form platform and social media. This research employs three independent variables and one dependent variable. The independent variables are career interest, self-efficacy, and parental support.

The dependent variable is the intention of Next-Generation Members (NGM) to continue the family business. The first independent variable, career interest, employs six indicators, namely: 1) Aspiring to pursue a career within family business, 2) Planning to work in family business, 3) Oriented towards the future of family business, 4) Inclined towards innovation within family business, 5) Willing to contribute to leading family business, and 6) Desiring to contribute creatively within family business. The second independent variable, self-efficacy, comprises six indicators, namely: 1) Capable of continuing the family business, 2) Confident in leading the family business, 3) Possessing the necessary skills to manage family business, 4) Having experience in leading family business, 5) Able to face future challenges, and 6) Confident in improving the performance of family business. The third independent variable, parental support, consists of five indicators, namely: 1) My parents taught me skills that can be used to manage family business, 2) My parents informed me about the types of work within family business, 3) My parents involve me in the management of family business, 4) My parents encourage me to acquire knowledge through education, and 5) My parents appreciate my successes. The dependent variable, the intention of NGM to continue the family business, incorporates six indicators: 1) Prepared to take over family business, 2) My professional goal is to become a leader in family business, 3) Having a strong intention to lead family business, 4) Committed to becoming the successor of family business in the future, 5) Willing to make every effort to become the successor of family business, and 6) Someday, I will become the successor of family business.

The analysis of this research employs structural equation modeling through the partial least squares (PLS) method, facilitated by the SmartPLS software. This software examines the multiple relationships between construct-type variables using two sub-models: the measurement model (outer model), which assesses validity and reliability through indicator testing within each variable, and the structural model (inner model), which employs hypothesis testing to evaluate predictive models. The data analysis method utilized is structural equation modeling (SEM) to examine causal relationships between variables in a conceptual model measured by several indicators (Abdullah, 2015). SmartPLS is chosen due to its non-parametric nature, capable of handling complex models with various indicators, and accommodating various sample sizes (Hair et al., 2014), without assumptions about data normality.

Validity analysis incorporates convergent validity, determined by outer loadings and average variance extracted (AVE), and discriminant validity, ensuring distinctiveness among latent constructs through cross-loading criteria. Reliability analysis assesses Cronbach's alpha for lower bounds of construct reliability and composite reliability for true reliability values (Ghozali & Latan, 2015).

Structural model data analysis utilizes Coefficient of Determination ( $R^2$ ) to assess the explanatory power of independent variables, Predictive Relevance ( $Q^2$ ) to measure the goodness of fit and parameter estimation, Path Coefficient to determine influence pathways and interrelationships among variables, and hypothesis testing employing bootstrapping procedures, assessing the influence of each independent variable on dependent variables (Ghozali, 2016).

### **3. RESULTS AND DISCUSSIONS**

The research conducted an online survey, gathering responses from a total of 131 participants. Out of these, 121 respondents qualified as Next Generation Members (NGM) and were included in the study. Criteria such as Age, Residence, and Background were used to select the participants. The screening process based on age revealed that 130 respondents (99%) were over 20 years old, with only 1 respondent (1%) below this age. Regarding residence, 123 respondents (94%) were from Jakarta, while 8 respondents (6%) lived elsewhere. In terms of background, 123 respondents (94%) came from families with family businesses, while 8 respondents (6%) did not. After applying all criteria, 121 respondents met the requirements and were included in the final sample.

This study underwent several testing steps utilizing structural equation modeling (SEM), consisting of two models: the outer model and the inner model. In this research, the outer model analysis test involved two conditions: validity and reliability. Validity was measured using two types: Convergent validity and discriminant validity. Convergent validity was assessed based on outer loadings, which were expected to be above 0.7, although values between 0.5 and 0.6 were considered acceptable, and through the Average Variance Extracted (AVE) value, which should exceed 0.5.

Based on the test results, the outer loadings of each indicator met the requirements for convergent validity. However, one indicator had a value below 0.4, specifically indicator 4 from the parental support variable, and was subsequently removed. Furthermore, the Average Variance Extracted (AVE) for each variable exceeded 0.5, with the independent variables of career interest at 0.559, self-efficacy at 0.554, parental support at 0.640, and the dependent

variable of NGM's intention to continue the family business at 0.716. Hence, it can be concluded that the variables utilized in this study are valid.

The reliability test examined Cronbach's Alpha and Composite Reliability, both of which should exceed 0.6 and 0.7, respectively. The results indicate that all variables meet these criteria: Cronbach's Alpha values for career interest (0.886), self-efficacy (0.833), parental support (0.750), and NGM's intention to continue the family business (0.920), and Composite Reliability values for career interest (0.900), self-efficacy (0.869), parental support (0.808), and NGM's intention to continue the family business (0.923). Thus, the study's variables demonstrate reliability. Below are the validity and reliability test results.

Table 2. Results of Average Variance Extracted (AVE), Cronbach's Alpha, and Composite Reliability Testing  
 Source: Data processing via SmartPLS

Variable	Average Variance Extracted (AVE)	Cronbach's Alpha	Composite Reliability
Career Interest	0.559	0.886	0.900
Self-Efficacy	0.554	0.833	0.869
Parental Support	0.640	0.750	0.808
Intention of Next Generation Member (NGM) to Continue Family Business	0.716	0.920	0.923

This study also employed the inner model of structural equation modeling (SEM). The inner model was conducted through the examination of coefficient of determination ( $R^2$ ), predictive relevance ( $Q^2$ ), path coefficients, and hypothesis testing. The analysis results indicate that the indicators used in this research have met the required standards for validity, with outer loadings  $>0.5$ , except for indicator DOT4, which was removed due to having a value  $<0.5$ . In this study, the coefficient of determination ( $R^2$ ) test results yielded a value of 0.838, indicating that 83.8% of the variance in NGM's intention to continue the family business can be explained by career interest, self-efficacy, and parental support variables. The predictive relevance ( $Q^2$ ) results indicate that the career interest, self-efficacy, and parental support variables have a significant influence on NGM's intention to continue the family business, as the predictive relevance ( $Q^2$ ) value is greater than 0, specifically 0.829. Below are the results of Coefficient of Determination ( $R^2$ ) and Predictive Relevance ( $Q^2$ ).

Table 3. Coefficient of Determination ( $R^2$ ) and Predictive Relevance ( $Q^2$ )  
 Source: Data processing via SmartPLS

	$R^2$	$Q^2$
Intention of Next Generation Member (NGM) to Continue Family Business	0.838	0.829

Furthermore, hypothesis testing (path coefficients) results revealed that the processing of data for H1, where Career Interest towards NGM's Intention to Continue the Family Business, yielded an Original Sample value of 0.672, which is greater than 0, indicating a positive influence. Additionally, H1 has a T-statistics value of 9.577 and P-Values of 0.000, meaning that the T-statistics value is  $> 1.96$  and P-Values are  $< 0.05$ . Therefore, it can be concluded that H1 is accepted and has a significant influence.

The data processing results for H2, where Self-Efficacy towards NGM's Intention to Continue the Family Business, yielded an Original Sample value of 0.270, which is greater than 0, indicating a positive influence. Additionally, H2 has a T-statistics value of 6.460 and

P-Values of 0.000, meaning that the T-statistics value is  $> 1.96$  and P-Values are  $< 0.05$ . Therefore, it can be concluded that H2 is accepted and has a significant influence.

However, the data processing results for H3, where Parental Support towards NGM's Intention to Continue the Family Business, yielded an Original Sample value of 0.056, which is smaller than 0, indicating a negative influence. Additionally, H3 has a T-statistics value of 1.242 and P-Values of 0.214, meaning that the T-statistics value is  $< 1.96$  and P-Values are  $> 0.05$ . Therefore, it can be concluded that H3 is rejected and does not have a significant influence. Below are the results of hypothesis testing as presented in Table 4.

Table 4. Bootstrapping and Path Coefficients Results  
 Source: Data processing via SmartPLS

Relationship between Variables	Original Sample	T-statistics	P-Values
Career Interest -> Intention of NGM to Continue Family Business	0.672	9.577	0.000
Self-Efficacy -> Intention of NGM to Continue Family Business	0.270	6.460	0.000
Parental Support -> Intention of NGM to Continue Family Business	0.056	1.242	0.214

Based on the findings of this research, it is evident that there is a significant positive influence between the Career Interest variable and NGM's Intention to Continue the Family Business. Thus, the higher the alignment of NGM's career interest with the family business, the higher the intention to continue the family business. These results are consistent with previous research conducted by Dawson, Sharma, Irving, Marcus, and Chirico (2015), which also stated that perceived alignment of next-generation members' career interests with the family business has a strong influence on the next-generation members' intention to take over the family business. This finding is also consistent with Sharma et al.'s (2001) proposition that the alignment of next-generation family members' career interests with the family business is one of the factors influencing the next generation's decision to take over the family business.

Furthermore, this research indicates that the Self-Efficacy variable also has a significant positive influence on NGM's intention to continue the family business. Thus, the higher the NGM's self-efficacy in performing these tasks, the higher the intention to take over the family business. These findings are aligned with the findings of Chan et al. (2020), which suggest that self-efficacy has a positive impact on NGM's contribution to involvement in the family business. NGM with high self-efficacy has the ability to perform well in taking over the family business and can enhance the performance of the family business.

Furthermore, the results of this study indicate that parental support has a negative and insignificant influence on NGM's intention to continue the family business. Thus, even though the perceived parental support by NGM increases, it does not affect an increase in NGM's intention to continue the family business. These results are not in line with the research conducted by Suhartanto (2022), which suggests that indirectly all forms of parental support increase the next-generation members' intention to engage in succession activities and family business leadership. Therefore, despite parental support to encourage their children to be involved in the family business, it does not strongly influence NGM's intention to continue the family business. This is related to Garcia et al.'s (2012) statement that in succession planning, parental support is considered inappropriate and unethical because

parents intentionally encourage their children to enter the family business rather than allowing them to explore career interests independently.

#### **4. CONCLUSIONS AND SUGGESTIONS**

Based on the testing results conducted to determine the Influence of Career Interest, Self-Efficacy, and Parental Support on NGM's intention to continue family business, it can be concluded that the Career Interest and Self-Efficacy variables have a significant positive influence on NGM's intention to continue family business. Meanwhile, the Parental Support variable has a negative and non-significant influence on NGM's intention to continue family business

Thus, it is concluded that career interest and self-efficacy are factors influencing the intention of Next-Generation Members (NGM) to continue the family business. However, only parental support does not affect the intention of NGM to continue the family business. Further development in understanding these aspects can enhance and reinforce factors that increase motivation and interest among the next-generation members to engage in family businesses. The findings of this research hold significant implications in understanding career interest and self-efficacy development to enhance the intention of the next-generation members to take over and lead family businesses. Additionally, this study contributes to theoretical understanding of the factors influencing NGM's intention to continue family businesses and provides a strong foundation regarding career interest and self-efficacy development in encouraging and supporting the entrepreneurial potential of NGM and overall economic growth.

Based on these results, to enhance NGM's Career Interest, family business owners can involve NGM in contributing to the management of the family business and allow NGM to innovate and create within the family business. Consequently, with NGM's involvement and contribution, working and building a career within the family business can become part of NGM's future career planning and serve as a driver in increasing NGM's intention to take over the family business.

Furthermore, the practical implications for enhancing NGMs' self-efficacy are that family business owners can assist in training NGM in the necessary skills for running the family business and also involve NGM in managing the family business. Thus, with the skills and experience gained in managing the family business, NGM's self-confidence in continuing and leading the family business can be enhanced.

For future research, researchers can consider adding other variables to further investigate factors influencing NGM's Intention to Continue Family Business. Additionally, researchers can expand the geographical scope of the sampled population to obtain data from a more diverse and larger pool of respondents.

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