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Journal of Developmental Entrepreneurship | Vol. 30, No. 02, 2550012 (2025)

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BALANCING WORK AND ENTERPRISE: INVESTIGATING HYBRID ENTREPRENEURSHIP INTENTION

GOHAR ABBAS KHAN, IRFAN BASHIR, SULTAN MOHAMMED ALKHOZAIM, and FATIMAH ABDULAZIZ ALSHIHA

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Abstract

This study integrates the Theory of Planned Behavior (TPB) with the push-pull framework to examine the motivational dynamics underlying hybrid entrepreneurship intention, where individuals engage in entrepreneurship ventures alongside traditional wage employment. Using a structured questionnaire, data was collected from 293 hybrid entrepreneurs in Riyadh, Saudi Arabia, and subjected to structural equation modeling-partial least squares (SEM-PLS). The findings highlight job dissatisfaction as a significant push factor, while the desire for autonomy

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