

## ABSTRACT

The study has been conducted with an aim to explore the influence of psychological, cultural, and institutional barriers on the entrepreneurial intentions of Pakistani youth, particularly university students. A causal relationship has been established between psychological, cultural, and institutional factors and general academic/ professional training programs being taught in universities. The study is based on the Theory of Planned Behaviour (TPB). This study has conducted an in-depth analysis of entrepreneurial barriers being faced by Pakistani youth and their extent of influence in affecting entrepreneurial activity in Pakistan.

University students from all faculties were selected as the target population and a structured questionnaire was distributed in all universities of Pakistan. Data were obtained via surveys and investigated using structural equation models (SEM) to determine the causal links between various components. This study is quantitative and explanatory in character.

The results show that entrepreneurial intentions are influenced by psychological, cultural, and institutional aspects. University entrepreneurial education plays a vital role in developing entrepreneurial intentions and initiating subsequent entrepreneurial action. The findings of this study highlight a number of significant complications that merit further consideration, not just within the scientific and academic communities, but also among political and government institutions, as well.

This study has value at both scholarly and practice levels. At the scholarly level, the study investigated important contemporary issues related to entrepreneurial intentions and entrepreneurial activity. At the practical level, the findings of this study would aid in the establishment of effective and efficient entrepreneurial policies and entrepreneurial curricula.

**Keywords:** Entrepreneurial intention, entrepreneurial activity, theory of planned behavior, entrepreneurship education, psychological barriers, cultural barriers, institutional barriers, risk aversion, change, stress avoidance