

# EXPLORATORY RESEARCH: CREATIVE CONFIDENCE, ENTREPRENEURIAL INTENTIONS AND FEAR OF FAILURE IN MOROCCAN CONTEXT

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## ABSTRACT:

Entrepreneurship is crucial for wealth, job and value creation. More and more countries are making efforts to encourage and support it. In Morocco, the government is trying to instigate young people to pursue an entrepreneurial career. Therefore, Moroccans are progressively interested in it and have high entrepreneurial intentions. However, most of them don't get involved in entrepreneurship as they face a huge problem that disrupts the entrepreneurial activity: Fear of Failure. This paper will analyze a model that includes creative confidence, entrepreneurial intentions and fear of failure and investigates the relationships between them. In fact, by interviewing entrepreneurs and students and by analyzing 497 questionnaires answered by students enrolled in universities and schools in Morocco, the main results suggest that creative confidence enhances entrepreneurial intentions and reduces the fear of failure. Thus, the paper provides comprehensive evidence about the positive impact of creative confidence on entrepreneurial intentions and on curbing fear of failure of university students in Morocco and fills an important gap in the entrepreneurship literature.

*Keywords: Creativity, Creative Confidence, Entrepreneurial Activity, Entrepreneurial intentions, Fear Of Failure, Social and Cultural Norms, Structural Equation Model.*