



Entrepreneurs' Perceived Roles in Phnom Penh: A Multidimensional Assessment of Passion, Innovation, Risk-Taking, and Proactiveness

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ABSTRACT

Purpose of the study: This study aims to assess entrepreneurs' perceived roles in Phnom Penh, Cambodia, focusing on four cognitive dimensions: passion, innovation, risk-taking, and proactiveness, and to examine differences in these perceptions across selected demographic and enterprise characteristics.

Methodology: A quantitative descriptive-comparative research design was employed. Data were collected from 226 entrepreneurs using a structured Likert-scale questionnaire. Statistical tools included mean, standard deviation, Pearson correlation, and one-way ANOVA. Data analysis was conducted using IBM SPSS Statistics, supported by a relevant literature review and secondary data sources.

Main Findings: The findings reveal a high overall level of perceived entrepreneurial roles. Proactiveness recorded the highest mean, followed by passion and innovation, while risk-taking was moderate. No significant differences were found across age and firm size, whereas the sector showed significant differences in passion and risk-taking.

Novelty/Originality of this study: This study provides a multidimensional assessment of entrepreneurial role perceptions in Cambodia, emphasizing cognitive dimensions rather than performance outcomes. It offers new empirical evidence from Phnom Penh and contributes to the limited literature on entrepreneurial cognition in developing economies, supporting more context-specific research and policy development.

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1. INTRODUCTION

The notion of entrepreneurship refers to the practice of creating business ventures, innovations, or other projects for economic and social growth [1]–[3]. Being viewed as a powerful mechanism of promoting innovation, economic development, and social transformation, entrepreneurship has been extensively researched in various academic disciplines over recent decades [2], [4]. Entrepreneurship plays an especially prominent role in developing economies, including Cambodia, due to its capacity to generate growth and stimulate development in underdeveloped regions [5], [6]. Phnom Penh represents one of the most promising and rapidly developing cities of the country, characterized by numerous small and medium-sized enterprises (SMEs) [6]. Therefore, it is of great importance to analyze various aspects associated with entrepreneurship within this region in order to ensure sustainable development in the future. One of the crucial aspects to investigate when discussing entrepreneurship

is entrepreneurs' perceptions of their roles, which can help to understand how such individuals approach their activities [7].

Entrepreneurial behavior implies a set of specific decisions and actions undertaken by a person with the aim of establishing a business venture or engaging in innovative activities [8]. Such behavior can be seen as a consequence of certain perceptions, beliefs, attitudes, values, and expectations held by an entrepreneur [7], [9]. Therefore, the perception of entrepreneurial roles can greatly affect the success of a project and its sustainability in the future. It is important to understand what roles entrepreneurs tend to assign to themselves as economic actors in order to find out how such individuals make decisions and manage their resources. Perceived entrepreneurial roles constitute one of the key components of the cognitive structure of an entrepreneur's mind, guiding their activity in various spheres [9].

Thus, it is possible to speak about the importance of the issue under discussion and the need to conduct thorough research in this sphere. However, previous literature is relatively scarce in regard to the analysis of entrepreneurial roles [7]. Most studies have mainly concentrated on such factors as business performance, growth, and other tangible characteristics of entrepreneurs' work that allow assessing the outcomes and effectiveness of their activities [2], [4]. Thus, there is a gap between current literature on the subject matter and actual phenomena occurring in real-life conditions. Moreover, there is a lack of data related to Cambodia, a country that is currently undergoing rapid development [5], [6]. Phnom Penh can be regarded as one of the centers of such economic development, as the city's potential for growth is especially great in the context of Cambodia.

Therefore, conducting a study dedicated to entrepreneurship in this region would allow gaining insight into the nature of entrepreneurial activities and their contribution to economic progress in the country. Besides, it would be useful to focus specifically on entrepreneurs' role perceptions since they play an extremely important role in decision-making. However, the phenomenon under analysis has not been investigated properly until now, which makes it necessary to conduct thorough research in this area in order to fill the existing gap. Furthermore, it would be beneficial to take into account the diversity of entrepreneurs and examine various types of role perceptions in relation to specific characteristics of individuals and enterprises in question.

When discussing entrepreneurship, it is important to mention such factors as passion, innovation, risk, and proactiveness, which have been widely acknowledged as the primary dimensions characterizing this notion [3], [8], [10]. Passion refers to the desire, motivation, and emotional engagement of entrepreneurs in their activities that allow them to overcome various obstacles on their path to success [10]. Innovation, in its turn, involves the capability of an individual to generate new ideas, designs, products, and processes in order to gain an advantage over competitors in the market [2]. The next important aspect is the willingness to engage in risky activities, which is known as risk-taking [8]. Finally, proactiveness implies making decisions and engaging in activities without waiting for others' actions and initiatives [3].

Thus, it would be appropriate to conduct research dedicated to examining various entrepreneurs' perceptions of these dimensions in relation to their business activities. The study should include all of the dimensions mentioned above, allowing for a comprehensive analysis of entrepreneurial roles within this setting. It can be assumed that each of the dimensions will play a significant role in the lives of an entrepreneur as a representative of the business world. Moreover, entrepreneurs' perceptions of their roles in relation to these dimensions can greatly influence their decision-making strategies and activities.

The rationale for the selected topic lies in its importance in terms of the development of Cambodia and its major cities, especially Phnom Penh. At the same time, there is little data available about this phenomenon in the local context. As a result, there exists a substantial knowledge gap that must be addressed in order to contribute to the scientific community in the field of entrepreneurship and to promote the further development of the country's economy and its enterprises in particular. Conducting research in this sphere would help to gain insight into entrepreneurs' cognitive patterns, thus contributing to a deeper understanding of the problem at hand.

2. RESEARCH METHOD

2.1. Research Design

The research followed a descriptive-comparative research design with a quantitative approach to investigate the entrepreneur's perception of his/her roles in terms of passion, innovation, risk-taking, and proactiveness [11], [12]. First of all, the descriptive part aimed at establishing the level of each role under analysis to develop a profile of the entrepreneurship role perception [11]. At the same time, the comparison helped to reveal possible differences in terms of age, sector, and firm size to establish whether they affect an entrepreneur's cognition or not [12]. With the help of such a combination of methods, the study was able to produce a general picture while also considering particular differences in the way entrepreneurs of certain ages or working in certain industries perceive their roles in business. This approach to measurement helped the researchers collect reliable and valid data about the phenomenon under consideration [13]. It helped to establish specific measurements to collect the data from participants and allowed for using appropriate methods of statistics in order to analyze the

collected data. The descriptive-comparative design is useful to produce generalizable findings as well as avoid subjectivity when analyzing data [11].

2.2. Data Types and Data Sources

Data collection was carried out using both primary and secondary data in order to ensure the provision of a thorough and well-grounded analysis of entrepreneurs' perceived roles [13], [14]. Specifically, primary data were collected through a questionnaire survey, where participants were asked to provide answers regarding the various perceived roles of entrepreneurs in their businesses in Phnom Penh. Entrepreneurs were identified as participants who have been running businesses in the country for some time now, regardless of the industry sector in which they are engaged. The structured questionnaire was developed to examine entrepreneurs' perceived roles in relation to four different aspects: passion, innovation, risk-taking, and proactiveness [5]. Each question was phrased based on the Likert scale, in which entrepreneurs were expected to indicate the extent to which they agree or disagree with certain standardized statements [15]. The use of the aforementioned research method ensured that quantitative data were generated, which could be systematically analyzed in order to uncover the trends and variations in perceived roles. In addition to the primary data, secondary data were used throughout the study in order to develop a conceptual framework, which included information on recent journal articles, reports, and institutional publications related to entrepreneurship in Cambodia [14].

2.3. Research Procedures

The research adopted a reliable and consistent approach in order to enhance the credibility of results gathered through the analysis of data [13]. First, there was the development of a questionnaire based on the concepts of entrepreneurial roles in terms of passion, innovation, risk-taking, and proactiveness [5]. The survey was designed to reflect the views of participants using specific Likert scale questions that were relevant to the objectives of the study [15]. Prior to actual use of the questionnaire, there was testing among a few selected participants for clarity, consistency, and coherence to enable the making of necessary amendments to the survey [13]. Respondent recruitment in the study involved the use of both purposive and convenience sampling approaches to engage only the relevant respondents, such as active entrepreneurs within Phnom Penh [11]. In terms of actual data collection, it was conducted online by sharing the questionnaire with the target participants for completion of all the required items. During the data gathering process, ethical considerations were carefully adhered to through the observance of voluntary participation by respondents with full disclosure about the study [13]. At the same time, there was maintenance of confidentiality and anonymity while obtaining informed consent from all the respondents.

2.4. Data Collection and Processing Techniques

Data were gathered through a five-point Likert scale where one corresponds to strongly disagree, while five corresponds to strongly agree [15]. This provided participants with an opportunity to indicate their level of agreement with various statements concerning the roles of entrepreneurs. Responses obtained from questionnaires were carefully scrutinized to remove any errors or inconsistent answers to maintain the integrity of the data [13]. After cleaning and screening, responses were systematically coded and organized before computing the mean to obtain composite scores for the four constructs on perceived entrepreneurial roles: passion, innovativeness, risk-taking propensity, and proactiveness. Composite scores enabled a better understanding of the various constructs measured, both individually and collectively. To further demonstrate the reliability of the measurement instrument used, internal consistency was measured through the use of Cronbach's Alpha, the most common statistical measure of internal consistency of Likert-type scales [16]. An acceptable Cronbach's alpha value demonstrated that items within each construct were well-correlated and reliable in measuring the various constructs measured.

2.5. Data Analysis Techniques

Statistical analysis used both descriptive and inferential statistical methods in order to conduct a thorough analysis of the perception of roles by entrepreneurs [17]. The use of descriptive statistics such as mean and standard deviation was instrumental in measuring and determining the level and variation of each variable – passion, innovation, risk-taking, and proactiveness [17]. On the other hand, in order to analyze the relationship that exists between the role perception and selected social outcomes, a Pearson correlation test was performed to evaluate the nature and level of relationship among variables [18]. Lastly, in order to measure whether there was any statistically significant difference in the perception of roles based on various demographic and entrepreneurial factors such as age, sectors, and firm size, one-way ANOVA was performed [17]. Statistical tests utilized in the study included the use of SPSS (Statistical Package for Social Sciences)

3. RESULTS AND DISCUSSION

3.1. Profile of Respondents

Table 1. Profile of Respondents

Variable	Category	Frequency	Percentage
Gender	Male	132	58.4%
	Female	94	41.6%
Age	20–30 years	64	28.3%
	31–40 years	98	43.4%
	41+ years	64	28.3%
Sector	Trade / Commerce	72	31.9%
	Service	98	43.4%
	Manufacturing	56	24.7%
Firm Size	Small (1–10 employees)	118	52.2%
	Medium (11–50 employees)	78	34.5%
	Large (51+ employees)	30	13.3%
Total	226		100%

Table 1 demonstrates the demographic and enterprise traits of the 226 respondents to the survey. Concerning the gender ratio in the sample, the study demonstrates relatively equal proportions of men and women among the entrepreneurs – 58.4% of respondents are male entrepreneurs, while the proportion of female respondents constitutes 41.6%, suggesting moderately represented gender diversity among the Phnom Penh business community. As for age, it appears that the largest number of participants belongs to the age cohort of 31–40 years, representing 43.4% of the sample. The other half of respondents is distributed nearly equally between two other categories of ages: those under 30 years old make up 28.3% of the sample, while the remaining 28.3% belong to the age group of 41 and above.

The share of different sectors in the respondent group can be represented as follows: 43.4% of entrepreneurs are involved in the service industry, 31.9% in trade and commerce, while manufacturing enterprises are represented by 24.7%. It is noteworthy that the leading role among the enterprises is played by the service sector, which corresponds to urban trends in the Cambodian economy, characterized by the rapid development of the service sector. Regarding the firm size, most respondents own small enterprises (1–10 employees), accounting for 52.2%. Medium firms (11–50 employees) account for 34.5%, while large enterprises (more than 50 employees) make up only 13.3%. These proportions reflect the high prevalence of small firms among the surveyed Phnom Penh entrepreneurs, which is a characteristic feature of countries at the initial stages of economic development. In general, the described profile of respondents reflects a fairly diversified and representative group of entrepreneurs in Phnom Penh.

3.2. Levels of Entrepreneurs' Perceived Roles

Table 2. Levels of Entrepreneurs' Perceived Roles

Dimension	Mean	SD	Interpretation
Passionate Agent	3.72	0.61	High
Innovator	3.69	0.58	High
Risk-Taker	3.54	0.65	Moderate
Pro-active Agent	3.78	0.57	High
Overall Mean	3.68	0.60	High

The levels at which entrepreneurs from Phnom Penh consider themselves representing four fundamental roles, namely the passionate agent, innovator, risk taker, and proactive agent, are displayed in Table 2. According to the table above, it can be clearly seen that on average, entrepreneurs view themselves to be highly committed towards the fulfillment of their entrepreneurial tasks, having scored an overall mean rating of 3.68 (SD = 0.60). In terms of the four dimensions, the proactive agent dimension emerges as having a significantly high mean rating ($M = 3.78$, $SD = 0.57$). Thus, it can be noted that entrepreneurs have been observed to possess forward-looking characteristics and are quite ready to initiate actions, as well as have the capability of identifying and pursuing opportunities. In other words, there is a relatively high readiness to act in response to changes in the market environment and trends. Passionate agent dimension has also been found to have quite high levels ($M = 3.72$, $SD = 0.61$), implying that the entrepreneur group demonstrates considerable emotional attachment, motivation, and persistence while managing and sustaining their entrepreneurial ventures.

On the other hand, the innovator dimension has a similarly high mean rating ($M = 3.69$, $SD = 0.58$), meaning that entrepreneurs feel confident about themselves when it comes to coming up with new ideas, processes, or products. This emphasizes their capability of adding value and innovativeness to their entrepreneurial actions. Contrary to this, the dimension of risk takers is noted to have obtained the lowest mean among all ($M = 3.54$, $SD = 0.65$). It should be pointed out that this dimension can be considered to be of a moderately high level only since entrepreneurs tend to adopt a relatively calculated attitude towards risk-taking. Overall, entrepreneurs' perception of themselves is found to be highly positive regarding proactive, passionate, and innovative roles, but somewhat moderate concerning risk-taking.

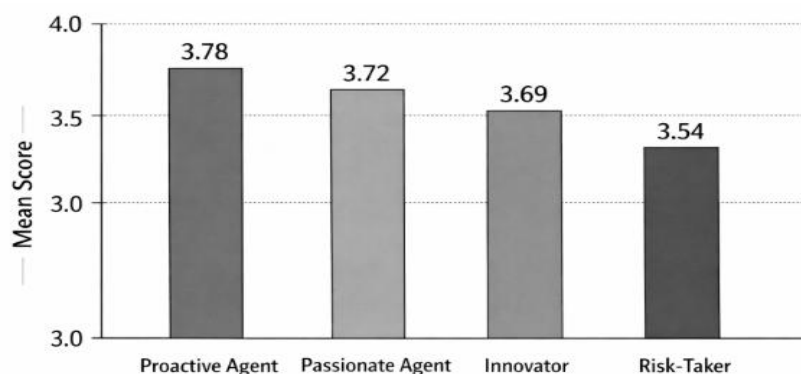


Figure 1. Mean Comparison of Entrepreneurs' Perceived Roles

Figure 1 presents a bar graph that illustrates average scores among four dimensions of entrepreneur perceptions about entrepreneur roles – a proactive agent, a passionate agent, an innovator, and a risk-taker. The vertical axis denotes the mean score. On the horizontal axis, four dimensions are indicated. As the figure shows, the dimension of a proactive agent represents the highest average score of 3.78. It means that entrepreneurs show considerable initiative, proactivity, and a tendency toward forward thinking. In other words, people actively foresee market tendencies and take certain actions concerning their activities. The dimension of a passionate agent follows with a 3.72 mean score. Thus, the high level of emotional engagement, motivation, and persistence characterizes entrepreneurs.

The innovator dimension shows a little lower, but also a high average score of 3.69. Consequently, it can be supposed that entrepreneurs recognize their ability to bring something new into practice and introduce innovative ideas and solutions. However, the risk-taker dimension is represented by the lowest average score of 3.54. So, it can be suggested that a lower willingness to take risks characterizes entrepreneurs. Overall, the provided figure proves the fact that all four dimensions demonstrate relatively high results, but not extreme. Besides, higher emphasis is paid to the proactive and innovative activities as well as passionate attitudes towards entrepreneurship.

3.3. Differences in Perceived Roles Across Selected Variables

Table 3. Differences in Perceived Roles by Selected Variables

Variable	Passion	Innovation	Risk-Taking	Proactiveness
Age	0.583	0.217	0.101	0.298
Sector	0.040*	0.097	0.017*	0.118
Firm Size	0.518	0.255	0.652	0.842

*Significant at $p < 0.05$

Table 3 presents the results from ANOVA that investigates whether there exist statistically significant differences across the selected background and firm characteristics (age, sector, firm size) among perceived entrepreneurial roles, including passion, innovation, risk-taking, and proactiveness. Here, the numbers are p-values, and differences across selected characteristics are considered statistically significant when $p < 0.05$. Based on the presented data, one cannot claim that age produces statistically significant differences in entrepreneurs' perceived entrepreneurial roles, because none of the p-values related to these dimensions is less than 0.05. Consequently, it can be concluded that the levels of passion, innovation, risk-taking, and proactiveness are rather stable among various age groups of entrepreneurs. Thus, age does not affect entrepreneurs' role perceptions.

At the same time, statistically significant differences occur regarding two dimensions, namely passion and risk-taking, for the sector ($p = 0.040$ and $p = 0.017$, respectively). Hence, passion and risk-taking are rather diverse across different sectors, such as trade, services, manufacturing, and others. It means that various industries differ in terms of the level of emotional involvement of entrepreneurs and their preparedness to take risks.

Nevertheless, there exist no statistically significant differences in relation to innovation ($p = 0.097$) and proactiveness ($p = 0.118$).

As to firm size, one should admit that none of the differences is statistically significant at the level of $p < 0.05$. Therefore, it means that being a manager in a large organization or in a small firm does not lead to significant role changes. Entrepreneurs' perceptions of their activities appear rather similar across different firms and organizations. Finally, taking into account the presented analysis, it becomes possible to state that only the sector has a significant impact, especially on passion and risk-taking, while age and firm size do not affect role perceptions.

As mentioned earlier, the research questions sought to explore the cognitive aspects of entrepreneurship with particular attention paid to the four dimensions, i.e., passion, innovation, risk-taking, and proactiveness [3], [19], [20]. Therefore, it can be argued that high-perceived entrepreneurial roles are evident across all four dimensions, thus proving that Phnom Penh's entrepreneurs are aware of their capabilities and are passionate about what they are doing. This finding is especially important as a positive entrepreneurial mindset can greatly contribute to ensuring continued business development amid dynamically changing environments [20], [21].

First, the high level of proactiveness is one of the most prominent features revealed by the present research since it is associated with the highest mean of all four dimensions under consideration. As is known, proactive behavior is often characteristic of successful entrepreneurs, implying the readiness of such people to take actions, respond to opportunities quickly, and, hence, achieve competitive advantage [3], [19], [22]. In other words, the fact that the surveyed entrepreneurs show a relatively high level of proactiveness proves that they understand the importance of being proactive in an urban economy with fast-paced development and dynamically changing markets.

Similarly, the relatively high level of passion found among Phnom Penh's entrepreneurs is another feature that should be taken into account as it plays a vital role in entrepreneurial success, especially amid adverse circumstances when financial resources are limited, and market risks prevail [10], [20], [23]. As has been found out during the study, such respondents possess passion in large amounts, which can prove beneficial for business performance since they can be dedicated to what they do and, thus, be highly motivated to work hard to reach business goals. In addition, high-level passion can positively affect customer and employee engagement.

Third, a rather high degree of innovation was identified in the current research, suggesting that the entrepreneurs involved in the study perceive themselves as those capable of introducing innovations. Given the fact that Cambodia's economy is still developing and, therefore, requires a boost from the side of entrepreneurs, innovation plays an essential role as one can hardly achieve a competitive advantage without it in today's world [2], [3], [24]. Thus, the identified level of innovation among Phnom Penh's entrepreneurs suggests that they have a certain understanding of what they need to do to reach their business objectives.

Finally, a low level of risk-taking was revealed in the course of the study. Although this finding may seem quite surprising, it can be easily explained by the current economic and political situation and the challenges that Cambodian entrepreneurs encounter during their business activities [5], [6], [25]. Indeed, given the lack of funding and poor institutional arrangements, such people are unlikely to be ready to take too many risks and, instead, try to minimize them by taking calculated actions only [8], [26]. In this regard, this aspect of entrepreneurship should also be considered when designing policies and implementing measures aimed at helping entrepreneurs develop their business.

Comparing two control variables in question (i.e., age and firm size), one can state that neither has an impact on the dependent variable (i.e., perceived entrepreneurial roles). Hence, it can be stated that passion, innovation, risk-taking, and proactiveness can be viewed as attributes characteristic of all types of entrepreneurs irrespective of their age or business size [19], [22]. This can be seen as an advantage because such entrepreneurs would find it easier to unite and work collectively towards achieving common business objectives, as long as they think similarly.

Interestingly enough, the sector of operation does influence passion and risk-taking; yet, it does not have any effect on either innovation or proactiveness. Such a result can be attributed to the specific features peculiar to each sector. For instance, some sectors can require a higher level of risk-taking and/or a lower one, depending on their particularities. Similarly, one could expect a higher degree of passion toward their business from entrepreneurs operating in a certain sector as opposed to those working in another sector, depending on the type of business and customer preferences [23], [27].

Therefore, based on the obtained results, it becomes clear that a quite balanced entrepreneurial profile is characteristic of Phnom Penh's entrepreneurs since they are rather proactive and passionate, innovative to some extent, and not overly eager to take risks. All these qualities appear rather beneficial in an urban economic environment characterized by rapid changes and high dynamics. At the same time, certain peculiarities that depend on the sector of operation should also be taken into account.

Given the above-mentioned information, it is possible to conclude that the development of a supportive policy towards entrepreneurs operating in Cambodia should primarily focus on innovation and encouraging

calculated risk-taking while maintaining and nurturing the positive sides of the latter's entrepreneurial mindset [2], [5], [28].

Based on the results of the current research, policymakers and other stakeholders should focus on increasing the innovativeness of the entrepreneurship ecosystem in Phnom Penh. Even though the innovativeness and proactiveness of entrepreneurs are already rather high, there are still ways to improve these features. In this regard, the involvement of entrepreneurs in different business incubators, innovation centers, and collaboration projects with universities is suggested [29]-[31]. Financial, technological, and scientific support provided by business incubators will help turn ideas into innovative products and services.

The study has found a moderate level of risk-taking. To increase calculated risk-taking, policymakers should consider creating favorable conditions, for instance, by providing entrepreneurs with better access to financial resources, which includes microcredit, venture capital, and other types of funding. Additionally, the improvement of the legal and institutional infrastructure in Phnom Penh can play an important role. Besides, training on risk assessment, financial management, and decision-making skills should also be encouraged among entrepreneurs. The elimination of the existing structural barriers can help entrepreneurs gain more confidence, which, in its turn, will lead to increased risk-taking.

Finally, since both proactiveness and passion were found to be rather pronounced among entrepreneurs, these two features should be leveraged by policymakers and stakeholders. For this reason, mentoring and networking should be encouraged among entrepreneurs to ensure high levels of motivation and initiative. At the same time, since sector differences impact passion and risk-taking, interventions should also be industry-based and directed at fostering innovation within specific sectors. Importantly, policies should take into account that age and the size of a business have no impact on how entrepreneurs think and act.

4. CONCLUSION

The current research provides in-depth information regarding the role perceptions of entrepreneurs in Phnom Penh. In this respect, such cognitive dimensions as passion, innovation, risk-taking, and proactiveness were chosen and evaluated separately to gain insight into the entrepreneurs' minds. As a result, the overall entrepreneurial role perception was found to be quite high. This suggests that entrepreneurs feel active and capable enough to take part in local business activity. Of these four dimensions, proactiveness emerged as the strongest one, followed by passion and innovation. Meanwhile, risk-taking appeared to be less pronounced in entrepreneurs. Thus, in the case of Cambodian entrepreneurs, the general balance of perceived entrepreneurial roles can be described as positive and focused on opportunistic behaviors, innovation, and emotional engagement. These traits, combined with calculated risk-taking, appear to be quite beneficial for economic development in developing countries. A high level of proactiveness and innovation implies entrepreneurs' ability to adapt to a changing environment and seek opportunities for future success.

As far as group-level differences are concerned, the analysis did not reveal any noticeable effect of entrepreneurs' age and firm size on role perceptions. However, some effects of sectors on entrepreneurial cognition have been identified. Specifically, it turned out that entrepreneurs in some sectors demonstrate higher levels of passion and risk-taking. Therefore, the sector seems to affect some aspects of entrepreneurial perception. Meanwhile, there seems to be little impact of personal or organizational characteristics on entrepreneurs' cognition. In conclusion, it can be argued that the current research offers valuable insights into the issue of entrepreneurs' perception from a methodological perspective. It demonstrates the need for using a multidimensional view of role perceptions in studies of entrepreneurship. Moreover, such an approach can be applied to developing economies to assess the specific characteristics of entrepreneurs in such contexts.

From a practical standpoint, it would be appropriate to suggest further improvements in entrepreneurs' innovative activities and their ability to take calculated risks. Meanwhile, such dimensions as proactiveness and passion are already developed enough and require only reinforcement. Finally, special attention should be paid to different sectors when formulating relevant policies and programs. Overall, it could be concluded that it is important to design relevant interventions for entrepreneurs depending on their perception of certain concepts. To achieve this goal, policymakers should analyze and understand entrepreneurs' cognitive processes thoroughly.

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RESEARCH APPROVAL

This article is part of a bigger project, which is a PhD dissertation required for a PhD in Business Administration at The University of Cambodia, Phnom Penh, Cambodia, and the university has formally approved it.

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