

# THE IMPACT OF COGNITIVE REASONING ON INTERNATIONAL ENTREPRENEURIAL INTENTIONS: A MULTI-COUNTRY STUDY

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## Abstract

This article aims to shed light on the effects of cognitive reasoning in international entrepreneurship intentions development. In order to advance research and provide sound explanations for international entrepreneurial intentions (IEI), we supplement the Ajzen's theory of planned behavior (TPB) by adding the cognitive systems from the Dual Process Theory. Based on a sample of 407 final year undergraduate and master students from Spain, Portugal, Serbia and Montenegro, our results show that the cognitive System-X –intuitive, unconscious, effortless, emotional reasoning– has a positive total impact on IEI, mediated by the attitude toward the behavior, perceived social norms and perceived behavioral control. Analogously, the cognitive System-C –analytic, conscious, deliberative– has no overall statistical significance, although it impacts the IEI through the perceived social norms, and it balances the potential biases stemming from System-X regarding the perceived behavioral control. Our comparison of results yields further evidence on the extent to which cognition matters to IEI among potential entrepreneurs. Finally, rather than classifying potential entrepreneurs in cognitive discrete systems, our contribution focuses on including the use of both cognitive systems as antecedents within the TPB to explain IEI.

**Keywords:** International Entrepreneurial Intention; Cognitive systems; Dual Process Theory; Theory of Planned Behavior.