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**JINDAL GLOBAL**  
**BUSINESS SCHOOL**  
INDIA'S FIRST MULTI-DISCIPLINARY GLOBAL BUSINESS SCHOOL

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## **INVITING YOU TO THE** **JINDAL GLOBAL BUSINESS SCHOOL** **DOES NARCISSISM INFLUENCE** **ENTREPRENEURIAL INTENTIONS?** **A THEORY OF PLANNED** **BEHAVIOUR PERSPECTIVE**



**PROF. RAHUL YADAV**

**ASSISTANT PROFESSOR**

**O.P. JINDAL GLOBAL UNIVERSITY**

**Prof. Rahul Yadav** is an Assistant Professor in the Strategy and Entrepreneurship area at Jindal Global Business School, O.P. Jindal Global University, India. He holds a Ph.D. in Management, and his research interests lie at the intersection of psychology and entrepreneurship. His current work explores how well-being and mental states influence entrepreneurial outcomes, contributing to a deeper understanding of the cognitive foundations of entrepreneurial performance. Rahul employs advanced structural equation modelling techniques to investigate complex relationships. He received the Best Paper Award at the International Conference on Entrepreneurship & Family Business, and his research has been published in reputed journals such as the Journal of Business & Industrial Marketing and The Journal of Entrepreneurship.

Recent research on entrepreneurship has established that individuals with certain personality traits are more likely to take up entrepreneurial careers as compared to others. However, it is still unclear whether and how the dark side of individuals' personalities impacts entrepreneurial career intentions. Accordingly, this study, building on the theory of planned behaviour, seeks to explore the mechanisms through which narcissism-a dark personality trait - impacts entrepreneurial intention. The authors contend that narcissism shapes the individual's attitude and worldview of the prevailing subjective norms, which collectively translate into evaluating entrepreneurship as a favourable career choice. This study empirically validates the hypotheses using a sample of 220 postgraduate students in an Indian business school. The findings offer crucial implications for individuals trying to make career choices and demonstrate that it would be helpful for individuals to explore the dark side of their personality before arriving at an appropriate career choice.

**MODERATOR: PROF. SUMEET KUMAR JAISWAL, ASSISTANT PROFESSOR, JINDAL GLOBAL BUSINESS SCHOOL**

**WEDNESDAY**

**15<sup>th</sup> OCT**

**04:00 PM-05:00 PM**

**LINK**



**Meeting Link:** <https://zoom.us/meeting/register/7LOIBcBaTv6jMtmEEZVU1w>  
**Password:** JGU