

ABSTRACT

The fundamental purpose of this study is to investigate entrepreneurial orientation among individuals. Entrepreneurial orientation consists of five dimensions namely proactiveness, risk taking, Innovation, autonomy and competitive aggressiveness. This study examines the effect of financial literacy on entrepreneurial orientation, mediating role of locus of control between financial literacy and entrepreneurial orientation and moderating role emotional intelligence between financial literacy and locus of control. Three hundred Entrepreneurs are selected as unit of analysis. Convenient sampling technique is used to collect data. Data was collected from entrepreneurs in different markets and via online survey. Questions were asked from entrepreneurs about financial literacy, locus of control, emotional intelligence and entrepreneurial orientation. Cronbach's Alpha was used to check the reliability of the questionnaires. Confirmatory factor analysis Amos was run to check the fitness of the model and in regression analysis Process Hayes model 7 was run to find out the relationship among variables. Results indicate that financial literacy significantly affects entrepreneurial orientation. Individuals who are financially literate are more entrepreneurial oriented. Financial literacy also has indirect effect on entrepreneurial orientation by mediation of locus of control. Financial literacy increase locus of control that give raise to entrepreneurial orientation. The role of emotional intelligence is also meaningful in the model. The results indicates that emotional intelligence plays moderating role between financial literacy and locus of control. Results of analysis show that the relationship of variables in the model of this research study is truly significant.