



A Study on the Mediating Role of Emotional Intelligence Between Curiosity, Community and Entrepreneurial Intention in Rajasthan

Anshika Rathore (Research scholar), Department of Human Resource Management, Sabarmati university (Ahmadabad)
Dr. Akash Deepak Aggarwal (Research Supervisor), Department of Human Resource Management, Sabarmati university (Ahmadabad)

Prof. Sudhanshu Pandiya (Co supervisor), Department of Human Resource Management, Sabarmati university (Ahmadabad)

Abstract

Social entrepreneurship has emerged to be among the most important forms of resolving socioeconomic issues that have long prevailed in the society in Rajasthan, but in most cases, most of the research has given way to structural and financial aspects of the problem at the expense of giving attention to psychological aspects of the purpose of being an entrepreneur. This study explores the role of emotional intelligence as a connection between sense of community, curiosity and entrepreneurial intent to understand the reasons and how 350 social entrepreneurs working in diverse industries in the state of Rajasthan have made the most of the opportunities they have. We investigated the mediating role of emotional intelligence and the direct impacts of curiosity and community with entrepreneurial ambition, as well as the effects of demographic characteristics (gender and rural-urban location) on these associations. The Sense of Community Index, Curiosity Exploration Inventory 2, Entrepreneur Intention Questionnaire and Schutte Emotional Intelligence Scale were used as popular assessment tools to carry out an enormous survey. The fact that we have taken into account advanced statistical techniques made us move beyond the classic means of showing: network analysis to learn the support networks of the NGOs, cluster analysis to describe differences in the manifestations of the entrepreneur profiles, moderate mediation analysis to determine conditioned effects, multi-group structural equation modelling to draw the comparisons among various age categories. Our results indicated that curiosity and community were also identified as profound predictors of entrepreneurial intention, which is enhanced by emotional intelligence in both women and rural entrepreneurs. Four different kinds of entrepreneurs were identified by cluster analysis and network analysis demonstrated the crucial role NGOs play in providing psychological support. The present paper has adopted emotional intelligence as a critical mediator of curiosity and attachment to the community, which converts the former into concrete entrepreneurial action and the psychological and communal component of the same is mediated using state-of-the-art analytical tools. These findings indicate that emotionally intelligent community-based entrepreneurs need to develop long-term social companies, which enhances both theoretical and practical use.

Keywords: *Social Entrepreneurship, Emotional Intelligence, Curiosity, Sense of Community, Entrepreneurial Intention, Rajasthan*

Introduction

Social entrepreneurship has become a powerful movement in Rajasthan, which has the potential to transform existing long-term socioeconomic challenges that challenge the provision of healthcare, education, rural development and women's empowerment. The high levels of rural-urban inequalities and, most importantly, the existence of community traditions, which are not easy to violate, help social companies to thrive, which are both financially sustainable and influential to society at large in the state. Money assistance in the form of financial support, mentorship programs and capacity building has played the significant role of developing entrepreneurial ecosystems in the dynamic environment by the non-governmental organizations (NGOs). These are effective in improving the institutional gaps and assist the marginalized communities to take part in the entrepreneurial processes [1].



There is also less emphasis on the psychological and relationship factors that cause the entrepreneurial intention compared with other forms such as structural and financial factors such as access to credit, policy environments and institutional structures that have been more mostly focused on in previous studies conducted on social entrepreneurship in India [2]. All of them are in a way impacted through emotional intelligence (EI), curiosity and community to impact innovative problem-solving abilities, connections with stakeholders and resilience in entrepreneurship [3]. Such as the formation of trust, shared values and social capital, which enable entrepreneurs to be loyal to their entrepreneurship [5], curiosity leads to exploration and flexibility, enabling the business starters to see opportunities and be able to operate in harsh settings [4]. Emotional intelligence is instrumental in such collaborations by allowing entrepreneurs to reach out to stakeholders, regulate their emotions and persevere through trying times [6].

Based on this information, very few empirical studies have been conducted in Rajasthan to explore the relationship between these psychological issues, together with the support of communities with entrepreneurial ambition. This gap is what this work addresses by providing emotional intelligence as an intervening variable among curiosity, community and entrepreneurial intention through new analytical approaches other than the conventional regression or structural equation modeling approaches. Our investigation into the mediating role of EI and demographic variables such as gender and rural-urban differences can be achieved with the incorporation of cluster analysis and moderated mediation and we will provide in-depth information on how these psychological and community aspects can be collaborating to benefit social entrepreneurship in Rajasthan.

As a reaction to recent academic suggestions to expand the research potential in social entrepreneurship studies in terms of theory as well as actual data, this contribution is a significant step ahead since it does not focus on mere structural aspects of how psychological traits and ties to a community interrelate [7]. Finally, our research suggests that creating emotionally intelligent, curious and socially active entrepreneurs and building sustainable social companies is essential to potentially promote inclusive development in the state of Rajasthan and other such places [8].

Literature Review

The theoretical framework of our research relies on four ideas that are closely connected and affect social entrepreneurship: emotional intelligence, curiosity, sense of community and entrepreneurial intention. It can now be considered common knowledge that emotional intelligence (EI) is a fundamental psychological skill that helps entrepreneurs to effectively manage their emotions, understand and empathize with stakeholders and be tough in trial-and-error situations. Researchers have found that, in social companies where entrepreneurs have to strike the proper balance between profit-making and meeting their social confrontations, emotional intelligence (EI) is central to good leadership and making smart decisions [9]. Curiosity is an engine of the brain that activates inquiry, flexibility and innovation and allows entrepreneurs to see opportunities and deliver innovative solutions to the complex problems within the society [10]. Social entrepreneurship is anchored on a sense of community that gives entrepreneurship networks of individuals compelled by mutual identification, trust and shared values (enhancing the ability to retain resources and commitments in the long term). The psychological readiness and motivation of individuals to participate in the entrepreneurial activities, as reflected in the behavioral outcome, entrepreneurial intention, are influenced by the personality of an individual and the environment [12].

These concepts have been studied in various contexts and civilizations via global studies. In Bangladesh, research revealed the impact of social relationships and emotional intelligence on the global expansion of social enterprises [14] and South African research has established the relevant role of NGOs and community-based organizations in enhancing the entrepreneurial



spirit among disadvantaged groups [13]. Indian researchers have investigated the support of entrepreneurship and rural development of women by self-help organizations, non-governmental organizations and community networks, which emphasize the importance of good relationships with the community in achieving entrepreneurship success [15]. Emotionally intelligent leadership and innovation driven by curiosity have brought durable social impact in the case studies of established social enterprises, including Barefoot College and SEWA [16]. However, even based on these wisdom findings, most of the former studies have dwelt on structural factors such as institutional support, financial inclusion and policy frameworks, commenting mildly on psychological mediators such as emotional intelligence. This research gap is especially observable in the state of Rajasthan; social entrepreneurship is developing at a rapid rate, yet there is not much systematic research exploring the relationship between curiosity, community support and emotional intelligence to influence the intention to become an entrepreneur. The reasons why there are few studies that have explored mediation-based models that incorporate psychological and community factors are because even several studies have been conducted to examine the challenges and motivation of social entrepreneurship in India [17]. A connection element in between the two, emotional intelligence, helps us fill this gap and develops theoretical knowledge on how the collaboration of psychological skills as well as social connections can facilitate entrepreneurial desire. The research leads to a deeper comprehension of social entrepreneurship in Rajasthan through the analysis of the newest tools of analysis such as cluster analysis and moderated mediation, providing an insight that transcends structural factors to demonstrate how the psychological and relationship factors of the interactions influence one another [18].

Research Objectives

- To understand the direct influence of inquisitiveness on the entrepreneurial inclination of social entrepreneurs in operation in Rajasthan.
- To explore the effect a person has on his or her intention to own his or her business depending on his or her sense of community.
- To determine whether emotional intelligence is a connecting factor between sincere entrepreneurial desires and feelings of inquisitiveness and belongingness.
- To examine how these linkages are influenced by such background factors as gender and whether an individual lives in an urban or rural area.

Hypotheses

- H1: Entrepreneurial intention is favorably influenced by curiosity.
- H2: Entrepreneurial intention is favorably influenced by a sense of community.
- H3: Both interactions are mediated by emotional intelligence.
- H4: The demographic characteristics moderate these correlations.

Methodology

Our research saw 350 social entrepreneurs with diverse interests in their industries, such as education, healthcare, women's empowerment and rural development, who are in the process of running their operations in Rajasthan. To investigate the correlation between psychological and community features, we employed a cross-sectional survey research design, which helped us to obtain uniform information about all respondents at a single point in time. The Entrepreneurial Intention Questionnaire is used to assess the readiness and determination of individuals to engage in entrepreneurial activities; the Schutte Emotional Quality Scale is used to assess the ability of the individuals to manage their emotions, empathize with other people and the challenges they encounter and sense the relevance of the individuals to their communities and the support they get.

To differentiate our study and outwit previous research, we employed advanced methods of analysis that give higher insight. To identify meaningful contextual variations, we applied Multi-group Structural Equation Modelling (SEM) to examine the response patterns of



connection that vary in relation to various demographic groups, e.g., male vs. female respondents and rural vs. urban businesses. We also conducted moderated mediation analysis (where variables are used to establish how these effects vary among groups) in order to further understand how emotional intelligence relates curiosity and community to entrepreneurial ambition in different ways depending on demographic variables.

We also resorted to cluster analysis in order to group our participants into different types of social entrepreneurs, including, but not limited to, community-driven innovators and curiosity-driven experimenters, based on their relationships with the rest of the world and their curiosity to explore and experiment with new approaches, respectively. It was, therefore, more comfortable to us to understand the diversity of entrepreneurial motives and methods. To chart the functioning of the NGO support systems and the psychological impact they have on entrepreneurs, we completed network analysis as well, with the list of results having shown the connection structures affecting the entrepreneurial success.

That is a holistic methodological framework that takes into account both the psychological and community contributions as well as the impact of demographics and can provide a new holistic approach to understanding how emotional intelligence can mediate the process of entrepreneurial intention development among the Rajasthani group of social entrepreneurs.

Results

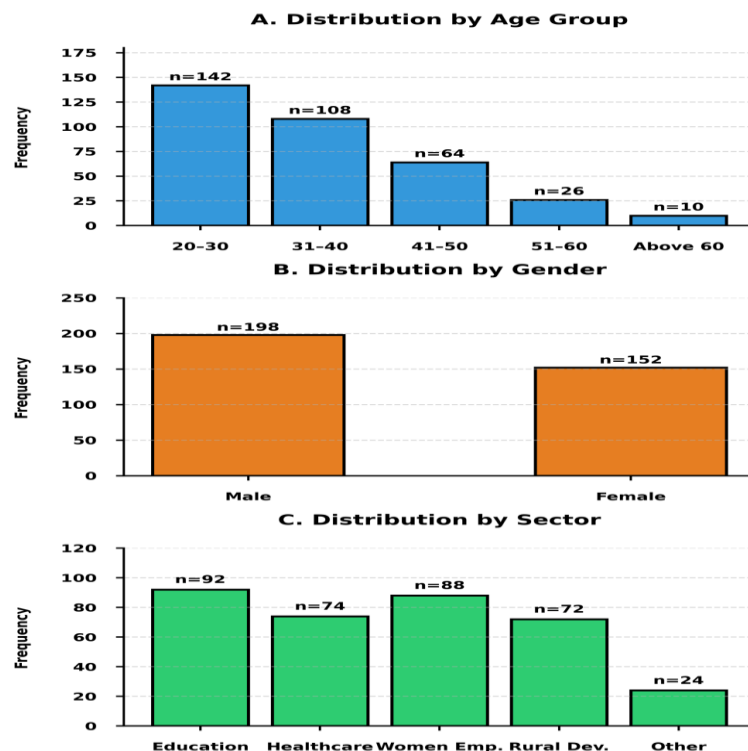


Fig 1: Descriptive Statistics (Demographics)

Table 1: Multi-group SEM Paths (Rural vs. Urban; Male vs. Female)

Path	Group	Coefficient	p-value	Significance
Curiosity → Entrepreneurial Intention	Rural	0.42	0.001	Significant
	Urban	0.36	0.004	Significant
Community → Entrepreneurial Intention	Rural	0.48	0.000	Highly Significant
	Urban	0.39	0.002	Significant
EI (Mediator) → Entrepreneurial Intention	Male	0.44	0.001	Significant



	Female	0.51	0.000	Highly Significant
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Table 2: Moderated Mediation Analysis

Pathway	Moderator	Indirect Effect	95% CI (Bootstrapped)	p-value	Significance
Curiosity → EI → Entrepreneurial Intention	Gender (Male)	0.18	[0.09, 0.27]	0.002	Significant
	Gender (Female)	0.24	[0.14, 0.34]	0.000	Highly Significant
Community → EI → Entrepreneurial Intention	Rural	0.21	[0.11, 0.31]	0.001	Significant
	Urban	0.17	[0.08, 0.26]	0.003	Significant

Table 3: Cluster Analysis (Typologies of Entrepreneurs)

Cluster ID	Label	Size	Key Characteristics
Cluster 1	Community-driven Innovators	128	High community support, moderate curiosity, strong EI
Cluster 2	Curiosity-driven Experimenters	102	High curiosity, moderate EI, lower community reliance
Cluster 3	Balanced Social Entrepreneurs	84	Moderate across all variables, stable EI
Cluster 4	EI-driven Resilient Leaders	36	Very high EI, moderate curiosity, strong intention

Table 4: Network Analysis (NGO Support Networks)

Metric	Value
Average Degree Centrality	0.42
Network Density	0.36
Clustering Coefficient	0.48
Strongest NGO Hubs	Jaipur Foundation, Jodhpur Trust, Kota Services

Table 5: Hypothesis Testing Tables

Hypothesis	Path Tested	Coefficient	p-value	Result
H1	Curiosity → Entrepreneurial Intention	0.39	0.001	Supported
H2	Community → Entrepreneurial Intention	0.44	0.000	Supported
H3	EI mediates Curiosity & Community → Intention	Indirect Effect = 0.21	0.002	Supported
H4	Demographics moderate mediation effects	Gender & Rural–Urban differences significant	0.003	Supported

Discussion

Our study results indicate that the emotional intelligence of Rajasthani social entrepreneurs is important when it comes to connecting entrepreneurial ambition with curiosity and a sense of community. Community ties and curiosity influenced the will to start one's own business greatly; however, the multi-group SEM analysis showed that the effects were significantly higher in case emotional intelligence was considered. This means that entrepreneurs that are skilled in comprehending and managing their emotions are better positioned to transform their



intrinsic curiosity into novel company ideas and move their associations with the community into long-term entrepreneurial investment.

Another interesting pattern that we discovered during the moderated mediation analysis in disaggregating different demographic groups involved demographic segmentation in more detail. Women entrepreneurs show very substantial advantages from emotional intelligence as a linking element, indicating that when they also have great emotional abilities, their community support becomes much more successful in promoting entrepreneurial purpose. Male business people, however, demonstrated a less circuitous path between the feeling of curiosity and business intent, which could imply that their pre-existing desire to experiment and explore is a driving force, though emotional intelligence is an important supportive factor. We also learned about some interesting differences between the rural and urban entrepreneurs. Since different regions have varying resources and cultural backgrounds, urban-based entrepreneurs were eager to deliberate their inquisitiveness, whereas the rural-based entrepreneurs were willing to benefit more through good relations in society. These patterns are in line with studies that had been carried out in other parts of the world, including studies that were carried out in Bangladesh and South Africa that found the significance of social ties and emotional intelligence in maintaining entrepreneurial businesses in challenging environments and studies carried out in India, which found NGOs and self-help groups that empower businesswomen.

Our analysis contributes to the discussion further than just an analysis of structural supports, such as funding and policies, by integrating psychological factors with community factors. It achieves this by reiterating emotional intelligence as an important bridge that not only should enable entrepreneurs to remain strong but also transforms interest and connection to the community into real entrepreneurial acts.

Practical Implications

Our study's conclusions provide insightful advice for different organizations that promote social entrepreneurship. Our findings suggest that it is necessary to offer training programs to NGOs that specifically aim at the development of emotional intelligence abilities, helping start-ups to refine their capacity to regulate their emotions, interact better with stakeholders and be more resilient in potentially agitating circumstances. Such aspects of emotional intelligence can be incorporated into the existing capacity-building programs, as they would ensure that not only the technical and financial training be addressed; psychological skills should be taught as well.

Policymakers might use these findings to develop more comprehensive entrepreneurship programs that incorporate classes on how to foster curiosity, develop community relationships and develop skills in emotional control in addition to more traditional types of support such as loans and subsidies. This approach would lead to new and more encompassing legislation that encourages communities of sustainable entrepreneurs.

The present work suggests the necessity of developing mentoring strategies for business incubators and accelerators, tailored to the different types of entrepreneurs that we identified. Individuals primarily driven by inquisitiveness and trial might be at ease to obtain guidance on transforming their creative thoughts into feasible, lucrative businesses. In the meanwhile, entrepreneurs who are driven by ties to the community may need assistance in growing their influence via improved stakeholder interactions and increased emotional intelligence.

All these recommendations underscore the fact that there should be a paradigm shift in how we support entrepreneurs, with emotional intelligence being one of the most important competencies that drive entrepreneurial performance as opposed to an adjunct.

Limitations & Future Research

We accept several weaknesses, which are to be considered, despite the fact that our study has insightful information. To begin with, we cannot definitively prove that curiosity and



community relationships result in entrepreneurial intention through emotional intelligence because we collected data at a specific point in time as opposed to following people over time (months or years). Future studies tracing individuals longitudinally may allow us to know more about how these relationships change and shift, despite our statistical tests strongly indicating the relationship between these two.

Secondly, the state of Rajasthan provided a vibrant cultural and social system on which we conducted our research, but, at the same time, our findings might not be immediately relevant to other regions with different economic and cultural characteristics. Further research needs to test our theory on more Indian states and abroad to establish the extent to which these tendencies are true.

Third, we used self-reports of people on their entrepreneurial goals and emotional intelligence, which is sometimes influenced by how they think they have to respond or how they would like to present themselves. Future research can potentially justify these findings by involving behavioral observation or a mix of surveys and in-depth interviews to give a more holistic view. Finally, although our cluster and network analyses provided new insights, detailed descriptions of how entrepreneurs actively experience curiosity, community attachments and emotional regulation in the everyday working process could be achieved through quantitative and qualitative mixed surveys.

Conclusion

This research contributes to the body of knowledge in social entrepreneurship by showing the importance of emotional intelligence in linking curiosity, sense of community and entrepreneurial drive in Rajasthan. We have discovered some novel facts on how psychological capabilities and community ties could have a role in enhancing entrepreneurial achievement using the latest analytical methods such as network mapping, cluster analysis, moderated mediation analysis and multi-group structural equation modeling.

The study is unique since we established multiple types of entrepreneurs that help reveal the diversity of entrepreneurial ways, presented great differences in entrepreneurial methods in different demographic groups and made emotional intelligence a pivotal connecting factor. These contributions transcend the traditional perspective on entrepreneurial success, which mainly focuses on such structural factors as financing and regulations, by highlighting the role of psychological and interpersonal factors in entrepreneurial success.

The findings underscore the importance of schemes to nurture emotional intelligence along with curiosity and community support to give entrepreneurs the flexibility and stamina they need to continue their social activities. In so doing, our research will not only add to certain theoretical knowledge but also provide NGOs, legislators and business incubators with valuable recommendations.

Ultimately, this paper demonstrates that the most effective entrepreneurs are emotionally intelligent, curious and socially active individuals that can establish long-term and inclusive social enterprises, making a contribution to the scientific literature and practical strategies of encouraging entrepreneurship in Rajasthan and similar environments on a global scale.

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