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## Entrepreneurs: A Proposed Research Model of Motivation of Entrepreneurs

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### ABSTRACT:

*In this study, a model is being proposed to become a successful entrepreneur who defines the business plan process. In this study, pertinent elements of the entrepreneurship are considered which are certainly required to become a successful entrepreneur. Based on this a expected questionnaire has been prepared which finally survey has been conducted from both entrepreneurs and non-entrepreneurs. Statistical analysis has been carried out to over the surveyed result and result has been then discussed in the light of analysis.*

**Key Word:-** *Locus of control , Need achievement , Feasibility , Perceived Outcomes , Propensity of risk taking .*

### INTRODUCTION:

Entrepreneurship research studied individual differences (Begley & Boyd, 1987), strategic management concepts (McDougall, Robinson, & Denisi, 1992), and organization theory concepts (Aldrich & Wiedenmayer, 1993) as isolated causes of venture performance. This paper is enlightening how people become a good entrepreneur and how a entrepreneur segregate himself from a non-entrepreneurs. This model based work represents ability of a successful entrepreneur.

The role of personal traits, such as risk-taking propensity, locus of control, and need for achievement among others, found their way into journals and models, however Gartner (1988) commented that the entrepreneur described by these research efforts had become larger than life and a sort of "generic everyman"; some aspects of this description would fit almost anyone. Carland, Hoy, and Carland (1988) argued that to ignore the question of "who" was analogous to separating the "dancer from the dance"; i.e., the dancer puts so much of him/herself into the dance that the distinction between the two becomes unidentifiable. Shaver and Scott (1991, p.39) concluded that economic circumstances, marketing, finance and even public agency assistance is important to characteristics of entrepreneurs", needs achievement, Growth orientation, Capacity to develop the new innovation , to recondition of market possibility and innovation .These are all important.

So , in my research finance is important , Marketing is important , even networking with others is very important .

For the successful entrepreneurs innovation is possible, and has the market feasibility with the (basket 1),

(basket 2) .

**Basket 1 (have the market capabilities)**

**Basket 2 (do not have the market)**

**See in the Model 1.2**

Thus Gartner's (1989) call for studies that build on the previous literature and develop theories for the study of the entrepreneurship process is even more important as the research on entrepreneurship continues to evolve. At about the time of the Gartner / Carland et al. debate, Greenberg (1988) proposed a model that described the entrepreneurial environment, and entrepreneurial characteristics influences.

This model presented a motivation of entrepreneurs to start a new ventures in which the business idea, personal characteristics, business goals, business environment are included as the entrepreneurship characteristics.

This model represented a new ventures creation as an interactive process which person characteristics including the energy level, locus of control, need of achievement, growth orientation, and characteristics is very helpful to take decision.

Greenberger and Sexton (1988) also included the concept of "vision" the entrepreneurs abstract image of the kind of business they intend to create which serve as a guide their own action.

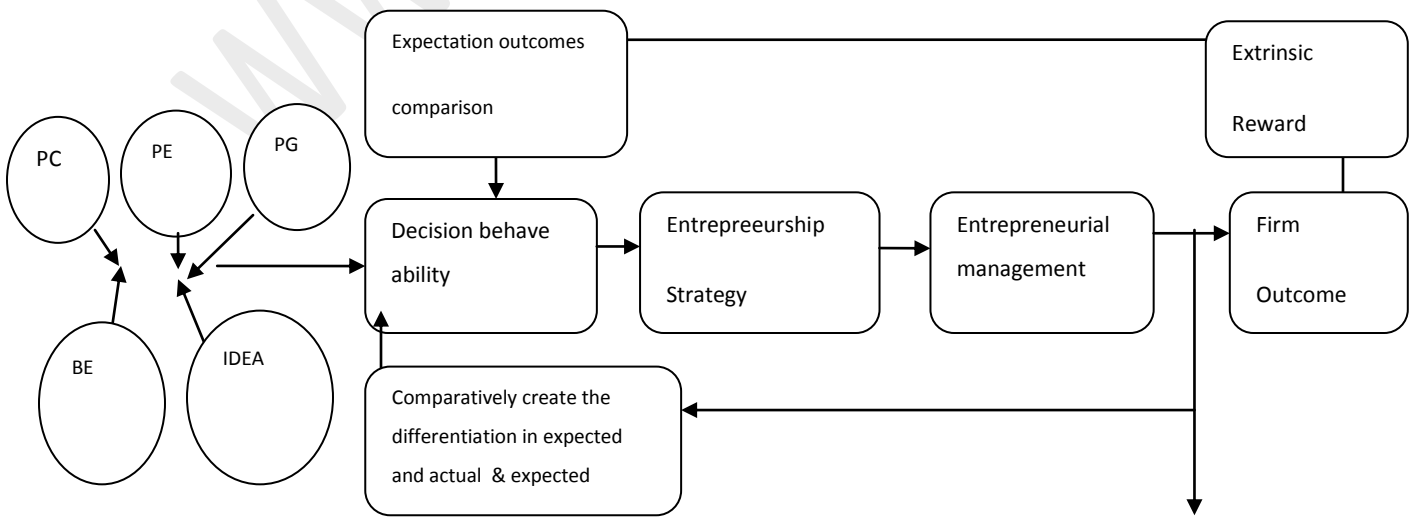
Learned (1992) introduced a model that extended the interaction of personality traits, Intension, propensity, and situation.

**Questioning is that why peoples are start their own business and what is the thing behind included to motivate the people for doing something innovative and doing something small like as to open their own shops.**

This model paper extended the existing peoples growth orientation nature, need of achievement and the tendency of always stay hungry and locus of control, motivation leadership nature by which they starts their ventures and motivate the other peoples.

The following section will now address the various components of the model and present hypotheses for empirical testing

**MODEL OF MOTIVATION OF ENTREPRENEURS 1.1**



PC = Personal characteristics , PE = Personal Environment  
PG =Personal Goals , BE =Business Environment

### THE DECISION BEHAVIOUR OF ENTREPRENEUS:

The decision behaviour of the entrepreneurs based on their -

**Personal Characteristics:** - how they are capable to take successful decision in their enterprises. There are many factors are needed to take successful decision. (1) . Propensity of risk taking, (2) . Networking connection (personal) ,(3). Capability of discover& innovative in entrepreneurial nature .

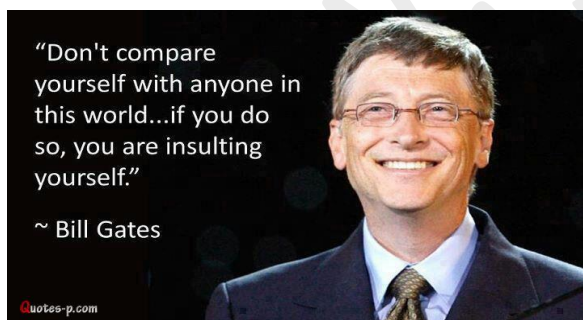
There are the five major categories are believed as the infusion nature of entrepreneurs decision. (1). Entrepreneur's personal characteristics. (2). The individual person Environment, (3) . The entrepreneurial business environment. (4) The specific business idea . (5) The goals of entrepreneurs .

### PERSONAL CHARACTERISTICS:

Entrepreneurs have their different characteristics from other non-entrepreneurs person. They have the growth orientation nature, they always think to create differentiation from other non-entrepreneurs .

The locus of control , their personal achievements, need orientation nature , always plugged from their idea generation , energy level etc. ( Neider ,1987) , persistence and dominance ., desire for personal control ( Berger & sexton ,1988) and proposed importance of personality traits in affecting an entrepreneurial 's level and ventures. For examples:-

### BILL GATES :-



### NARAYAN MURTHEY:

Narayan murthey also described that how entrepreneurs exploits the opportunities and seeking the opportunities and they add their characteristics like:- locus of control , need of achievements ,and with using of that an entrepreneurs can get success also .



### PERSONAL ENVIORNMENT:

Family trait, and non- trait of personal characteristics such as family, sex, status and entrepreneurial family also influences the decision behaviour of entrepreneurs and non-entrepreneurs. (1984).

A individual person's role model, family factors, social factors, teachers, mentors, public figure influences the decision behaviour like in the same field and according to their interrelated field.

The social support in the factors of entrepreneurship is also needed.

(1) To start a company (2) Connection of Network (3) Changing in path usually come from the another factors in the individual

Life by which to earn their influences they changed their decision like as : - mentor , teacher , role model , other motivator etc.

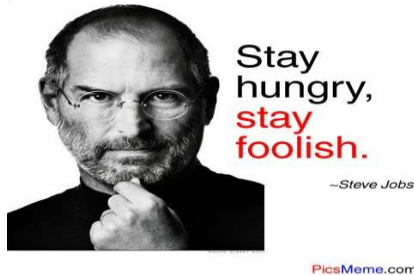
Cooper and Dunkelberg ( 1987) conducted a survey of 890 entrepreneurs and focus that 50% had at least one parent or guardian , who was self – employed , 36% ,at least a college degree while 15% had a college degree plus some advance study . They found that the medium number of years per job of entrepreneurs was 8, indicating they were not necessarily corporate misfits as they are often portrayed.

In the other social factors the social network connection , and personal network connection is also influences the decision behave of entrepreneurs .

### PERSONAL GOALS:

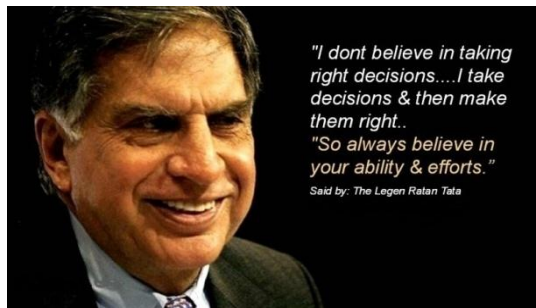
Entrepreneurs have their different set of goals. A successful entrepreneurs always seeks the good –ways and different ways of new business ideas. And as well as accomplishment of these idea's .and an entrepreneur personal goals is different. They want to create differentiation then other non- entrepreneurs .

There personal goals is to rapidly grow-up of the firm and their internal motivational system . An successful entrepreneurs always believe to development of their self. **They always like stay hungry and stay foolish: - like as steve Jobs C.E.O. of Apple corporation .**



Their personal goals as different, they want to get more successful. they don't think always about the decision .

They take decision and then make them right just because of they believe of themselves.



### **BUSINESS ENVIORNMENT:**

Entrepreneurs create a firm to existence it and complete in a business environment. Under in a local, regional and national market.

So business environment is that environment which concerned the all different type of business. In which an entrepreneurs starts the business . Shapero (1984) cited factors such as socialistically attitudes toward starting a business in general, the economic climate of the market, the availability of accessible funds as important environment influences in the creation to start a firm.

In another Vein , Fry (1987) decided that it may be too early to judge whether small business were substantial in the decision to a start a business . However incubator to make contribution to business success through emphasis on planning activities .

### **BUSINESS IDEA:**

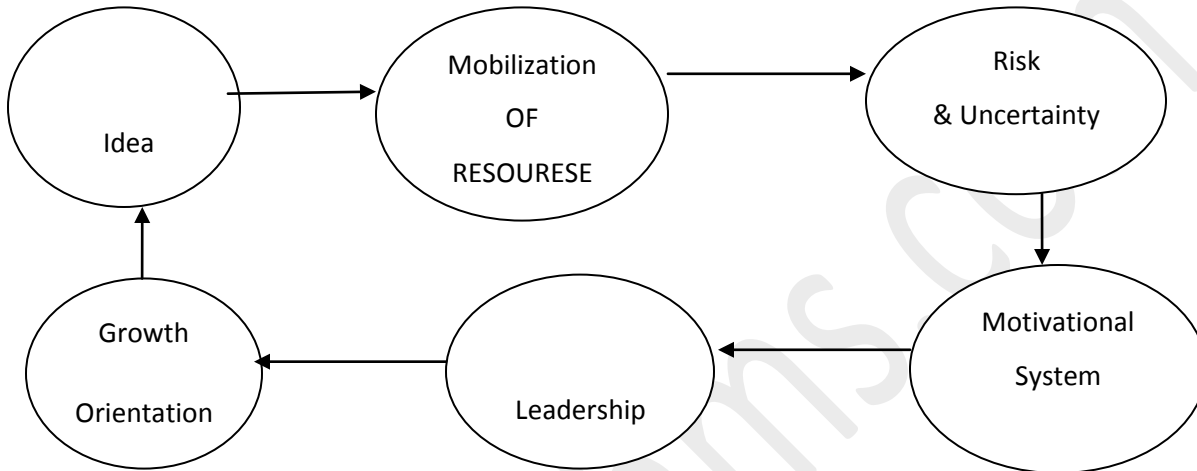
Idea is the feasible. Idea is the first step of the purpose of the business an successful entrepreneurs always think to about the growth orientation, and think to create difference. And perceived the need of the peoples, and they innovate something new.

That is all happens with the feasible idea . See examples::- Mr.Steve Jobs .



And none can start their business without having any idea . sometimes these idea new reach the ventures stage .Greenberger and Sexton (1988) identified .” vision” as the part of their Oison (1985) started that the first phase of the entrepreneurship process involves awareness of an idea , Cooper and Dubkeberg (1987) found that 58% sample left their previous employer because of the “ pull” of their idea’s for a venture .

**MODEL OF BUSINESS PLAN PROCESS PIC :1.2 :**



- Idea is a feasible when someone perceived the restlessness of the peoples than idea take birth.
- Mobilization of recourses have the market visibility like as FOP (**land, labour, capital, technology**).
- Risk & uncertainty also remain in between the idea and mobilization of resources, it may fail and pass.
- Motivational system is the internal system of the entrepreneurs like as **Mashlow** motivational theory.
- Leadership is the ability to working in the group toward the achievement of goals .
- Growth orientation is the nature of successful entrepreneurs, and always births the new idea’s in the mind of successful entrepreneurs.
- Like as :- **Steve jobs**

**(Basket 1)**

**FOP (Have the market visibilities)**  
(land,,labour,capital,technology)

**(Basket2)**

**(Do not have the market)**  
(idea, risk, motivational - system, leadership  
Growth orientation)

**Growth orientation always plugged by idea like:** - Stay hungry, stay foolish

A successful entrepreneurs are used all these baskets and create the differentiation than other entrepreneurs

Like : -Steve jobs .

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### **IMPLEMENTATION OUTCOMES PERCEPTION/ FIRM OUTCOMES:**

Firm and entrepreneurs person can get their outcomes in foam of intrinsic and extrinsic. both are very necessary for the entrepreneurs character and as well as the goodwill also .

Intrinsic researcher often comes in the self satisfaction of the entrepreneurs. like as to controlling power of the entrepreneurs and making the motivation getting the success . and getting the self satisfaction . Like :- being as the boss in any company , like as motivation theory of Mashlow.

Extrinsic Included the all financial outcomes in the firm .

And all outcomes level are perceived value and outcomes of the entrepreneurs .Each owner will have the system of valuating outcomes . the actual outcomes are occurring as the result of the ownership than be compared with the individual's expectation in the same level .

Outcomes comes from the sustain result and influencing power of the entrepreneurs.

### **PERCIEVED EXPECTATION / OUTCOMES COMPARISON:**

In this hypothesized that entrepreneurs develop the structure of the outcomes. But their ownership depends upon the decision behave and strategy management of the entrepreneurs.

One can perceived only the relationship is the strength of the relationship between the entrepreneurs decision behave and strategy making and actual outcomes are received in the firms.

Entrepreneurs must believe on the particular action in which He/ she can get something.

There is one strategy are generally used. To lead the entrepreneurship. That is value maximization of the firm that is depends upon the different other factors. Such as sales , profit , market share, goodwill of the firm .so entrepreneurs are behave the comparatively great and different .

### **COMARATIVELY CREATE THE DIFFERENTIATION FROM EXPECTATION AND ACTUAL:**

This is the beginning of the entrepreneurs, an entrepreneurs create the differentiation and they have the ability to encouraging of their idea's and motivation capability to the non-others-entrepreneurs. By using of that capability an successful entrepreneurs can start their journey .like as :- the successful entrepreneurs **BILL GATES , MR. NARAYAN MURTHEY , RATAN TATA** and many of others business persons. . they have their characteristics and personal goals .and in the other hand they have the capability also to commercialized the market feasibility by which they can get something more like as :-

### **SHOWN IN THE MODEL 1.1**

### **ENTREPRENERURIAL STRATEGY MANAGEMENT:**

There are different strategy which is propounded by the successful entrepreneurs for getting the success . And the strategy phase is the most valuable phase for the start-ups phase an

entrepreneurs start their venture by preparing and following the business plan process. Such as reduction strategy, assessment of new entry opportunity and other recourses, firms outcomes. Scott and Bruce (1987). While this necessitates the adoption of new manage behaviours in addition to those needed during the start ups phase. The activities the entrepreneurs engages in lead to the performance outcomes of the firms. (Charan 1984). However, effective organisational management is described, development and implementation of strategic appropriation to the common environment and the business environment of the entrepreneurs.

### THE INTEGRATIVE NATURE OF THE MODEL:

The propounded model focus on the entire success of the entrepreneurs. How they can get success and become successful than others. And it defines are converted in to the right direction. And entrepreneurs person always use their **character + chance = get success**. Their ability and efforts can be a great than perceived outcomes. As a result, it is felt that the model propounded here is of a more integrative nature than existing model. In integrates perception. (e.g. Garthner 1985, Bird 1988, Herron & Sapienza 1992) with theoretical portion from other disciplines. (Parter & Lawler, 1968, Adams 1965) and it integrates various stages of entrepreneurship to present a more complete understood of the entire process.

### DISCUSSION AND RECOMMENDATION:

Discussion of the concept of entrepreneurial motivation is rare. In the literature except for the purpose of discussing the entrepreneurship motivation are need to start the venture and their own business. This firm will refers to the entrepreneurial strategically management and their strategy, and their set of goals.

Numerous studies have addressed firm performance (see Hofer & Sandberg), review of the literature on small firm performance and model by Cragg and King and Keats and Bracker (1988) attempt to described those factors that influences firm performance. While firm performance are depends upon the influences an entrepreneurial motivation, it is hypothesized to be only part of the picture.

In this research paper that researcher should be aware about the all of many owners will be thinking beyond of the traditional pattern of the entrepreneurship.

Several research proposition and business process emerge from this model.

### REVIEW OF LITERATURE:

**Jamel choukir<sup>1</sup>, Monouna Baccour Hentati<sup>2</sup> (2015), Entrepreneurship motivation :- Tunisian case, American journal of industrial and business management 746 -753.** Entrepreneurship option was launched in Tunisia nearly one decade ago. The firm creation process seemed to be initiated especially to absorb the increasing number of undergraduates and graduates. Therefore, the main aim of the present research is to highlight the entrepreneurship motivation as a social issue and to understand the link existing between motivator factors and economic and social success. Hence, a survey by questionnaire was conducted based on 100 respondents representing Tunisian entrepreneurs. The results revealed that there are links



between motivator factors and entrepreneurship as well as some ties between entrepreneurship, motivator factors and the antecedents, especially concerning gender, age and family background. The results have shown some differences existing between male and female entrepreneurs. Male entrepreneurs' motivator factors are in the same importance with push and pull ones. Female entrepreneurs' motivator factors are rather emotional. These results are statistically significant. Thus, the finding would be useful for the stakeholders to understand the entrepreneurship dynamic.

**Gerry Segal, Dan Borgia I, Dan Borgia and Jerry Schoenfeld (2005), The motivation to become an entrepreneurs. International Journal of entrepreneurial and behavior & Research vol. || No.1, 2005** Since the 1950s, organizational psychology research investigating work related motivation has progressed from static content models to dynamic process models. Entrepreneurship research has evolved along a similar trajectory, adapting organizational psychology findings to better understand the motivation to become an entrepreneur. This paper reviews motivation research from both fields, explores some of the commonalities among current theories, and presents a new model of entrepreneurial motivation.

The researchers described the framework of the motivational system of the entrepreneurs in their all researchers. In this research paper:

- To study the behaviour and attitude the entrepreneurs and non-entrepreneurs.
- To study about the main factors which are responsible to changing the attitude of the non-entrepreneurs into the successful entrepreneurs.

#### **GAP IN THE LITERATURE:**

- There is researcher found the gap in study of attitude and behaviour of the successful entrepreneurs from non-entrepreneurs.
- Researcher found the various factors which are responsible for becoming successful entrepreneurs.

#### **STATEMENT OF THE PROBLEM:**

In this paper, researcher has developed the framework on the motivational system of the Entrepreneurs and behaviour of the successful entrepreneurs from other non-entrepreneurs.

#### **RESEARCH OBJECTIVES:**

- To study the behaviour of the successful entrepreneurs and non-entrepreneurs toward the motivational system of the entrepreneurs.
- To study of the main factors which are responsible for developing the motivational system of the successful entrepreneurs.

### HYPOTHESIS:

- There is significant difference at almost all the point except three common points, and the graph with standard error of mean (SEM) depicts the behaviour and factors of entrepreneurs and non- entrepreneurs toward the achievement of their goals.

### SCOPE OF THE STUDY:

- The study scope is limited only the attitude and behaviour of the successful entrepreneurs and non- entrepreneurs.
- The study limited its scope in finding out the responsible factors of entrepreneurs toward motivational system of successful entrepreneurs.

### RESEARCH METHODOLOGY:

- The present study is a descriptive type of study and the researcher has applied survey method to gather the information.

### SAMPLING:

- All the entrepreneurs of Aligarh district come under all population of study.
- In the research study researcher has taken 50 random samples.

### PROCEDURE OF DATA COLLECTION:

- For completion of the study researcher has collected data from the entrepreneurs of Aligarh district.

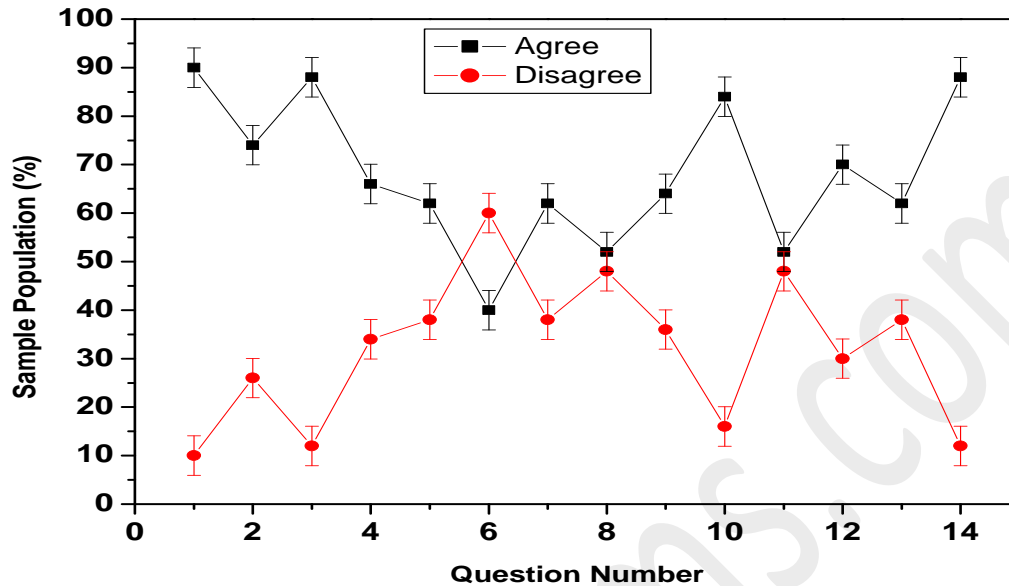
### ANALYSIS AND INTERPRETATION OF DATA :

1. The factors consider in this work are marginally shift towards the agreed side as suggested by the model.  
For this the researcher collected the data about attitude and behaviour of the entrepreneurs and non- entrepreneurs by taking random sampling.  
The researcher calculated **Standard Error of Mean** between entrepreneurs and non-entrepreneurs.

Group	N	Mean	S.D.	SEM
Agreed with model	50	68.14	16.50	4.0625
Disagreed		31.86	16.50	4.0625

It is found from the table – 1 that the mean score of agreed and disagreed are 68.14 and 31.86 respectively with S.D. 16.50 and SEM 4.0625.

The mean attitude of entrepreneurs and non- entrepreneurs toward continuous and comprehensive evaluation is graphically shown in figure – 1



➤ Figure -1: Difference between agreed and disagreed with model are plotted with SEM.

### FINDING:

- There is significant difference at almost all the point except three common points, and the graph with standard error of mean (SEM) depicts the behaviour and factors of entrepreneurs and non- entrepreneurs toward the achievement of their goals.
- There is significant difference between the behaviours of entrepreneurs and non- entrepreneurs toward the motivational system of entrepreneurs.

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