

Self-Employment and Entrepreneurial Motivation Leading to Start-Ups

R.N. Leiya ¹*, Prof. N. Tejmani Singh ²

¹ Research Scholar, Department of Commerce, Manipur University, Canchipur, Imphal West- 795003, Manipur, India

² HOD, Department of Commerce, Manipur University, Canchipur, Imphal West-795003, Manipur, India

*Corresponding author E-mail: rnleiya99@gmail.com

Received: June 18, 2025, Accepted: July 18, 2025, Published: August 20, 2025

Abstract

Entrepreneurs and the self-employed play an important part in the economic growth of a nation. Numerous studies have been undertaken on self-employment and entrepreneurial motivation due to their substantial contribution to economic growth. This study investigates the motivational elements of 318 self-employed individuals and indigenous company owners in Manipur, a state in north-eastern India. Our study modified Scheinberg and Macmillan's motivational scale model. To guarantee the accuracy of the questionnaire, direct face-to-face (structured) interviews were undertaken with all respondents. The acquired data were encoded and processed using the English edition of Statistical Product and Service Solution (IBM SPSS- Statistics). For this study, it was hypothesised that gender and family economic position have no significant effect on the motivational scale for launching an indigenous firm. The descriptive statistics describe the respondents. Our analysis considered both the owners and the business features. The business sales growth and profit growth were extremely impressive. The motivational scale was subjected to factor analysis, resulting in the identification of six factors: Approval, Personal Development, Welfare Considerations, Independence, Economic requirements & Opportunities, and Follow role model. In addition, the two hypotheses were evaluated using the T-test and ANOVA. Except for "Economic needs & Opportunities" and "Follow role model," there are no significant gender disparities in the results. The respondents' family economic situation was found to have a considerable impact on their likelihood of launching a new business. Thus, motivation influences the establishment of businesses by entrepreneurs and self-employed individuals.

Keywords: Self-employment, Entrepreneurs, Motivation, Indigenous Business, Start-ups.

1. Introduction

Over the past few years, tremendous attention has been given to promoting newly created enterprises and stimulating small business development in India. The role played by new and small enterprises in innovation, job generation, and regional economic development was immensely recognized and has spread worldwide, where remarkable attention of the public has been given to new business start-ups (Cooper & Dunkelberg, 1986; Gibb & Ritchie, 1982). Self-employment is becoming more common, as people take advantage of opportunities to achieve freedom, financial independence, and the opportunity to make their work match their values (Ordeñana et al., 2023). Government support is highly important, especially for countries whose ecosystem is still in a developing stage, and should act as a driver and catalyst of the ecosystem through facilitative policy (Yulianto, 2020). Their policy focused on the development of a dynamic and spirited enterprise culture (Birley & Westhead, 1994), which significantly shapes the entrepreneurial landscape (Ajayi-Nifise et al., 2024), and all these initiatives predicted to influence individuals in the creation of their businesses were based on assumption instead of empirical evidence (Birley & Westhead, 1994). Yet, governments around the world are beginning to appreciate the contribution of entrepreneurship to the growth of the economy and employment creation, and as such, are presenting policies to encourage entrepreneurship activities (Onileowo, 2024; Onileowo & Muharam, 2023). Government policies and support programs are key to the development of success of Indigenous entrepreneurship, and strategic actions should be relevant to all, since there are no significant differences in strategic decision-making between Indigenous and non-Indigenous small business owners (Swinney & Runyan, 2007). Furthermore, empirical evidence demonstrates that only a small percentage of enterprises can create jobs and wealth (Storey et al., 1987); small businesses do not offer lower quality jobs; instead, new jobs generally result in poorer conditions (McGregor, 1988). The new business establishes a critical element in the economy that can initiate the extensive contribution to development, but the contribution rather takes place indirectly, and the growth and success play a minor role in the overall effect (Fritsch et al., 2012). According to Acs & Mueller (2008), new businesses have a dynamic employment effect, but the effects decrease over time and fade away after six years. Conventional thought on the emergence of entrepreneurial motive and intention has traditionally assumed that the phenomenon is very individual (Goffee & Scase, 2016). However, this view fails to realize that the aspirations, ideas, and plans are evolved personally in a social environment, and so individualism itself is also a social phenomenon (Bendix, 1956). The motivation for entrepreneurship is greatly influenced by their social and cultural environment (Bai-sheng & Wang, 2021). Cultural factors include commonly held beliefs, values, norms, and traditions that influence both personal

and collective behavior. These have been well established in societies and have considerable influence on the variety of domains of people's lives, including entrepreneurial motivation (Batz et al., 2024). Further, the environment, including support networks, funding access, and regulation context, has a significant influence in driving entrepreneurship and its success (Yin & Wu, 2023), (Ratten, 2023), (Guberina & Wang, 2021) (Cotter, 2018). In addition, local values may have an impact on motivation and entrepreneurial characteristics of entrepreneurs (Tamar et al., 2019). The growth of digital ecosystems, characterized by the convergence of digital technologies, networked relations, and collaborative platforms, is emerging as a new paradigm of entrepreneurial activity, offering unique opportunities and challenges for potential entrepreneurs (Elia et al., 2019). Through connecting innovators, sharing resources, and quickly scaling ventures, these ecosystems can influence entrepreneurial motivations by changing the perceived feasibility and desirability of the creation of a new venture (Satalkina & Steiner, 2020). In Arab countries, there is still plenty of space for digital entrepreneurship that is yet to be utilized by local entrepreneurs, as most of the digital sphere is dominated by non-local entrepreneurs (Aminova et al., 2020). Digital communities allow the free flow of thoughts and ideas, build new knowledge, and share expertise, which creates the right environment for innovation and experimentation, in turn enabling entrepreneurs to build new things. Extensive models on the formation of business have been proposed to describe the formation of business (Cooper, 1971; Shapero, 1985; Greenberger & Sexton, 1988). The formation of a new enterprise is always a complex and multidimensional phenomenon (Gartner, 1985), and extensive investigation at the microlevel of the new firm and its founder can be the only way to determine the numerous aspects linked with this procedure. (Shane et al., 1991). Research evidence suggests that the motives for starting a venture are complex and diverse (Goffee & Scase, 2016), but it is of vital importance to examine the reasons and motives of a business start-up (Boswell, 2015). Researchers have an urge to develop universal theories (Bacharach, 1989). Universal theories postulate that some motives, such as autonomy, economic profit, or self-realization, lead people into entrepreneurship regardless of the field, region, or time in which they live (Bogott et al., 2017). Universal models for reasons to start up, like the integrated theory of the motivations of start-ups, assume that basic human needs and wants, including the need for achievement, freedom, and economic security, may influence for being an entrepreneur (Kerr et al., 2018). The entrepreneurs are primarily motivated by achievement, independence, recognition, community and monetary gain (Blais & Toulouse, 1990). For example, self-determination theory argues that autonomy, competence, and relatedness are basic psychological needs that naturally lead people to look for opportunities for self-improvement and self-expression, which can be satisfied through entrepreneurial activities (Hamzah & Othman, 2023). The reasons for becoming an entrepreneur are of individual and environmental nature (Yin & Wu, 23). While the theories presented provide a parsimonious explanation for entrepreneurial action, their universal application has been brought into question due to their inability to accommodate contextual differences based on industry or geographic location (Kerr et al., 2018). Furthermore, universal theories tend to have difficulty to explain why some individuals high in need for achievement and autonomy do not become entrepreneurs while others who are less motivated apparently, does. Nonetheless, content-oriented theories underscore the importance of contextual contingency, suggesting that motives are rooted in and influenced by the dynamics of an industry, the technological terrain, regulatory environment, and socio-cultural norms (Salamzadeh & Kawamorita, 2015). Content-specific theories, on the other hand, underline situational influences on startup motives. Furthermore, the social-cultural dimension, including cultural norms, values, and beliefs, could have a significant effect on the motivation for entrepreneurship. Entrepreneurs may engage in new ventures to satisfy their psychological needs, enhancing their well-being (Shir et al., 2018). In addition, several regional conditions and circumstances, such as resource availability, infrastructure, and talent, may also influence the drivers of entrepreneurship. As a result, creating impact-driven start-ups is based on the intentions of the young generation to address social and environmental issues (Sher et al., 2020). Due to the intricacy of the business start-up process, many scholars believe to depart from this paradigm, particularly about the establishment of new businesses (Shane et al., 1991).

Indigenous entrepreneurship is a rich field of exploration that has recently received attention, as new perspectives on the nature of entrepreneurial action in marginalized communities have been introduced to the research (Tengeh et al., 2022). It addresses an interesting nexus of culture, economic development, and social empowerment, and the opportunity for indigenous people to have greater control of their economic destinies while also preserving and promoting their unique cultural identities (Dharmasiri et al., 2025). Understanding these different viewpoints is important to shaping sensitive strategies for supporting Indigenous entrepreneurship and promoting inclusive economic development policies that are sensitive to cultural differences and are conducive to self-determination. Indigenous entrepreneurship is not a business activity, but it is inseparably connected to the preservation of culture, to building capacity for, and reclaiming sovereignty in, the economy (Colbourne & Anderson, 2019). These entrepreneurial ventures often emanate from the historically marginalized sections of society and act as mechanisms to mitigate structural inequalities and promote inclusive growth (Tengeh et al., 2022). Good policies ensure access to capital, mentors, and training, and recognize and respect Indigenous rights and culture.

This research concentrated on the two primary hypotheses:

1. Gender has no significant differences on the motivational scale for starting an indigenous business
2. Family economic status has no significant differences on the motivational scale for starting an indigenous business

2. Research Methods

Global studies on the motivations for beginning a business are gaining popularity, and there are no previously agreed-upon universal motives for starting a firm. The diversity of people, culture, different environments, economy, and government policies were responsible for different motivational factors in start-ups. This study explores presenting evidence that the motives for start-ups are not the same across gender and family economic status, rather than presenting a thorough literature review. Following the earlier research, our database was developed to focus on why self-employed and entrepreneurs start their business, their performance, and their characteristics. By reviewing the contributions from various researchers (e.g., Scheinberg & Macmillan, 1988; Shane et al., 1991; Kolvereid, 1992; Birley & Westhead, 1994; Robichaud et al., 2001; Mitchell, 2004; Barba-Sanchez & Atienza-Sahuquillo, 2017), we examine the motivational dimension of starting a business. The original questionnaire consisted of 38 statements for starting a business surveyed in 11 countries (Scheinberg & Macmillan, 1988). Shane et al. (1991) retained 21 statements from the original questionnaire (refer to Shane et al. 1991) as the study indicated that several items can be eliminated (Scheinberg & Macmillan, 1988). Finally, 20 statements were kept, and the words were paraphrased to define the motivating factor in this study. The questionnaires were paraphrased to enhance comprehension and simplify data collection. The questionnaire was organized by relatedness and categorized into six domains: Approval, Personal Development, Welfare Considerations, Independence, Economic Needs and Opportunities, and Role Models. Manipur, a small state located in Northeast India and comprising sixteen administrative districts, was selected as the study area. However, the database includes only nine locations representing the original districts of Manipur. The newly established districts were excluded due to the absence of established administrative structures at the time of data collection. The environment was selected subjectively to include rural and urban environments, areas covering diverse ethnic communities, areas with a high rate of self-employment and entrepreneurship, areas associated with the high rate

of the primary and secondary sectors of business, and areas engaging in more traditional and indigenous small businesses. Data collection was conducted via structured interviews. Given the absence of a comprehensive registry of new business ventures in Manipur, a pragmatic approach was employed to construct the survey framework. The most recent Udyam Aadhaar directories, a unique registration system for MSMEs introduced by the Micro, Small, and Medium Enterprises in 2020, were consulted for this study; however, a significant number of self-employed individuals and small business owners were not registered within this system. Furthermore, it was observed that some of the registered businesses were inactive. Samples were randomly selected from a pool of 318 self-employed individuals and entrepreneurs who had been involved in indigenous businesses for over a year. A comparison between the genders was made through T-test analysis, and One Way Analysis of Variance was performed to test the motivational scale across family economic status.

3. Reliability Test

A reliability test was performed to determine if a measurement was free of random or unstable error. All 20 statements of the motivational factors were involved in determining the Cronbach's Alpha coefficient value. The results displayed a value of 0.921, suggesting a very good acceptable level of internal consistency of the database, as the acceptable value is 0.70 or above (Hair et al., 2006).

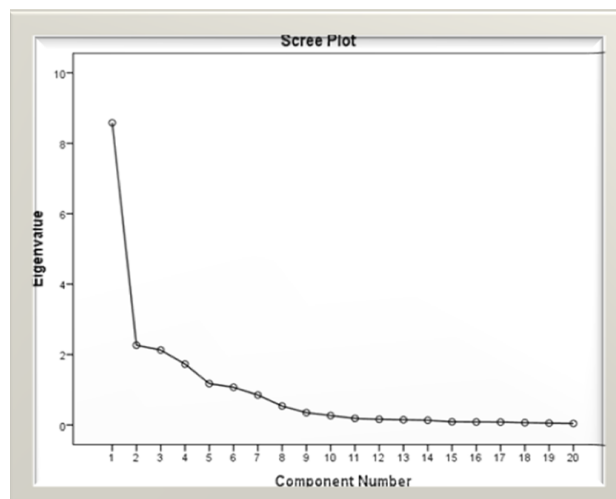
4. Results And Discussions

4.1 Business Characteristics

Types of industry: Primary =134 (42. %), Secondary =81 (25. %) Tertiary = 103 (32.4%)
 Ownership of premises: Own =156 (49.1%) Rent= 102 (32.1%) Public= 54 (17%) Lease = 6 (1.9%)
 Business location: Rural = 166 (52.2%) Semi-urban = 128 (40.3%) Urban = 24 (7.5%)
 Sales growth: On a five-point Likert scale, very poor = 0.3%, Poor = 4.7%, Moderate = 30.2%, Good = 43.7%, very good = 21.1%.
 Profit growth: Very poor = 0.9%, Poor =6.0%, Moderate = 34.9 %, Good = 47.8%, Very good =10.4%
 Market coverage: Local = 170 (53.5%) Inter-district = 121 (38.1%) National = 18 (5.7%) International = 9 (2.8%)
 Business age: Mean = 7.7 years. Business age ranges from 1 to 38 years.

4.2 Owners' Characteristics

Gender: Respondents comprised 136 (42.7%) males and 182 (57.2%) females.
 Founders' Age: Minimum age =18, Maximum age =70. Mean age = 41.2 years
 Schooling: The number of years in schooling ranged from 0 to 26 years. Mean year = 12.9 years
 Marital status: Unmarried = 84 (26.4%), Married =232 (73.0%), Divorced = 2 (0.6%)
 Family economic status: Poor = 81 (25.5%), Medium =227 (71.4%), Rich =10 (3.1%)
 The mean scores of the variables indicated good responses. The higher the scores, the stronger the motivational factor of starting a new business (Mitchel,2004). However, it would be biased to conclude the study based on the mean score; also, rating all 20 reasons is a critical and challenging task, as starting a new business is a complex phenomenon, as various factors and stimuli are involved. Hence, Principal Component analysis was performed for factor extraction.
 The initial extraction of the factor analysis produced six components with an eigenvalue greater than one. The extracted six components accounted for 84.7% of the total variance, and the communalities were relatively high with values greater than 0.69, which disclosed a high percentage of the variability. The extracted components were difficult to label; thus, varimax rotation was used to construct a new structure with a linear combination of factors that focus more on saturated variables. The 20 variables representing the motives for start-up were justified because all the items loaded onto one of the identified components. The orthogonal varimax rotation was found suitable for the factor analytic model since the method showed the adequacy of the data as indicated by the Kaiser-Meyer-Okin measure of sampling adequacy index (0.848), Barlett's test of sphericity ($\chi^2=6899.042$; $p=0.000$), the anti-image correlation matrix, and the communality test. The components use those variables of factor loading greater than 0.4. A scree test was also performed to confirm the number of factors to be extracted, and thus, all six components were inducted as it was found appropriate to give better results. This study strongly believes that the results are solid because the extracted factors are very similar to those found by previous researchers.



Source: Computed from Primary data

Table 1: Varimax Rotated Component Matrix

Variables	1	2	3	4	5	6	Communal-ity(h2)
To be respected by friends	0.917						0.936
To increase the status and prestige of my family	0.9						0.881
To have more influence in my community	0.884						0.908
To attain a more prominent place in society	0.877						0.91
To accomplish something and get praise for it	0.874						0.917
To learn more		0.877					0.94
To be technologically inventive		0.851					0.919
To design a product		0.834					0.871
To help folks like me			0.86				0.925
To help my community			0.842				0.918
To contribute to my family's well-being			0.814				0.859
To have more personal/family flexibility				0.917			0.888
To alter my work style freely				0.899			0.882
To manage time				0.862			0.775
To provide security for my family, partner & myself					0.867		0.768
Desire for a large income					0.851		0.774
To take advantage of the opportunities that appeared					0.683		0.721
To make use of the opportunities and tackle challenges in starting and growing a new business					0.589		0.693
To continue the family tradition						0.849	0.772
To follow the example of the person whom I admire						0.744	0.691
Percent of variance explained	42.909	11.327	10.638	8.644	5.874	5.354	
Eigen values	8.582	2.265	2.128	1.729	1.175	1.016	
Cronbach's Alpha	0.976	0.96	0.953	0.908	0.8	0.551	
KMO=0.848, Barlett's=6899.042							

Source: Computed from Primary data

4.3 Comparisons between genders in motives for start-ups

There is no major difference in the economic requirements and opportunities of men and women. The desire for high earnings, providing security for oneself, spouse, and children, as well as taking advantage of and using the opportunities and challenges involved in venturing and growing a new business, were shared by men and women, but neither gender differed significantly in their importance as starting factors. Regarding the requirement for approval, there are variations. Men were more likely than women to start a business for the following reasons: gaining social standing, exerting greater influence in the community, earning the respect of friends, elevating the status and reputation of one's family, and accomplishing something and receiving praise for it. The demand for personal growth differs significantly between men and women. Men are more likely than women to come up with an idea, be inventive, be at the forefront of innovative technology, and keep learning. Men and women differ significantly when it comes to welfare issues. Men are more likely to support those in their community and from similar racial or ethnic backgrounds. Contrarily, women are more inclined than men to support the well-being of their family. Independence differs significantly in two ways. Men tend to want more flexibility in their personal and family lives, and they have a lot more freedom to change how they approach their jobs. Controlling one's own time, however, did not reveal any appreciable gender differences. When it comes to role models, there are no gender-specific differences that are particularly remarkable when it comes to carrying on a family tradition or imitating an idol. This data is shown in Table 2.

Table 2: Differences in motives leading to start-up between male and female entrepreneurs

Items	Male	Female	t-Value
Approval	3.02	2.43	4.17*
To be respected by friends	3.13	2.50	4.39*
To increase the status and prestige of my family	3.02	2.37	4.74*
To have more influence in my community	3.01	2.42	4.11*
To attain a more prominent place in society	2.96	2.39	4.05*
To accomplish something and get praise for it	3.07	2.47	4.18*
Personal development	3.03	2.31	5.00*
To learn more	3.18	2.51	4.43*
To be technologically inventive	3.65	3.18	3.60*
Designing a Product	3.77	3.19	4.43*
Welfare considerations	2.67	3.38	2.22**
To help folks like me	3.69	3.42	2.44**
To help my community	3.73	3.47	2.40**
To contribute to my family's well-being	3.65	3.55	.90
Independence	4.34	4.29	.50
To have more personal/family flexibility	4.34	4.36	-.27
To alter my work style freely	4.06	4.01	.48
To manage time	4.06	3.91	1.42
Economic needs & opportunities	2.72	2.82	-.58
To provide security for my family, partner, and myself	2.50	2.29	1.51
Desire for a large income			
To take advantage of the opportunities that appeared			
To make use of the opportunities and tackle the challenges to be faced in starting and growing a business			
Follow role models			
To continue a family tradition			
To follow the example of the person whom I admire			

Source: Computed from Primary data

Significance level: *p< 0.01: **p< 0.05

Table 3: ANOVA on Family Economic Status

	<i>Sum of Squares</i>	<i>Df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
Between Groups	2685.043	2	1342.521	6.924	.001
Within Groups	61072.378	315	193.881		
Total	63757.421	317			

Source: Computed from Primary Data. *Significant at 5% level of significance

ANOVA was conducted to investigate whether family economic position has a significant effect on the establishment of indigenous businesses. The ANOVA test revealed that freedom between groups is 2 and freedom within groups is 315. According to the table, the value of "F" at a significance level of 0.05 is 6.924. This demonstrated that the family economic situation has a considerable impact on the entrepreneurial incentive scale. The second null hypothesis is therefore rejected. Thus, it has been demonstrated that the economic condition of the family affects the initiation of an indigenous enterprise in several ways.

5. Suggestion and Conclusion

Motivational content influences new business formation among entrepreneurs and self-employed individuals. This study argues that there are no universal causes for the formation of new businesses across gender. Researchers seeking a universal explanation for why entrepreneurs and self-employed start businesses will be disappointed. The result should not be shocking and unexpected, as there should be common or typical reasons for starting a business. The diversity of people results in diverse viewpoints and decisions, demonstrating the complexity and singularity of an individual. Cultures, traditions, religions, social environments, economies, and government policies vary from region to region, as do the ethnicities of its inhabitants. This highlights the significant impact a role model can have on one's life, especially in mentorship. It also suggests that people can be motivated by anyone successful, irrespective of their gender. Looking ahead, it would be interesting to study how various mentorship models impact digital entrepreneurship as well as discover those traits of role models that actively motivate entrepreneurs. Even though gender may not be a key factor influencing economic outcomes in some situations, we acknowledge that socioeconomic status, ethnicity, and even geographical region can sharply impact people's economies. Addressing the multifaceted nature of inequality and disadvantage, future research would benefit from an intersectional approach that considers the added complexity of multiple contributing factors. This may include studying how gender, along with other identities, such as race and socioeconomic class, influences one's experience in the realm of digital entrepreneurship. Future academic investigations could focus on analysing the correlation between digital entrepreneurship and other variables, such as age and level of education. Furthermore, there is scope for research comparing the business environments of digital entrepreneurship and indigenous businesses. Absence of significant gender differences in financial need implies that an equilibrium appears to have been reached concerning the Financial Security Factors - income, health care, retirement - for both men and women. This trend may represent an advance toward more gender equality in an environment that seems to be gradually erasing the boundaries of traditional gender roles. Governments and organizations dedicated to reducing economic disparity of all sexes need to (actively) struggle for equality to improve economic opportunity. When all genders are receiving the same education and training, it leads to economic growth and capital access. In such a world, in which opportunities are more uniformly distributed, we may observe the revealing of latent preferences and different financial decisions by the sexes. The generalised disparity in the influence of role models concerning both genders implies that individuals obtain inspiration from the success regardless of gender. The media and educational interventions might contribute to mentorship programs by showing that successful mentors come from all walks of life. Because the influence of role models is not substantially different by gender, there is an opportunity for those shaping policy to create inclusive support systems. Similarly, the phenomenon of men and women differs in a variety of life aspects. Consequently, the formation of new businesses was significantly influenced by gender in a variety of ways. Therefore, the result was not unexpected given the absence of common business startup motivations. Without ignoring the most important factor, a family's financial stability correlates strongly with launching a new business. We cannot deny that financial support is essential to the formation and growth of a business, and the most cited obstacle to starting a business is a lack of capital. This study demonstrated that family economic status, categorised as poor, moderate, or wealthy, influences the decision to start a business. Motivated entrepreneurs and the self-employed were hampered by their families' inability or insufficiency to finance a business. Considering these circumstances, substantial financial aid in the form of grants or loans is necessary. Therefore, the government, various bodies, and entities should consider incorporating mechanisms for financing the potential self-employed and entrepreneurs in starting a business into their interventions

References

- [1] Acs, Z. J., & Mueller, P. (2008). Employment effects of business dynamics: Small Business Economics, 30, 85-100. doi:DOI 10.1007/s11187-007-9052-3
- [2] Ajayi-Nifise, A. O., Tula, S. T., Asuzu, O. F., Mhlongo, N. Z., Olatoye, F. O., & Ibeh, C. V. (2024). THE ROLE OF GOVERNMENT POLICY IN FOSTERING ENTREPRENEURSHIP: A USA AND AFRICA REVIEW. International Journal of Management & Entrepreneurship Research, 6(2), 352. HYPERLINK "<https://doi.org/10.51594/ijmer.v6i2.775>" <https://doi.org/10.51594/ijmer.v6i2.775>
- [3] Aminova, M., Mareef, S., & Machado, C. (2020). Entrepreneurship Ecosystem in Arab World: the status quo, impediments and the ways forward. International Journal of Business Ethics and Governance, 1. HYPERLINK "<https://doi.org/10.51325/ijbeg.v3i3.37>" <https://doi.org/10.51325/ijbeg.v3i3.37>
- [4] Bacharach, S. (1989). Organizational theories. some criteria for evaluation. Academy of Management Review, 14(4), 496-515. Retrieved from <http://www.jstor.org/stable/258555>
- [5] Bai-sheng, S., & Wang, T. (2021). Analysis of Entrepreneurial Motivation on Entrepreneurial Psychology in the Context of Transition Economy. Frontiers in Psychology, 12. HYPERLINK "<https://doi.org/10.3389/fpsyg.2021.680296>" <https://doi.org/10.3389/fpsyg.2021.680296>
- [6] Barba-Sanchez, V., & Atienza-Carlos, S. (2012). Entrepreneurial behavior: Impact of motivation factors on decision to create a new venture. Investigaciones Europeas de Dirección y Economía de la Empresa, 18, 132-138.
- [7] Batz, A., Ochoa, J. A. R., & Montes, J. (2024). Exploring entrepreneurial intentions and motivations: a comparative analysis of opportunity-driven and necessity-driven entrepreneurs. Journal of Innovation and Entrepreneurship, 13(1). HYPERLINK "<https://doi.org/10.1186/s13731-024-00366-8>" <https://doi.org/10.1186/s13731-024-00366-8>
- [8] Beesly, M. E., & William, P. (January 1982). Government Aid in the Smaller Firm Since Bolton. In S. J, Perspectives on a Decade of Small Business Research: Bolton Ten Years On (pp. 181-199). Gower Publishing House. Retrieved from <https://www.goodreads.com/book/show/4253118-perspectives-on-a-decade-of-small-business-research>
- [9] Bendix, R. (1956). Work and authority in industry: ideologies of management in the course of industrialization. New York: Wiley.

- [10] Birley, S., & Westhead, P. (1994, January). Reasons for a Taxonomy of Business Start-Up Reasons and their Impact on Firm Growth and Size. *Journal of Business Venturing*, 9(1), 7-31. doi:[https://doi.org/10.1016/0883-9026\(94\)90024-8](https://doi.org/10.1016/0883-9026(94)90024-8)
- [11] Blais, R., & Toulouse, J. (1990). NATIONAL, REGIONAL OR WORLD PATTERNS OF ENTREPRENEURIAL MOTIVATION? *Journal of Small Business & Entrepreneurship*, 7(2), 3. HYPERLINK "<https://doi.org/10.1080/08276331.1990.10600344>"
- [12] Bogott, N., Rippler, S., & Woischwill, B. (2017). Im Startup die Welt gestalten. In Springer eBooks. Springer Nature. HYPERLINK "<https://doi.org/10.1007/978-3-658-14505-7>"
- [13] Boswell, J. (October 2015). *The Rise and Decline of Small Firms (Routledge Revivals)* (1st ed.). Routledge.
- [14] Colbourne, R., & Anderson, R. B. (2019). Economic wellbeing of the Indigenous people in the Asia Pacific region. In Routledge eBooks (p. 184). Informa. HYPERLINK "<https://doi.org/10.4324/9781351051262-16>"
- [15] Cooper, A. C. (February 1971). Spin-Offs and Technical Entrepreneurship. *IEEE Transactions of Engineering Management*, 18(1), 2-6. doi:DOI:10.1109/TEM.1971.6447118
- [16] Cooper, A. C., & Dunkerberg, W. (1986). Entrepreneurship and Paths to Business Ownership. *Strategic Management Journal*, 53-68. Retrieved from <https://www.jstor.org/stable/2485967>
- [17] Cotter, K. (2018). Playing the visibility game: How digital influencers and algorithms negotiate influence on Instagram. *New Media & Society*, 21(4), 895. HYPERLINK "<https://doi.org/10.1177/1461444818815684>"
- [18] Dharmasiri, I. P., Galappaththi, E. K., Baird, T. D., Bukvic, A., & Rijal, S. (2025). From Roots to Resilience: Exploring the Drivers of Indigenous Entrepreneurship for Climate Adaptation. *Sustainability*, 17(10), 4472. HYPERLINK "<https://doi.org/10.3390/su17104472>"
- [19] Elia, G., Margherita, A., & Passiante, G. (2019). Digital entrepreneurship ecosystem: How digital technologies and collective intelligence are reshaping the entrepreneurial process. *Technological Forecasting and Social Change*, 150, 119791. HYPERLINK "<https://doi.org/10.1016/j.techfore.2019.119791>"
- [20] Fritsch, M., Elisabeth, B., Alina, R., & Michael, W. (2012). How much of a socialist legacy? The reemergence of entrepreneurship in the East German transformation to a market economy. *Jena Economic Research Papers*, 42, 1-31.
- [21] Gartner, W. B. (1985). A Conceptual framework for Describing the Phenomena of New Venture Creation. *Academy of Management Review*, 10(4), 696-706. doi:<https://doi.org/10.2307/258039>
- [22] Gibb, A., & Ritchie, J. (September 1982). Understanding the Process of Starting Small Businesses. *International Small Business Journal*, 1(26), 26-45. doi:DOI: 10.1177/026624268200100102
- [23] Goffee, R., & Scase, R. (1985). *Women in Charge* (London: Allen and Unwin, 1985). London: Allen & Unwin.
- [24] Greenburger, D. B., & Sexton, D. L. (July 1988). An interactive model of new venture initiation. *Journal of Small Business Management* 26(3): 1-7., 26(3), 1-7. Retrieved from <https://www.semanticscholar.org/paper/An-Interactive-Model-of-New-Venture-Initiation-Greenberger-Sexton/6056cf5220359a5e424abbe3c09e50c135871457#citing-papers>
- [25] Guberina, T., & Wang, A. (2021). Entrepreneurial Leadership Impact on Job security and Psychological Well-being during the COVID-19 Pandemic: A conceptual review [Review of Entrepreneurial Leadership Impact on Job security and Psychological Well-being during the COVID-19 Pandemic: A conceptual review]. *International Journal of Innovation and Economic Development*, 6(6), 7. HYPERLINK "<https://doi.org/10.18775/ijied.1849-7551-7020.2015.66.2001>"
- [26] Hamzah, M. I., & Othman, A. K. (2023). How do locus of control influence business and personal success? The mediating effects of entrepreneurial competency. *Frontiers in Psychology*, 13. HYPERLINK "<https://doi.org/10.3389/fpsyg.2022.958911>"
- [27] Kerr, S. P., Kerr, W. R., & Xu, T. (2018). Personality Traits of Entrepreneurs: A Review of Recent Literature [Review of Personality Traits of Entrepreneurs: A Review of Recent Literature]. *Foundations and Trends® in Entrepreneurship*, 14(3), 279. Now Publishers. HYPERLINK "<https://doi.org/10.1561/03000000080>"
- [28] Kolvereid, L. (1992). Growth aspirations among Norwegian entrepreneurs. *Journal of Business Venturing*, 7(3), 209-222. doi:10.1016/0883-9026(92)90027-0
- [29] McGregor, M. (September 1988). Reviewed Work(s): *Job Generation and Labour Market Change* by D. J. Storey and S. Johnson. *The Economic Journal*, 98(392), 862-864. doi:<https://doi.org/10.2307/2233929>
- [30] Mitchell, B. C. (2004). Motives of Entrepreneurs: A Case Study of South Africa. *The Journal of Entrepreneurship*, 13(2), 167-183. doi:10.1177/097135570401300203
- [31] Oliver, Z. T., Hogan, M., & Albats, E. (2020). Bridging the Knowledge and Business Ecosystems: Resources and Mechanisms for Regional Entrepreneurial Development. *Triple Helix Journal*, 1. HYPERLINK "<https://doi.org/10.1163/21971927-bja10008>"
- [32] Onileowo, T. T. (2024). Exploring the Influence of Government Policy on Entrepreneurship Development. *British Journal of Multidisciplinary and Advanced Studies*, 5(1), 198. HYPERLINK "<https://doi.org/10.37745/bjmas.2022.0421>"
- [33] Ordeñana, X., Vera-Gilces, P., Zambrano-Vera, J., & Jiménez, A. (2023). The effect of high-growth and innovative entrepreneurship on economic growth. *Journal of Business Research*, 171, 114243. HYPERLINK "<https://doi.org/10.1016/j.jbusres.2023.114243>"
- [34] Ratten, V. (2023). Entrepreneurship: Definitions, opportunities, challenges, and future directions. *Global Business and Organizational Excellence*, 42(5), 79. HYPERLINK "<https://doi.org/10.1002/joe.22217>"
- [35] Robichaud, Y., McGraw, E., & Roger, A. (2001). Towards the Development of a Measuring Instrument for Entrepreneurial Motivations. *Journal of Developmental Entrepreneurship*, 6(2), 189-201. Retrieved from https://www.researchgate.net/publication/288633778_Towards_the_Development_of_a_Measuring_Instrument_for_Entrepreneurial_Motivations
- [36] Salamzadeh, A., & Kawamori, H. (2015). Startup Companies: Life Cycle and Challenges. *SSRN Electronic Journal*. HYPERLINK "<https://doi.org/10.2139/ssrn.2628861>"
- [37] Satalkina, L., & Steiner, G. (2020). Digital Entrepreneurship and its Role in Innovation Systems: A Systematic Literature Review as a Basis for Future Research Avenues for Sustainable Transitions [Review of Digital Entrepreneurship and its Role in Innovation Systems: A Systematic Literature Review as a Basis for Future Research Avenues for Sustainable Transitions]. *Sustainability*, 12(7), 2764. Multidisciplinary Digital Publishing Institute. HYPERLINK "<https://doi.org/10.3390/su12072764>"
- [38] Scheinberg, S., & Macmillan, I. (1988). An eleven country study of the motivations to start a business. In B. Kirchoff, W. Long, K. Vesper, & W. Wetzel, *Frontiers of Entrepreneurship Research 1988*. Wellesley, MA: Babson College.
- [39] Shane, S., Kolvereid, L., & Westhead, P. (1991, November). An Exploratory Examination of the Reasons Leading to New Firm Formation Across Country and Gender. *Journal of Business Venturing*, 6 (6), 431-446. doi:[https://doi.org/10.1016/0883-9026\(91\)90029-D](https://doi.org/10.1016/0883-9026(91)90029-D)
- [40] Shapero, A. C. (1985). Why Entrepreneurship? A Worldwide Perspective. *Journal of Small Business Management*, 23(4), 1-5. Retrieved from <https://www.semanticscholar.org/paper/Why-Entrepreneurship-A-Worldwide-Perspective-Shapero/bbada97cd6ecd19f6e1300c2ad5ae45e817ea998>
- [41] Sher, A., Abbas, A., Mazhar, S., Azadi, H., & Lin, G. (2020). Fostering sustainable ventures: Drivers of sustainable start-up intentions among aspiring entrepreneurs in Pakistan. *Journal of Cleaner Production*, 262, 121269. HYPERLINK "<https://doi.org/10.1016/j.jclepro.2020.121269>"
- [42] Shir, N., Nikolaev, B., & Wincent, J. (2018). Entrepreneurship and well-being: The role of psychological autonomy, competence, and relatedness. *Journal of Business Venturing*, 34(5), 105875. HYPERLINK "<https://doi.org/10.1016/j.jbusvent.2018.05.002>"
- [43] Storey, D. J., Keasey, K., Wynarczyk, P., & Watson, R. (1987). *The Performance of Small Firms: Profits, Jobs and Failures* (1st ed.). London: Routledge. doi:ISBN 9781138683921

- [44] Swinney, J., & Runyan, R. C. (2007). NATIVE AMERICAN ENTREPRENEURS AND STRATEGIC CHOICE. *Journal of Developmental Entrepreneurship*, 12(3), 257. <https://doi.org/10.1142/s1084946707000678>
- [45] Tamar, M., Wirawan, H., & Bellani, E. (2019). The Buginese entrepreneurs; the influence of local values, motivation and entrepreneurial traits on business performance. *Journal of Enterprising Communities People and Places in the Global Economy*, 13(4), 438. <https://doi.org/10.1108/jec-12-2018-0099>
- [46] Tengeh, R. K., Ojugbele, H. O., & Ogunlela, O. G. (2022). Towards a theory of indigenous entrepreneurship: a classic. *International Journal of Entrepreneurship and Small Business*, 45(1), 1. <https://doi.org/10.1504/ijesb.2022.120583>
- [47] Yin, L., & Wu, Y. J. (2023). Opportunities or Threats? The Role of Entrepreneurial Risk Perception in Shaping the Entrepreneurial Motivation. *Journal of Risk and Financial Management*, 16(1), 48. <https://doi.org/10.3390/jrfm16010048>
- [48] Yulianto, W. (2020). Analysis of The Role of The Government and Ventural Capital On the Development of Startup in Indonesia. *Deleted Journal*, 8(12), 455. <https://doi.org/10.31686/ijier.vol8.iss12.2813>