

Abstract

Entrepreneurial behavior or motivation simply derives as a method or strategy that entrepreneurs strictly adhere to when building their business strategies. The classical model is focused on maximising returns on available resources (moderate risk and relatively low level of profit). Action Scheme: valuation of cash resources, statement of purpose, exploring the possibility of achieving a goal, seizing the opportunity that will maximise the return on available resources. That is, relying on their knowledge, experience, professionalism. High solvency and reliability, stable reputation, focus on long-term projects with moderate risk, in-depth study of individual problems and possible alternatives. This is the largest and most respected category of entrepreneurs. Thanks to representatives of this area, business stability and sustainable economic development are ensured ([Zhao et al., 2011](#)).

Introduction

Page is one of the founders of Google, and officially became Google's CEO on April 4, 2011. In 2013, Larry Page was selected as the most influential CEO of the U.S. under the age of 40 in 2013, and was listed on the Forbes 2013 Global Rich List with the assets of 23 billion US dollars. In 2016, Larry Page topped the list of "2016 Most Influential People in the World" by Forbes Magazine. At the age of 23, Page had a dream about downloading the entire Internet, but only keeping links. After waking up, he took a long time to paint the details of the dream, and he firmly believed that he was not just dreaming, it would eventually come true in the future. Although he hadn't thought about building a search engine concept at that time, this dream has laid the seeds for the birth of Google ([Zellweger et al., 2012](#)).

Page's Entrepreneurial Story

In 1996, Page entered Stanford University, and while studying for his PhD in computer science, he met Sergey Brin. Since then, two intimate partners have begun their glorious career journey. Stanford's elites are highly competitive and fierce ([Zhao et al., 2011](#)). In order to complete his doctoral dissertation, Page has "strangled" a dozen very interesting ideas, and determined the topic of the dissertation as the Internet that was developing rapidly at the time. In the process of writing his dissertation, Page consulted a large amount of computer and Internet materials, which also greatly benefited his future development direction ([Wales et al., 2013](#)).

At first, Google had only three employees, which increased to eight in six months. Today, even a small company has more than eight employees. In fact, before Google was founded, Page and Brin had found David Filo, one of the founders of Yahoo. Filo gave affirmation to Page and Brin's ideas and technology. He also suggested that they establish a search engine company to develop independent business. Judging from today's Internet situation, search engines are not only our assistants in work and life, but also an entertainment tool. With the emergence of search engines such as Yahoo and Baidu, modern people have become the "search generation." ([Lee et al., 2011](#)).

Today, Google not only continues to enjoy the success of its huge search and advertising business, other businesses are also blooming everywhere, and Android, as the core business carrying Google's mobile Internet era, has not only occupied more than 80% of the world's smartphones, but is also building a The goal of the "multi-screen world" spreads influence in various fields. Since Page regained control of Google in 2011, he has been more passionate about pushing Google into areas other than online advertising. According to statistics, in the three years since Page re-appointed CEO of Google, the

engineer who graduated from Stanford University has shown extraordinary talents in managing companies (Langkamp et al., 2012). He led Google to conduct a total of 127 transactions with a total value of \$ 17.6 billion. The biggest deal was Google's acquisition of Motorola in August 2011 for a total of \$ 12.5 billion. Larry Page was also dubbed the "Crazy Man". In 2014, Google sold Motorola Mobile to Lenovo for \$ 2.9 billion. Maybe, for Page, the stock god Buffett will always be insurmountable, but Page has never given up on chasing this object. With the goal, naturally has the motivation, with the motivation, he will naturally devote himself to chasing (Kraus et al., 2012).

In April 2012, Google released Google Glasses. This is a pair of glasses with the same functions as a smartphone. Wearing these glasses, you can use voice control to take pictures, make video calls and identify directions (Javalgi & Todd 2011). You can even surf the Internet, process text messages and e-mail. When talking about Google Glass, Page said, "I like using Google Glass developed by my company. Every time I wear it to see the world, I feel that I live in a distant future. This feeling is amazing. Don't think that it can only appear in the movie. According to Page, this scene will come to reality in the near future.

The famous economist Schumpeter started from the spiritual level and divided the entrepreneurial motivations into "building a private kingdom, passion for victory, joy of creation"; in the global entrepreneurship monitoring project research framework, the motivation for entrepreneurship is divided into: opportunistic entrepreneurship and survival entrepreneurship. Zhao et al. (2011) research shows that entrepreneurial decisions may be affected by family background; Foley (1985) found that the age of managers is an important factor for business success; Zellweger and Sieger (2012) believes that men and women have gender differences when they are affected by entrepreneurial factors. Based on the above research, scholars have further expanded their research horizons to the relationship between entrepreneurial motivation and entrepreneurial behavior. Related research has focused on two aspects:

Parsons pointed out that the pursuit of goals is a kind of social behavior, and individual motivation is to achieve his own goals; Wales et al. (2011) pointed out that entrepreneurial motivation is the premise of entrepreneurial behavior, prompting individuals with entrepreneurial ability and entrepreneurial conditions to make entrepreneurial behaviors; Entrepreneurial motivation can be internalized into the entrepreneurial goals of individual entrepreneurs, inspiring entrepreneurs to take entrepreneurial actions based on entrepreneurial goals, such as identifying opportunities, discovering resources, and ultimately starting a business successfully; The entrepreneurial motivation reflects the deep entrepreneurial needs of entrepreneurs, prompting entrepreneurs to adopt behaviours to meet their entrepreneurial goals; Lee et al. (2011) also pointed out that entrepreneurial motivations are the vane of entrepreneurial behaviors and can effectively guide entrepreneurs to conduct their own identified entrepreneurial motivations Implementation.

Langkamp et al. (2012) believe that because of individual differences in motivation, entrepreneurs will show different wills and abilities, resulting in differences in the entrepreneurial process. Kraus et al. (2012) believes that when a company starts, entrepreneurial opportunities directly affect the company's model, development direction and development improvement strategies; Javalgi and Todd (2011) pointed out that in the face of the uncertainty of entrepreneurial success, differences in personality will make them have different views on risk: people who are willing to engage in entrepreneurial activities may be more optimistic than those who are blocked by entrepreneurial risks. Domestic scholar Cruz and Nordqvist (2012) also pointed out that entrepreneurial motivation has a direct impact on risk decision-

making behaviors. The stronger the motivation for survival, the more inclined to avoid risk, and the stronger the motivation for achievement, the more inclined to pursue risk.

In addition, the relationship between entrepreneurial motivation and entrepreneurial performance is another issue that researchers are concerned about. Researchers divide entrepreneurial performance into two categories: financial performance and non-financial performance. In terms of subjective performance, [Covin and Lumpkin \(2011\)](#) pointed out that the self-efficacy of entrepreneurship reflects the individual beliefs of entrepreneurs, and the strength of self-efficacy will affect the individual propensity of entrepreneurs; Fan Wei believes that entrepreneurial propensity of entrepreneurship will follow the intensity of self-efficacy. From the perspective of entrepreneurial performance, [Boso et al. \(2013\)](#) try to obtain the source that affects the vitality of new ventures. In terms of objective performance (financial performance), [Anderson et al. \(2015\)](#) pointed out that entrepreneurial motivation has a significant impact on entrepreneurial performance. The impact of entrepreneurial motivation on entrepreneurial performance is different. Achievement-driven entrepreneurial motivation is more likely to achieve entrepreneurial success, and opportunity-driven entrepreneurship is more likely to cause failure. Survival-driven entrepreneurship has no significant relationship with entrepreneurial success and failure ([Anderson et al., 2015](#)).

Conclusion

Larry Page started Google on his own and then collaborated with this partner that came a long way into this business. Larry Page is very inspiring to young entrepreneurs as he did not inherit this business at all, coming from a Computer Science background. Larry Page's entrepreneurial behavior is definitely very close to innovative (adventurous) entrepreneurial. Google is a revolution and Larry Page's first step was using search engine to sell big advertisements, the web-based search engine that was a great success at that time. Larry Page then built this giant platform with great dedication by leading his innovation strategy. Innovative entrepreneurial behaviour - the use of any opportunities, even if own resources are not enough for this (significant risk and, as a reward, a high level of profit). The action Scheme is comprised of statement of purpose, study of the external environment in search of alternative opportunities, valuation of own resources, correlation of available resources with opportunities found, search in the external environment for additional resources ([Zellweger et al., 2012](#)). [Anderson et al 2015](#) has described innovators extremely well which clearly defines Larry Page's success - "An entrepreneur is distinguished by self-confidence, perseverance, but, as a rule, there is no financial means to implement the idea". Enterprises created by "innovators" have great potential for growth.

There are several types of entrepreneurial methods, and one may not supersede the other. However, it is by structure, believe and dedication which an entrepreneur requires to generate revenue and grow the business. To be a successful entrepreneur, one must be optimistic, work on new ideas, take calculated risks, and remove this fear of failure.

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