

Introduction

Entrepreneurial Motivation plays a critical role in the mindset of an entrepreneur. In saying that, this report is about the discussion on entrepreneurship and relevant knowledge about the entrepreneurial motivation in the present perspectives. The examination on the entrepreneurship motivation by the economic and cultural environment is also emphasised in the report. Various theories of entrepreneurship are discussed in detail related to the key characteristics, attributes, and motivation of the entrepreneurs. The report further highlights on the differences between for-profit and not-for-profit for small organisations. In addition to this, evaluation and review of entrepreneurial and enterprise opportunities are also elaborated in reference to various theories and concepts related to the entrepreneurship. In the present globalised age, the role of entrepreneurial is important to be considered because it results in upbringing the companies' value and reputation significantly.

Enterprise and Entrepreneurship

The enterprise is referred to the business organisation which is formed that provides services, goods, job opportunities and sustained economic development. According to [Osaghae and Cooney \(2019\)](#), the enterprise is considered as a business venture that is designed specifically to have a determined endeavour. The entrepreneur is referred to the person who starts a new business or an enterprise. The entire procedure of creation that involves capabilities, skills, characteristics, tactics and difficulties is known as entrepreneurship. In the economic world, entrepreneurship is considered as the act where entrepreneurs are actors. According to [Tamar, Wirawan and Bellani \(2019\)](#), entrepreneur emphasises on the capability to grasp opportunities and to tackle with the uncertainties to attain meaningful results in the companies. On the other hand, an intrapreneur is accountable for making innovation in the existing company. In comparison to entrepreneurship, intrapreneurship is way less risky with less autonomy. There are various supporters and intrapreneur that result in attaining better objectives in the companies to attain better outcomes.

Additionally, policymakers are considered valuable in the entrepreneurship. It is due to the reason that results in providing various opportunities to the entrepreneurs' impact on the companies in a meaningful manner. The policymaker and service provider can provide self-interest in the companies to enhance the progressive growth in the present competing situation of the entire world. According to [Wales et al., \(2019\)](#), entrepreneurship is easy to understand with the assistance of various theories and model that results in providing pertained information regarding the success and management of companies. The completion in the 21st century is quite tough which leads to the creation of downfall and success to the organisations. The small organisations often face drastic demise due to their ineffective intrapreneurs and leaders that guides the companies in the desired manner ([Pistrui, Welsch and Roberts, 2019](#)).

Entrepreneurship Motivation and Its Impact on Cultural and Economic Environment

The value of the novel business creation and growth can be determined effectively with the help of entrepreneurship motivation. According to [Spigel \(2017\)](#), entrepreneurship motivation is referred to the process where the ordinary organisations that have started their business can become powerful by making effective processes and implementation of strategies. The creation of opportunities and economic development in the entrepreneur can be created with the help of motivational theories ([Osaghae and Cooney, 2019](#)). There are various entrepreneurship theories that are established in order

to motivate the entrepreneurs to set emphasise on the growth and development of companies. According to [Sutter, Bruton and Chen, \(2019\)](#), the innovation theory, new practices should be introduced by the entrepreneurs to emphasise on the development and growth of companies specifically. Making innovation in the small organisations requires the motivation through which progressive growth can be attained to the companies. [Jones et al., \(2019\)](#) believed that entrepreneurial motivation can lead towards the environmental factors, management of resources, management skills and business culture as well as policy support ([Pistrui, Welsch and Roberts, 2019](#)).

[Skokic, Lynch and Morrison \(2016\)](#) are of point-of-view that individual factor such as personal traits, skills, training and background can impact on the entrepreneurship intentions significantly. The "model of entrepreneurship motivation" was proposed by [Kuratko and Hodgetts \(1998\)](#) where it sets emphasis on the personality characteristics, traits and on the environment. The model is significant on emphasising on the motivation of entrepreneurs that impacts on the environment and cultural environments ([Sutter, Bruton and Chen, 2019](#)). According to [Wales et al., \(2019\)](#), some entrepreneurs do not put emphasis on the cultural and environmental aspects which leads to the decreased reputation of companies. In modern economic conditions, the role of entrepreneurial activity is growing steadily. An entrepreneur can carry out any type of economic activity, if they are not prohibited by law, from the moment of state registration as an individual entrepreneur. [Spigel \(2017\)](#) stated that entrepreneurship is a complex form of human activity. Its implementation requires a huge expenditure of vital energy from a person, that is, we can say that entrepreneurship in this sense is one of the few "most energy-intensive" occupations of a person ([Wang, Hung and Huang, 2019](#)).

But at the same time, no one would have to waste their strength on this matter if he had not had sufficient weighty reasons. Psychology studies the goals of the entrepreneur, that is, those goals that the entrepreneur sets for himself contrary to what the nature of his main activity prescribes ([Minola, Criaco and Obschonka, 2016](#)). The goals of the entrepreneur do not always coincide with the goals of entrepreneurship, they may to some extent contradict them, but nevertheless, it is these subjective personal goals that are considered the leading driving force. In recent years, throughout the study of entrepreneurship, researchers began to pay more and more attention to the psychological characteristics of the entrepreneur, his motives and capabilities ([Sutter, Bruton and Chen, 2019](#)).

[Crawford \(2019\)](#) believed that motivation cannot be stable, it is a dynamic process that is based on the physiological needs of a person, his psycho-emotional state, and his motivation for action. People with different motivations achieve different results in the process of doing business. Its success depends on deciding how to conduct this process ([Callanan and Zimmerman, 2016](#)). The motive of entrepreneurial activity is the interest in your favourite business, with which the entrepreneur shares with other people. He seeks to sacrifice what he has now, for the sake of what he can possess in the future. Modern approaches to the analysis of entrepreneurship motivation come from its complexity and multi-level structure, which involves the relationship of economic and non-economic motives, the social sustainability of economic interests and motives themselves ([Su, Zhai and Karlsson, 2017](#)).

Entrepreneurship Theories

Early theories of motivation described entrepreneurial activity in terms of human instincts. [William James \(1890\)](#) likened instinct to striving for rivalry and ambition. Thanks to these two qualities, nine-tenths of success in business entrepreneurship are achieved. [W. McDougall \(1908\)](#) spoke of the instinct of "constructiveness" inherent in an entrepreneur ([Solevik, Iakovleva and Trifilova, 2019](#)). Her instinct is

an emotional impulse to active action. Sometime later, psychologists began to use various test batteries to measure the emotional basis of entrepreneurial activity (Skokic, Lynch and Morrison, 2016). They conclude that the entrepreneur not only knows how to avoid defeat but is not afraid of it, counting on success due to an increase in the level of business activity. So, instinct was the key concept that characterised the psychological profile of the entrepreneur; the main criteria was considered to be an internal predisposition to one or another type of "risky" activity, following certain patterns of behaviour in conditions of incomplete certainty, and an appropriate emotional attitude (Burnett and Danson, 2017). According to Wales et al., (2019) in a word, a businessman stood out quite clearly, and the notion of "instinct" came out in order to describe his difference from other layers, for example, a rentier or hired employees. This concept indicated "business acumen" - the well-known and clearly visible quality of an entrepreneur at all times.

A. Maslow (1954) deeply analysed the propensity for entrepreneurship, relying on the hierarchy of needs allocated to him. At the bottom is physiological needs, in the middle are social, crowning the hierarchy of the need for creativity and self-actualisation. At first, it was believed that it was oriented more toward higher levels. Later Maslow's followers reasonably noticed that physiological needs, for example, hunger, can serve as an incentive to entrepreneurial activity (Skokic, Lynch and Morrison, 2016). In general, Muralidharan and Pathak (2019) stated that the "early" theories did not sufficiently explain entrepreneurial behaviour, although they gave a holistic picture of the entrepreneur's figure and showed it quite clearly. Since the beginning of the 60s, there has been a desire to somehow measure the level of entrepreneurial activity. To this pushed the new achievements of the scientific and technological revolution, especially the introduction of computers (Callanan and Zimmerman, 2016).

McClelland (1961) substantiated the legitimacy of the motive for achievement as the greatest motivation for business and defined entrepreneurs as people who can take on high responsibility. In laboratory studies, various levels of motive for achievement were measured: among them, the entrepreneur was characterized by the highest, his activity is associated with luck, however, within the framework of rational behaviour (Jha, Makkad and Mittal, 2018). According to Tamar, Wirawan and Bellani (2019), the entrepreneurs must be prepared to take full responsibility for the final outcome of the case. It is necessary to have a clear idea of how the case ended in order to know whether the individual experienced luck or defeat. However, McClelland's concept needed to be clarified; some details of motivation were described purely symbolically. In addition, he rather narrowly interpreted the figure of an entrepreneur - as a person who operates with working time, personnel and capital investments to increase labour productivity. But the entrepreneurial search is manifested in other forms, in particular, in the creation of intellectual products (innovations). The theory of "a place of concentration (locus) of control" added new touches to the portrait of an entrepreneur (Su, Zhai and Karlsson, 2017).

Developed in 1966 by J. Rotter, the concept developed macro-trends to motivation to achieve. Studies conducted in the late 70s proposed a scale of "internality-externality" to identify those who are more prone to internal motives in achieving goals, and those who seek to blame everything on "external circumstances" or "fate" (Minola, Criaco and Obschonka, 2016). It is typical that the "internals" take on social responsibility to a greater extent, they rather rely on their own work than on random help from outside. The theory of the "locus of control" in the study of entrepreneurship reveals a person's tendency to ascribe success depending on external forces or on internal capabilities it's more correct to say: more on what than on the other (Burnett and Danson, 2017). Reliance on internal reserves classifies

the entrepreneur in the ranks of the “internals” rather than the “externals” those with a “control point” located inside rather than outside, which is especially typical for innovators. At the same time, externalities better take into account the influence of production, market and other external forces (Skokic, Lynch and Morrison, 2016).

“For-Profit and Not for Profit Organisations”

“Not for profit” organisations are considered as such organisations that put emphasise on the provision of needs of society. The non-profit organisations do not have any specific owners through which they can improve the overall structure and gain profit. No supervision is provided to non-profit organisations (Lang and Liu, 2019). For-profit organisations assist in the maximisation of profit by the owner of companies as well as on the shareholders. The key differences between the profit and non-profit organisations are based on their income as for "for-profit" companies, the income of company can never be dispersed to the owners instead of this, it gets recycled back to the non-profit organisation to attain their benefit. The technical differences are also present among profit and non-profit organisations (Wibowo, Suhud and Wibowo, 2019). The “for-profit” organisation are accountable for paying on the taxes for their net income to pay the taxes. Investments cannot be made in the non-profit organisations that result in the creation of the difference between the two kinds of organisations (Welter and Smallbone, 2011).

Entrepreneurial Skills and Characteristics

There are various entrepreneurial skills and characteristics that are required for the betterment of organisations. Such skills include effective communication skills in the companies through which potential benefits can obtain. Having effective communication can result in solving various problems by making in contact with different stakeholders and individuals that work collaboratively in the organisations (Roy, 2019). Proper communication plays a noteworthy role in solving various issues in the organisations thus leading to attain better outcomes and goals.

The second characteristic that should be present in the entrepreneurs is linked with the flexibility in work. Flexibility should be present among the entrepreneurs through which they can obtain a meaningful result (Gimmon, Yitshaki and Hantman, 2019). Starting a new business requires a lot of attention and time to analyse the core strategies and functions as well as operations that are beneficial for the companies. Without having flexibility in the companies, it is not possible to acquire the best results (Solevik, Iakovleva and Trifilova, 2019).

It is also required for the entrepreneurs to remain ambiguous as to when the time gets tough even the most successful entrepreneurs do not resist in tackling the business situation. When the entrepreneurs are highly motivated towards the work and possess the internal drive for work to be completed then it would result in the attainment of desired goals and objectives in the companies. Commitment to the work is essentially required is considered as a significant trait and characteristic to be found in the entrepreneurs. According to Spigel (2017), entrepreneurs should also be assertive and confident about their work. They should take control of situations in a way through which positive opinions can be obtained which ultimately results in the betterment of organisation respectively. Being consistent and open-minded in the work can result in the companies to achieve the height of success (Gimmon, Yitshaki and Hantman, 2019).

Presently, there are various organisations that has touched the height of success. Amazon which is considered as one of the multinational organisations began its career as from entrepreneurship and with the continued effort it attained the progress and development. On the other hand, Apple is one of the organisations that is renowned for its innovative mobile applications and mobile phones (Wibowo, Suhud and Wibowo, 2019). These are some of the examples of entrepreneurial traits from successful companies, without entrepreneurial motivation along with economic and cultural influential, both Amazon and/or Apple would not have reached the height of success.

Conclusion

This report has critically evaluated entrepreneurship motivation in which how economic and cultural environment has become a large part of an entrepreneur in the present perspectives. Various theories of entrepreneurship were discussed in detail related to the key characteristics, attributes, and motivation of the entrepreneurs. In addition to this, evaluation and review of entrepreneurial and enterprise opportunities were also elaborated in reference to various theories and concepts related to the entrepreneurship. In the present globalised age, the role of entrepreneurial is extremely important to be considered because it results in the upbringing of the company's value and reputation significantly. In a nutshell, to build a healthy company culture, the fundamental of a company is built with strong leadership with entrepreneurial mindset to empower the growth of an organization.

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Report 1 – LCMB7004 – Entrepreneurship

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