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DETERMINING THE MOTIVATIONAL FACTORS OF THE ENTREPRENEURS IN BOYACÁ



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Abstract: *The main aim of this article is to performs an analysis on the factors that have motivated entrepreneurs in Boyaca, Colombia to develop their business ideas. The study is carried out with the entrepreneurs enrolled in the Region-Boyacá Brand program, who answered a questionnaire based on 4 motivational dimensions. For the treatment of the collected data we used the method of the experts and the theory of forgotten effects. Findings are shown that for most entrepreneurs the main motivation to develop their business idea is to achieve economic independence. Finally, it is found that the country's economic situation is against the development of entrepreneurship.*

Keywords: *Entrepreneurship, experton, forgotten effects*

1 INTRODUCTION

Entrepreneurship is an activity that create and implement new opportunities in economics markets that are marked by their complexity and uncertainty (Blanco-Mesa, Gil-Lafuente, & Merigó, 2018; Neck & Greene, 2011). The promotion of an entrepreneurial culture is a solution for problem such as productivity, economic stagnation and unemployment becoming a priority area un public policies (Mayhew, Simonoff, Baumol, Wiesenfeld, & Klein, 2012). In this sense, entrepreneurship education

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has been expanded in most industrialized countries (Matlay, 2006), generating many programs to support entrepreneurship in different levels of education (Preedy & Jones, 2015).

The objective of this research is to identify the second-generation incidences that motivate the entrepreneurs of Boyaca region. For this purpose, it is focused on 2 sections: entrepreneurship from an economic perspective, which is the basis, and entrepreneurship and motivation. To unify the information obtained method of the experton (Kaufmann & Gil-Aluja, 1993) is used. In addition, forgotten effects theory (Kaufmann & Gil-Aluja, 1988) is used to identify the second-order effects. These results allow visualizing that issues that are of low importance may have a relevance.

The remainder of the paper is organized as follows. Section 2 shows the theoretical framework. Section 3 analyze the methodology. Section 4 present the main results. Finally, Section 5 summarizes the main conclusion.

2 THEORETICAL AND CONCEPTUAL FRAMEWORK

The entrepreneur as an active agent in the creation and dynamization of the business fabric is driven by different factors that feed his motivation to continue with his business project in spite of the difficulties he may face. Thus, their ability to maintain motivation depends on both external and internal factors.

Entrepreneur motivation can be seen from the decision to change one's life and the decision to start a company, called an entrepreneurial event (Shapero, 1984). Indeed, entrepreneurial intentions take into account two perceptions and one propensity (Miralles, Riverola, & Giones, 2012). Perceived desirability, in which individual's perceptions are related to culture, personal attitudes, values, education, family and feelings (Miralles et al., 2012). Second, perceived feasibility is related to an individual's perception of available resources, which is a mix of knowledge, resources, guarantees and experience gained in a particular business or in formal education (Marulanda-Valencia, Montoya Restrepo, & Vélez Restrepo, 2018). Finally, propensity to act is the personal willingness to act on one's own decisions, reflecting the volitional aspects of one's intentions (Miralles et al., 2012).

3 METHOD

This research allows establishing second-generation incidences of the entrepreneur motivation belongs to Boyacá Region Brand Program (BRBP) through causal relationships. Under this approach, it is intended to describe the incidence of the several variables that motivate. For the treatment of the data, are used expert method (Kaufmann & Gil-Aluja, 1993), adequacy coefficient and the theory of the forgotten effects, which allow identifying elements of second-generation that have a causality relationship.

4 RESULTS

Findings show that economic, psychological and cultural motivators act as mediating variables to explain a cause-effect relationship in the motivation to start an entrepreneurial activity. In this sense, economic development, recognition or need for approval and self-realization and need for challenge is highlighted.

Thus, these factors strengthen the entrepreneurial behavior and intention and reinforce the attitude towards this activity. Hence, it can be observed that in the boyacense entrepreneurs there are key motivational factors that have a relevant incidence and can help to determine and strengthen the positive behaviors towards the development of an entrepreneurial activity (Ajzen, 1991).

5 CONCLUSIONS

The case study is focuses on the entrepreneurs who participate in the BRBP, which seeks to improve the competitive position and territorial recognition, through its products and indicators by the market. which show that economic, psychological and cultural motivators act as mediating variables to explain a cause-effect relationship in the motivation to start an entrepreneurial activity. These factors are related to *economic, cultural* and *psychological*, which strengthen the entrepreneurial behavior and reinforce the attitude towards entrepreneurship.

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