



**Alba**

Graduate  
Business  
School



Motivation and entrepreneurship

# What are the motivating factors and dynamics that drive young people to pursue entrepreneurial projects?

MASTER THESIS – Alba Graduate Business School

Joséphine Chevalier  
15/05/2023

ALBA  
LIBRARY

General introduction .....	1
Chapter 1; Background .....	4
Chapter 2: Literature Review .....	5
Part 1: Entrepreneurship .....	5
I. Entrepreneurship: Definition and existing theories .....	5
1. Definition of entrepreneurship .....	5
2. Schools of thought in the study of entrepreneurship .....	6
a. The school of the "Great Men" .....	6
b. The classical school .....	6
c. The School of Leadership .....	7
d. The School of Management.....	7
3. The importance of entrepreneurship .....	7
a. Entrepreneurship and economic growth.....	7
b. Entrepreneurship and job creation .....	8
c. Entrepreneurship and innovation .....	8
II. Entrepreneur definition .....	8
1. The characteristics of the entrepreneur .....	9
1. The character traits of the entrepreneur.....	9
a. The entrepreneur is motivated .....	10
a.1) The entrepreneur is optimistic .....	10
a.2) The entrepreneur is a player.....	10
a.3) The entrepreneur is the organizer.....	11
III. Student-entrepreneur.....	11
Part 2: Motivation .....	13
I. Motivation: Definition and existing theories .....	13
1. The content-based approach to motivation .....	14
2. Self-determination theory.....	15
3. Theories of self-regulation .....	17
II. Entrepreneurial motivation.....	19
1. The behavioral theory "Push & Pull.".....	20
2. Entrepreneurial motivation.....	21
3. The motivation of young student-entrepreneurs.....	21
4. "Generation Y" and its values .....	22
Part 3: Entrepreneurial Support .....	24
I. Entrepreneurial support.....	24
1. Definition and concept of entrepreneurial support .....	24

2. Entrepreneurial support motivating factors .....	25
<b>Chapter 3: Empirical Research .....</b>	<b>26</b>
I. Research Methodology .....	26
1. Preparation of the questionnaire.....	27
2. Research method and data collection.....	28
3. Maintenance Guide.....	28
4. Research samples .....	29
5. Method of analysis of the data collected.....	30
<b>Chapter 4: Presentation of results .....</b>	<b>33</b>
I. Initial motivations .....	33
II. Motivation and factors of determination .....	34
1) Autonomy .....	34
2) Social relationship .....	34
3) Skills.....	35
4) Student-specific motivational behaviors or strategies .....	36
a. Conducive.....	36
b. Harmful.....	37
5) Other elements conducive or harmful to the maintenance of the entrepreneurial project .....	37
a. Conducive .....	37
b. Harmful.....	37
6) Entrepreneur Profile .....	38
7) Values sought in the professional field.....	38
<b>Chapter 5: Analysis of Results .....</b>	<b>39</b>
I. Contribution.....	39
1) Initial motivation.....	39
2) Motivation and factors of determination .....	40
3) Student-specific motivational behaviors or strategies .....	42
4) Entrepreneur Profile .....	43
II. Recommendation.....	44
III. Research Limitations .....	44
IV. New avenue to explore .....	45
<b>Overall conclusion .....</b>	<b>47</b>
<b>Bibliography .....</b>	<b>50</b>
<b>Annex .....</b>	<b>53</b>