



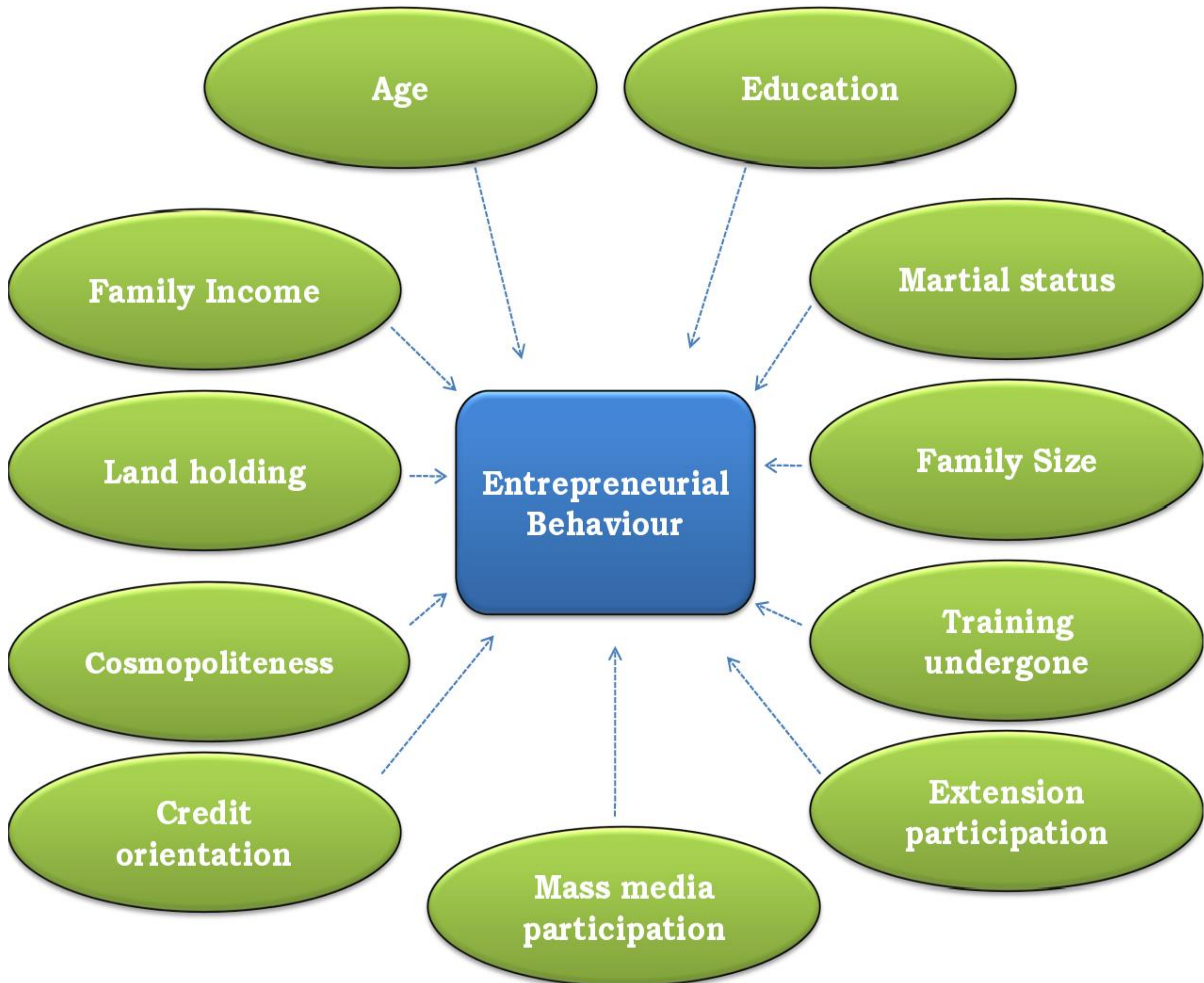
Entrepreneurial Behaviors

Presented by: Prof. Tapas Kr. Mondal



Prof. Tapas kr.
Mondal





Entrepreneurial Motivation

- Motivational theories are based on the idea that behavior is essentially purposeful and directed towards the attainment of certain goal.
- Thus entrepreneurial motivation is viewed as the willingness of an entrepreneur to sustain his or her entrepreneurial behavior.

**Authority and
Autonomy**

Family

**Job and Income
Security**

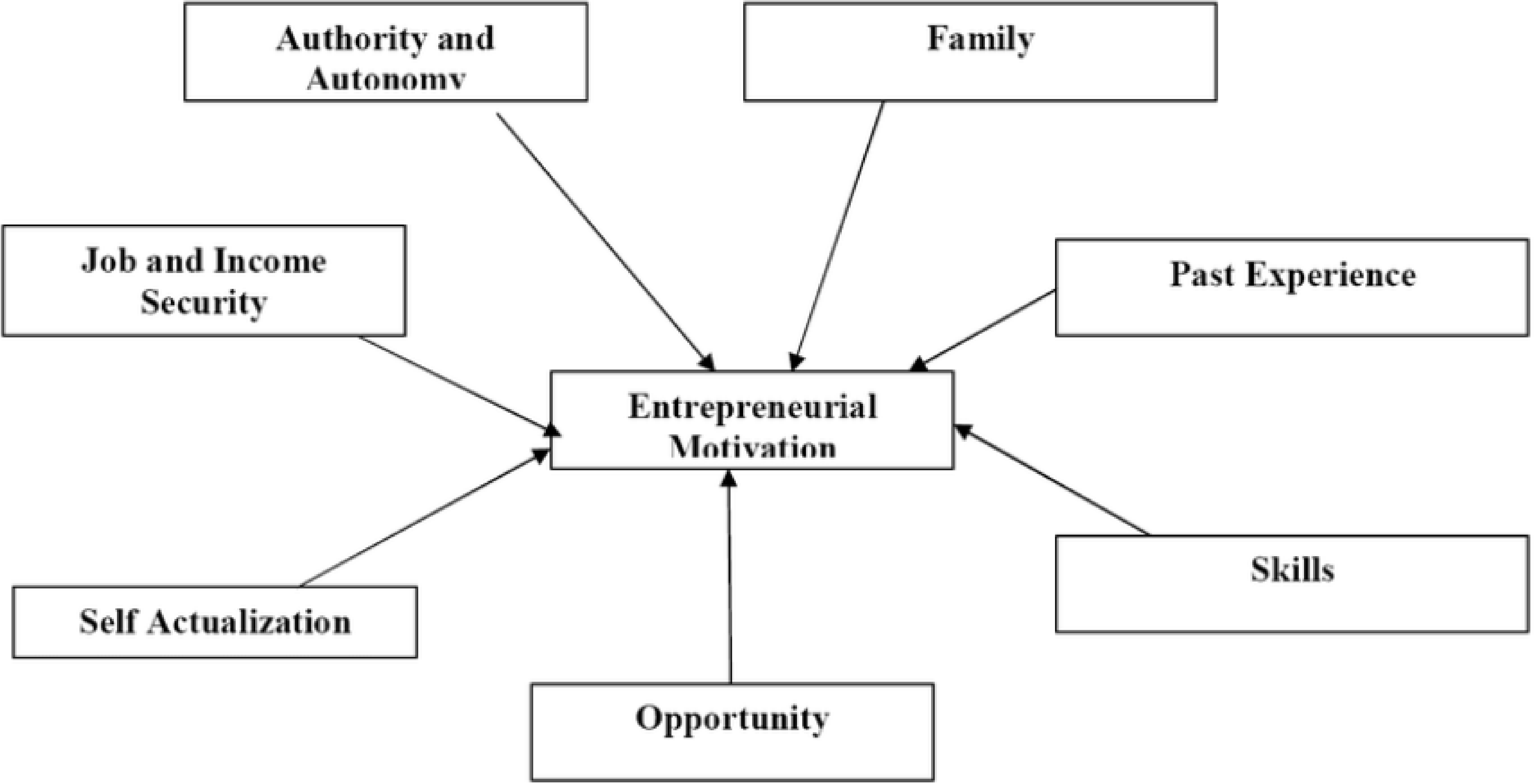
Past Experience

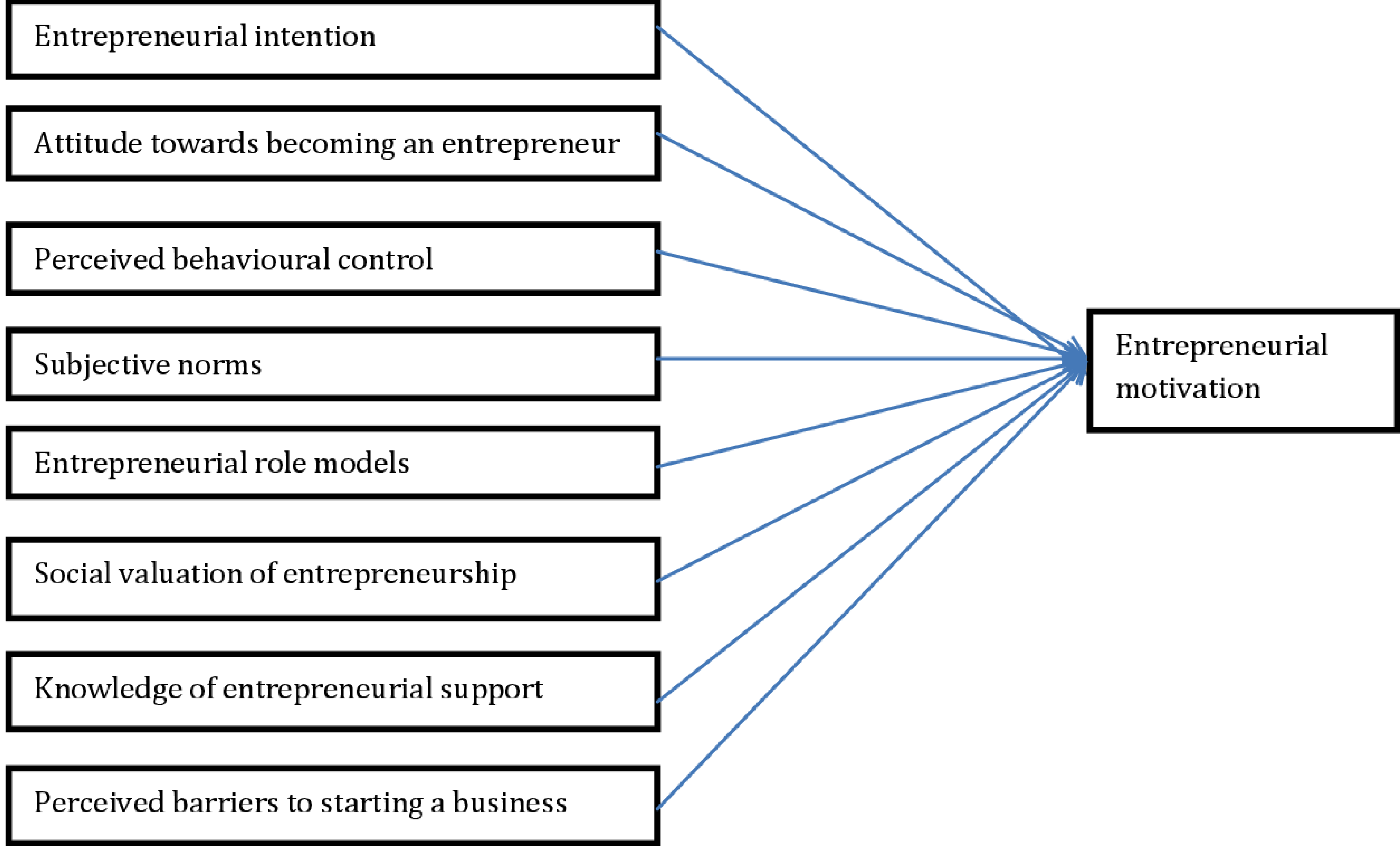
**Entrepreneurial
Motivation**

Self Actualization

Skills

Opportunity





McClelland's Need Theory



Need for power

- Wants to control and influence others
- Likes to win agreements
- Enjoys competition and winning
- Enjoys status and recognition

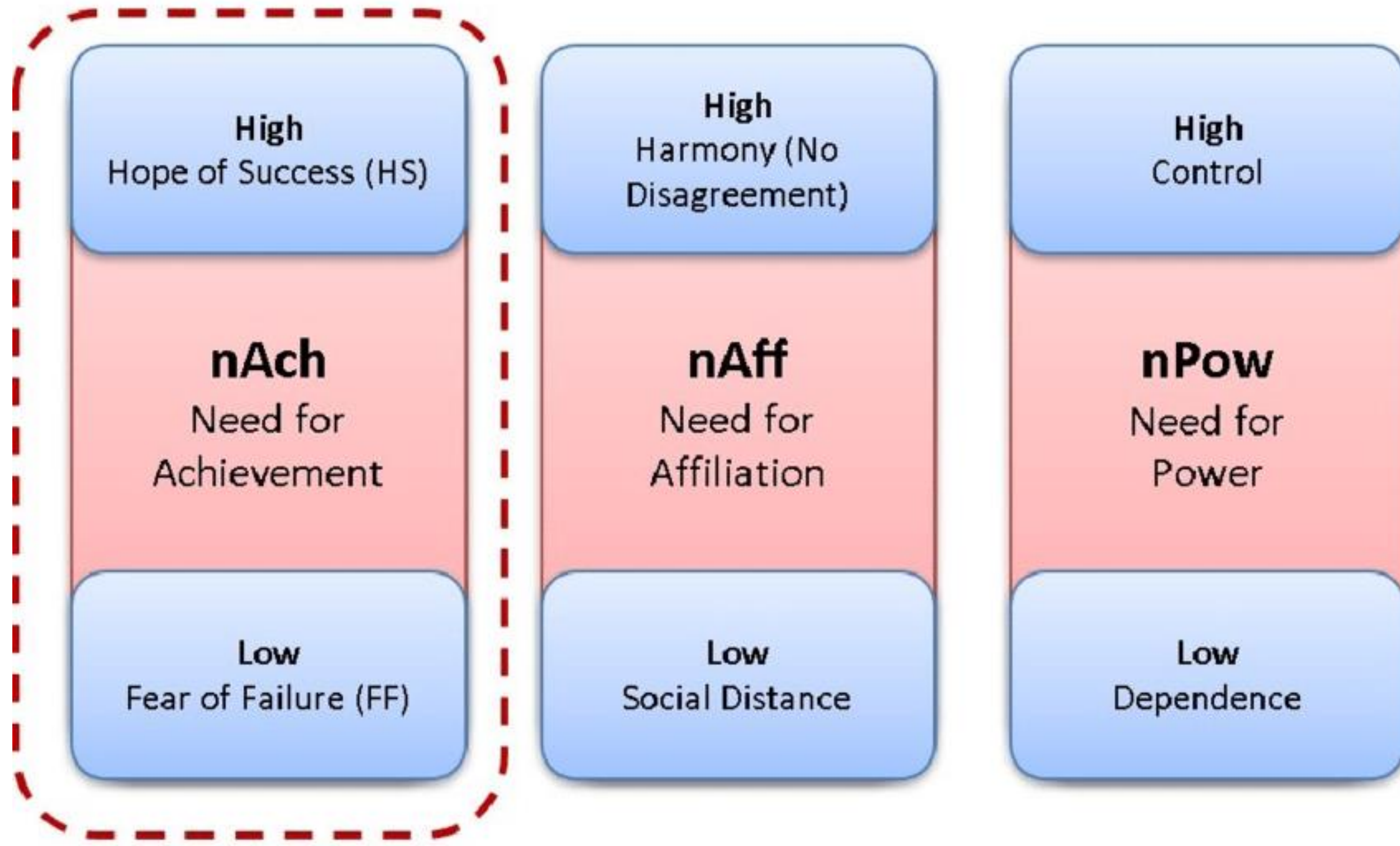
Need for affiliation

- Wants to belong to the group
- Wants to be liked and will go along with whatever the rest of the group wants to do
- Prefers collaboration over competition
- Doesn't like high risk or uncertainty

Need for achievements

- Sets and accomplishes challenges, risks
- Takes calculated risks
- Likes to receive regular feedback in their progress and achievements
- Likes to work alone

Mc Clelland's Needs Theory



Considered a Theory of Entrepreneurship



POLICIES



CONTROL

RISK

REVIEW

IMPROVEMENT

PROCESS

RULES

SUCCESS



Risk-Taking Starts at the Top



Risk Taker

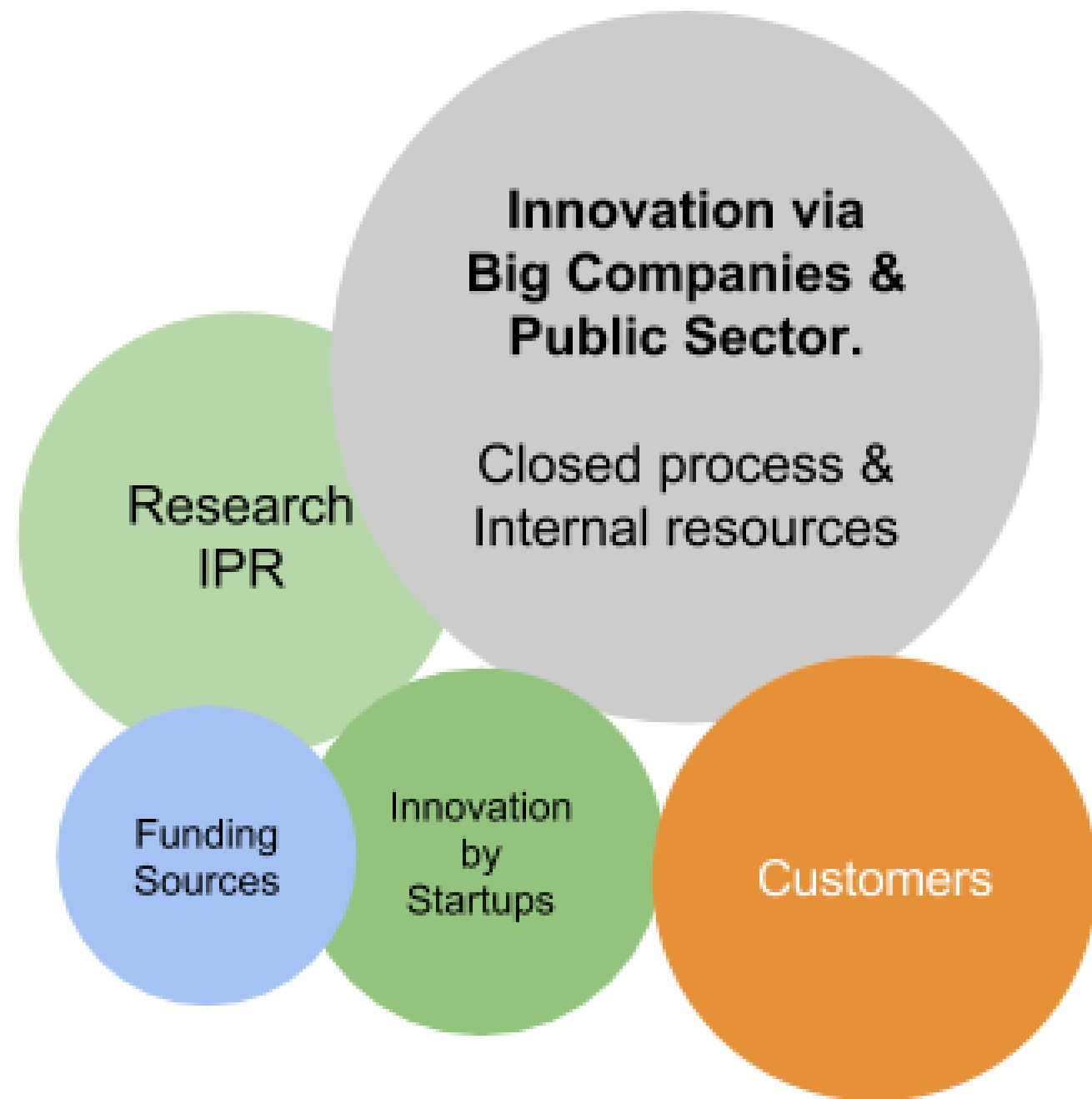


INNOVATIVE ENTREPRENEURSHIP

Role of Innovation Entrepreneurship



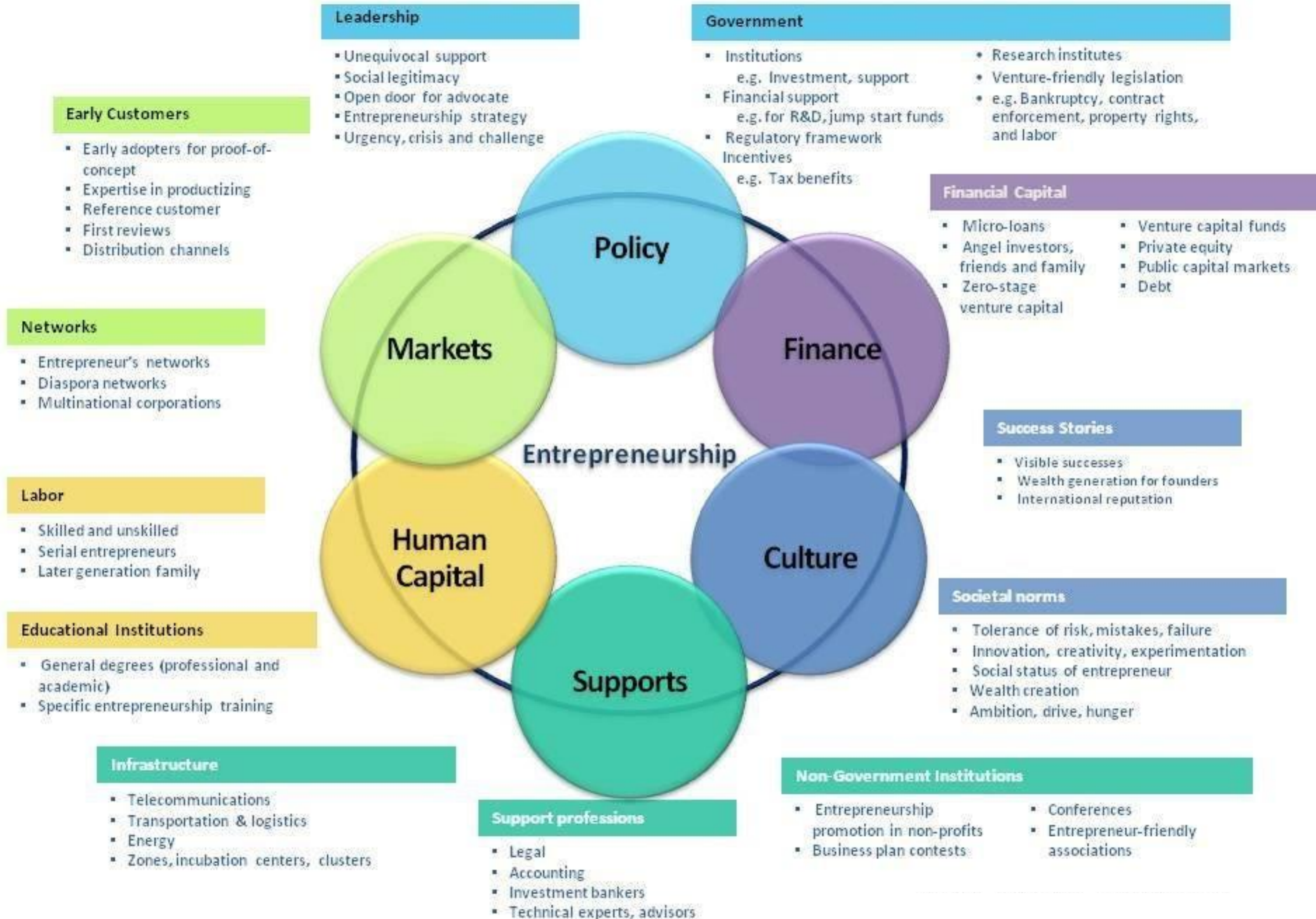
Innovation Ecosystem



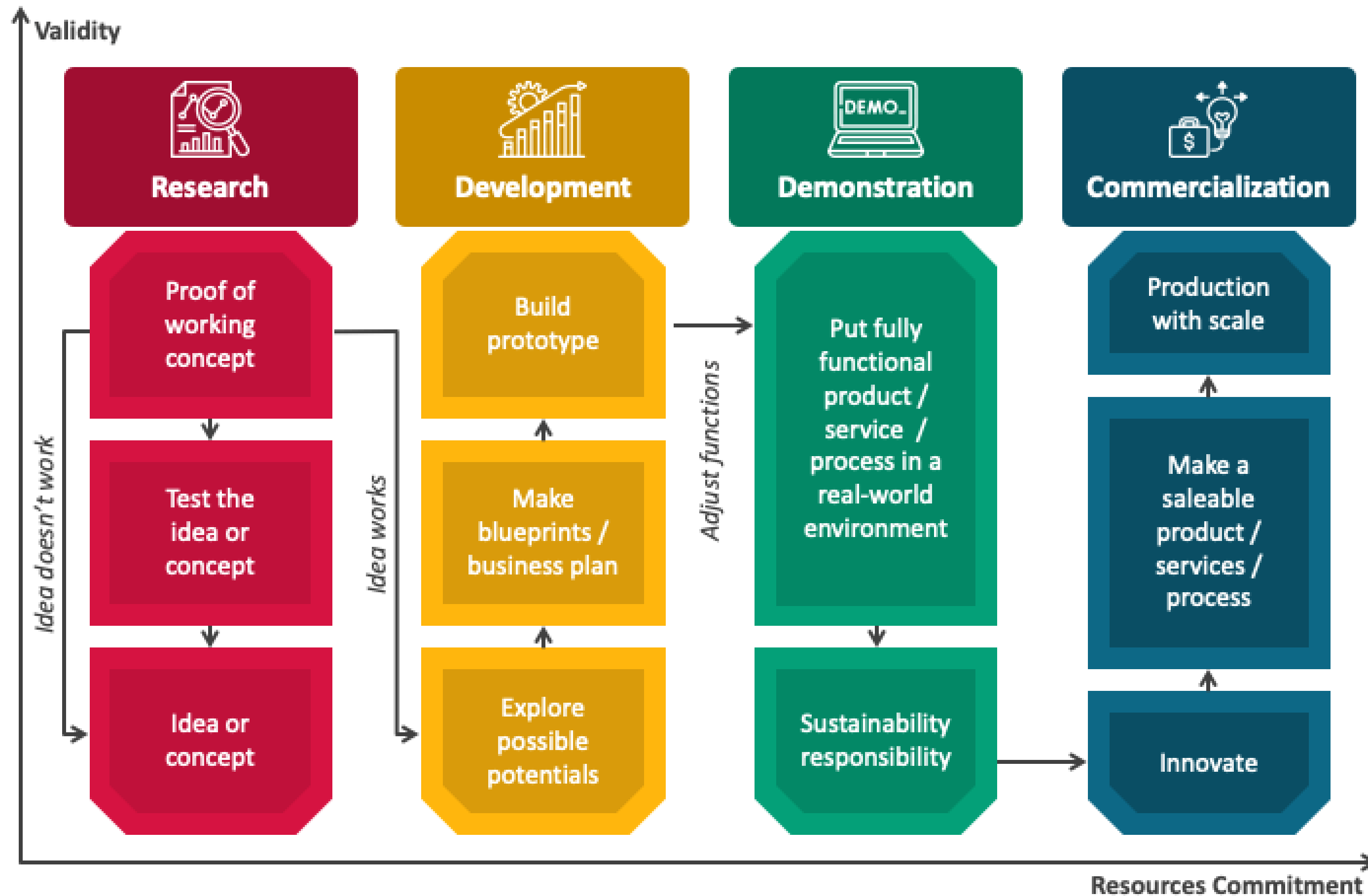
Startup Ecosystem



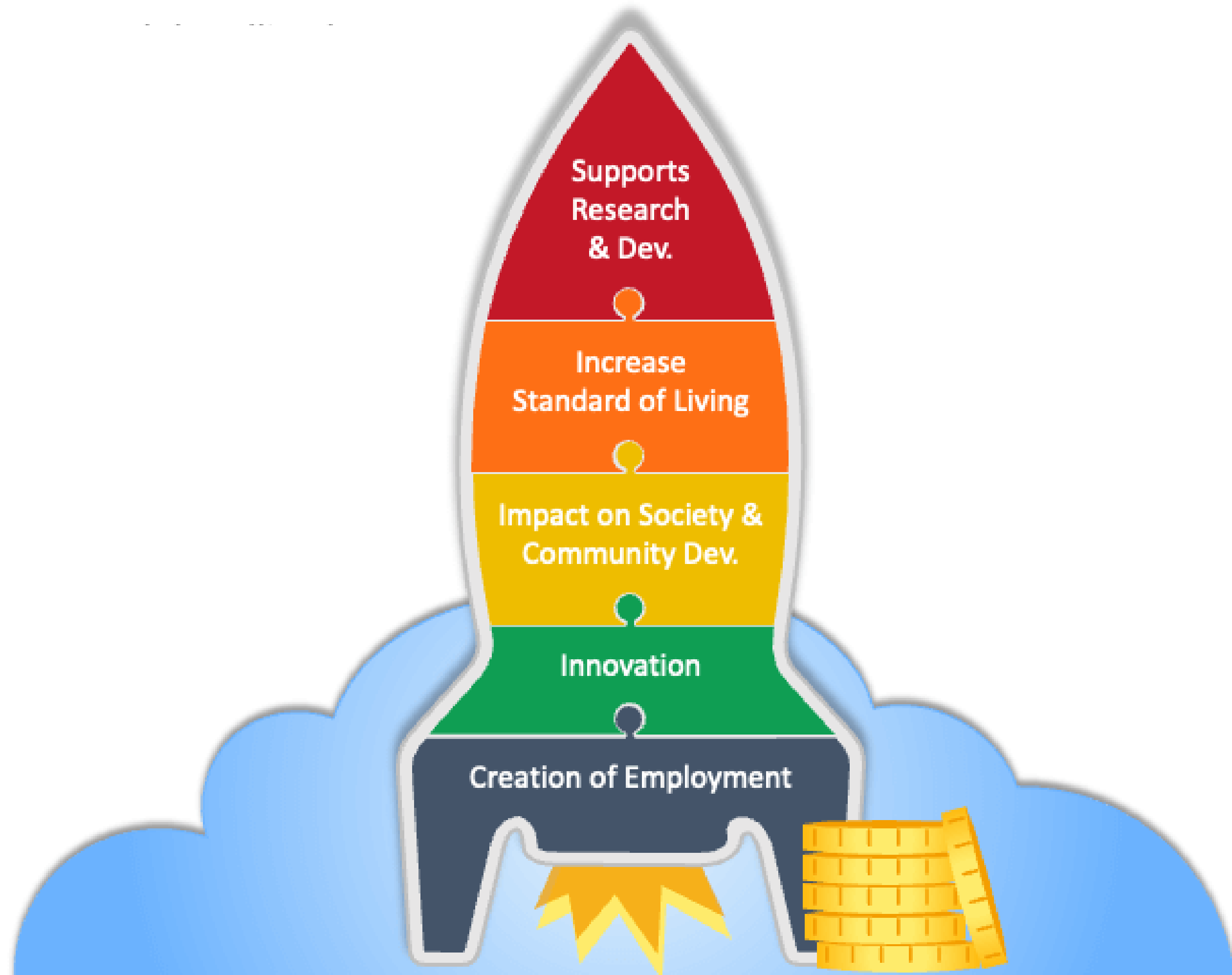
Domains of the Entrepreneurship Ecosystem



INNOVATIVE ENTREPRENEURSHIP



IMPORTANCE OF ENTREPRENEURSHIP



DIGITAL ENTREPRENEUR

10 Inspiring Habits of Successful Digital Entrepreneurs

Give Away their
Ideas for Free

01

Think Global

02

Embrace Digital Marketing

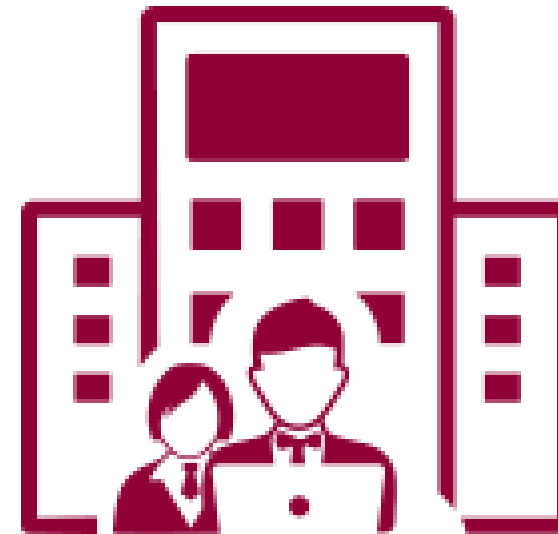
03

Use the Smartest Minds

04

Welcome the
Velocity of Change

05



06

Have a Flexibility Mindset

07

Not Afraid of Failure

08

Understand the Importance
of Digital Assets

09

Develop Digital Hustle

10

Build Business Agility

Variable:

8

Leadership
Change

7

Social
Intelligence

6

Decision
Making

9

Complexity

1

Consequentialism
(performance
Management)

10

Formality

2

People
Management

11

Focus

4

Adherence to
Ethical Principles

3

Sustainability
and Response

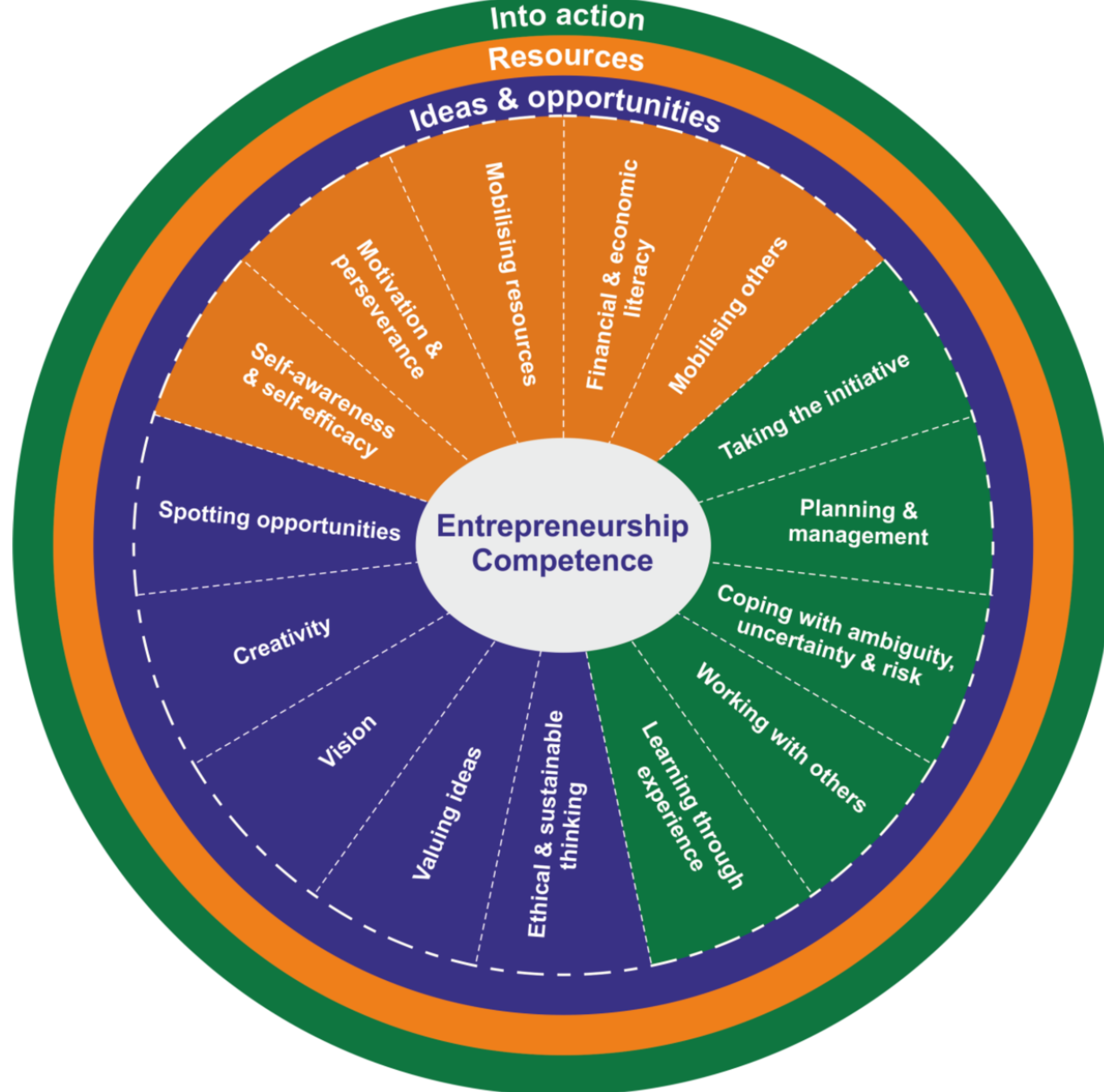
5

Perceptual
Skills

11

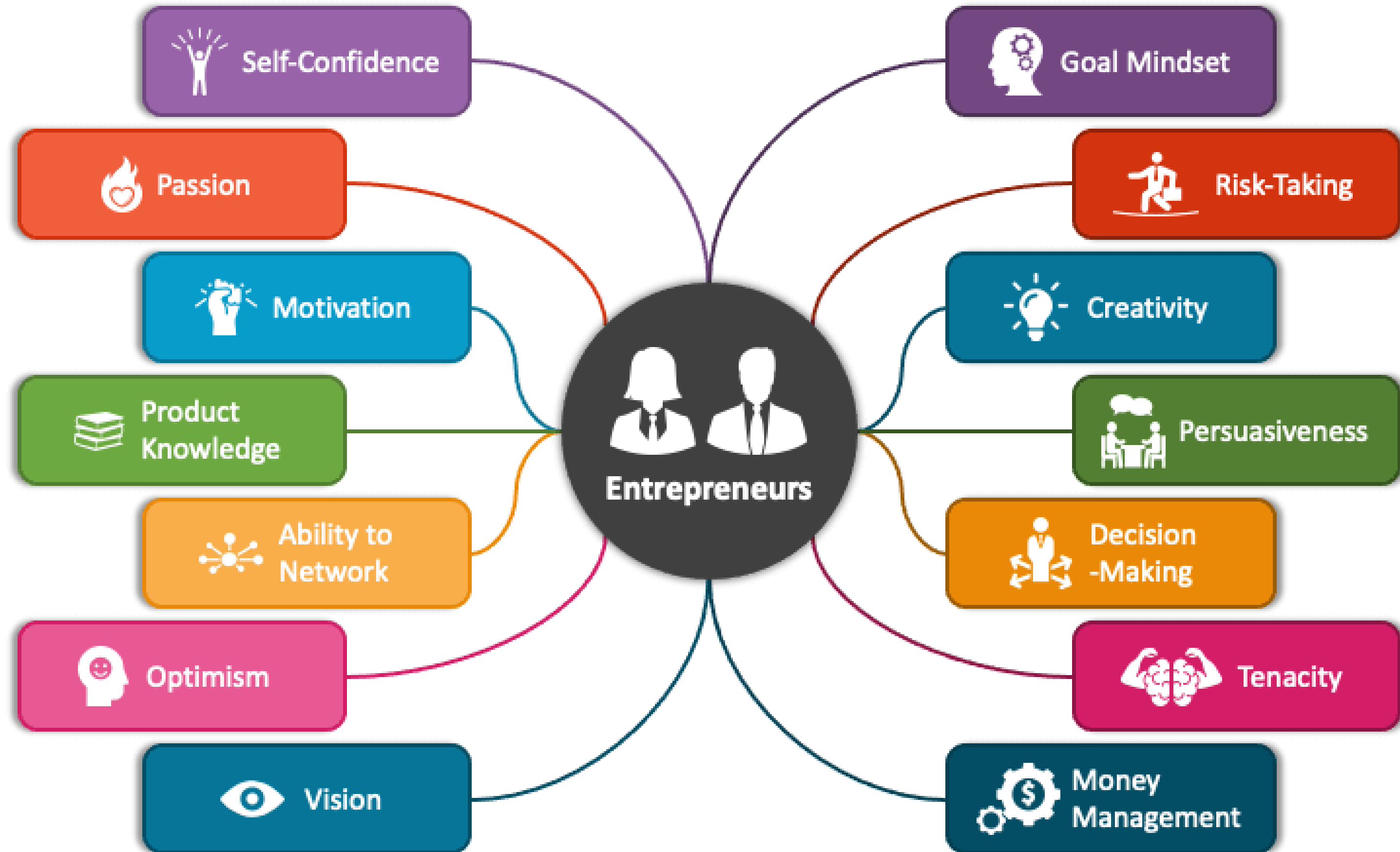
4

3



CHARACTERISTICS OF ENTREPRENEUR

Characteristics of Successful Entrepreneurs



TRAITS OF AN ENTREPRENEUR

Traits of Successful Entrepreneurs



ANATOMY OF AN ENTREPRENEUR



CALCULATED AND LOGICAL

By informing all of your decisions with data and logic you'll be more likely to reach the right people at the right time evaluate and iterate the choices you make to envision your approach is going to be spot on

MOTIVATED AND FOCUSED

Motivation and focus stems from having a genuine interest in what you're doing regular goal setting gives you targets to meet keeping you constantly engaged in your venture

CONFIDENT & OUTGOING

To truly capitalize on an idea you need to have the faith in your product or service along with the self-confidence to executed properly

RISK TAKING & COURAGEOUS

being comfortable with taking risks is vital for a business to grow and succeed it's important to understand what risks are worthwhile and not to be impulsive

STRONG WORK ETHIC

The most famous entrepreneurs in history typically possess intense go-getter personalities a true entrepreneur knows that nothing just comes to you you have to go out into the world and earn it yourself

CREATIVE & INNOVATIVE

Creativity and innovation is what makes a business stand out being creative with your product service and operation appeals to both consumers and employees like

PATIENT & PERSEVERANT

Success doesn't happen overnight the most successful businesses are formed over long periods of sustained hard work in the face of constant problem stresses and setbacks

PASSIONATE & DETERMINED

If you passionate believe in your venture and absolute refuse to give up success is bound to follow for entrepreneurs there's never enough time in a day

MAKING CONNECTIONS

Charisma and networking with influencers and customers helps lead to valuable and long lasting relationships which are crucial to businesses to excel

VERSATILE AND AGILE

Adapting to change is a vital skill in keeping up with consumer needs competitors in an ever-changing marketplace being agile allows you to maintain momentum and keep progressing

Types of Entrepreneurship

```
graph TD; A[Types of Entrepreneurship] --- B[01 Small Business Entrepreneurship]; A --- C[02 Scalable Startup Entrepreneurship]; A --- D[03 Large Company Entrepreneurship]; A --- E[04 Social Entrepreneurship];
```

01

Small Business
Entrepreneurship

02

Scalable Startup
Entrepreneurship

03

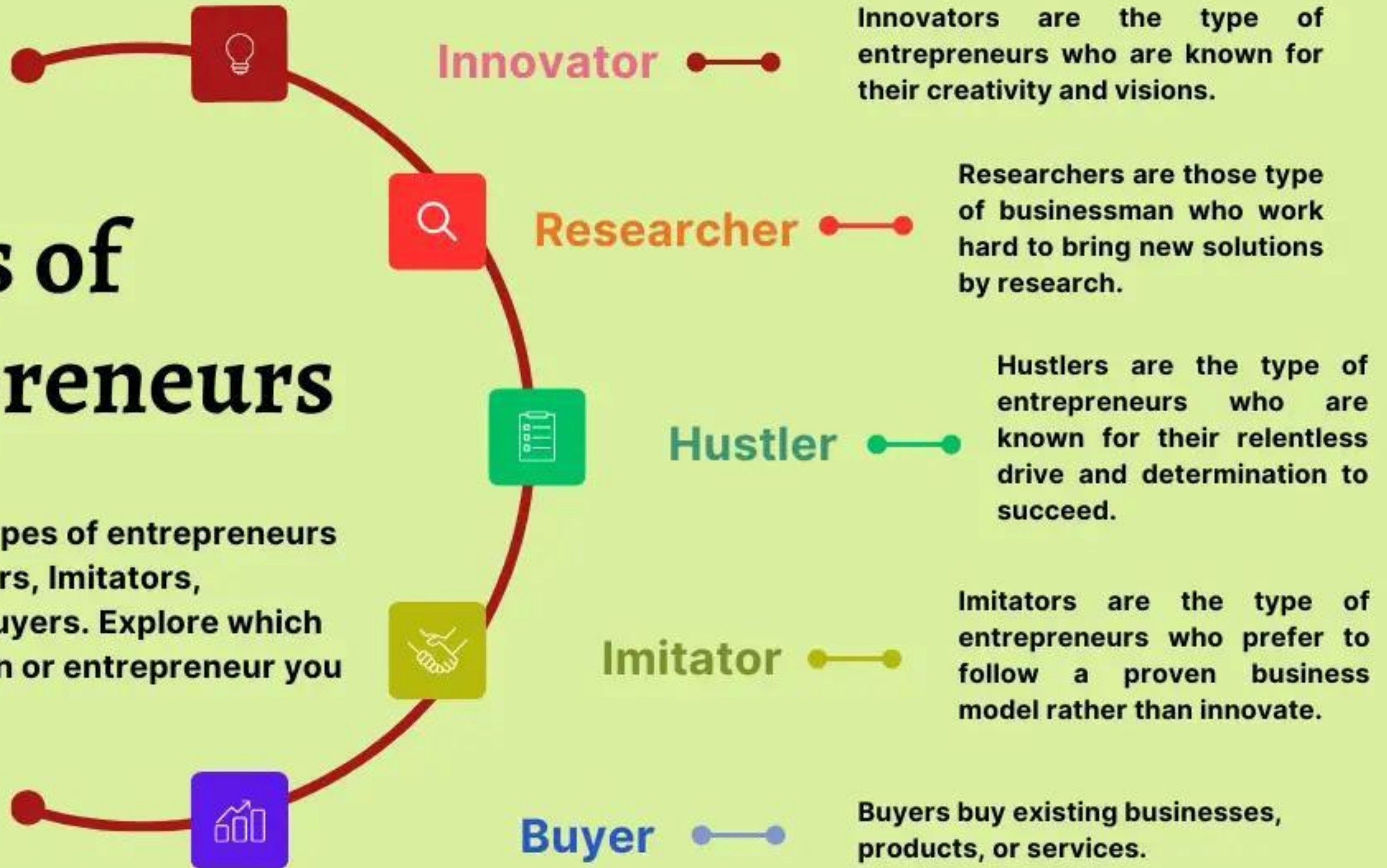
Large Company
Entrepreneurship

04

Social
Entrepreneurship

5 Types of Entrepreneurs

Learn about the 5 types of entrepreneurs - Innovators, Hustlers, Imitators, Researchers, and Buyers. Explore which type of businessman or entrepreneur you are.



TYPES OF ENTREPRENEUR

Administrative
Opportunistic
Acquisitive
Incubative
Private
Public
Individual
International
Ecopreneursnip
Opportunistic
Environmental
Cultural
Acquisitive



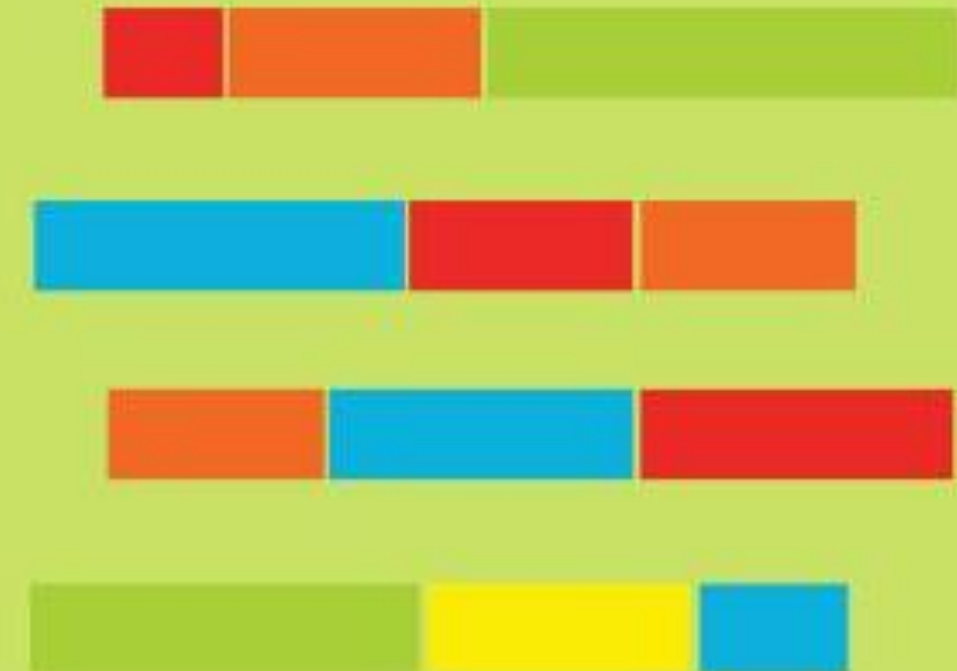
Cyber
Agripreneurship
Transpreneurship
Commercial
E entrepreneurship
Domestic
Trading
State
Joint
Novice
Nascent
Serial
Portfolio

Mass
Small business
Large company
Scalable startup
Social
Intrapreneurship
Technopreneurship
Cultural
Habitual
Imitative



FACTORS AFFECTING ENTREPRENEURSHIP

1. Aspiration and Attitude
2. Personal Factors
3. Family Circumstances
4. Government Policies, Facilities, and Incentives
5. Social and Cultural Factors
6. Progeny and Traditions
7. Business Competition
8. Economic and Business Environment
9. Support System
10. Attitude of Big Entrepreneurs
11. Entrepreneurship Oriented Education and Training
12. Role of Banks and Financial Institutions



FUNCTIONS OF ENTREPRENEURSHIP

- 1. Innovation**
- 2. Managerial Skill**
- 3. Decision Making**
- 4. Risk Taking**
- 5. Dynamic Function**
- 6. Gap Filling**
- 7. Organizing**
- 8. Creative Function**
- 9. Economic Function**
- 10. Purposeful Activity**
- 11. Coping with Failure**



- 12. Product Analysis and Market Survey**
- 13. Decides Form of Organization**
- 14. Decides Location**
- 15. Collects Necessary Capital**
- 16. Places Order for Machinery**
- 17. Recruitment of Labor**
- 18. Designs Internal Organization Structure**
- 19. Fulfills Formalities and Launches Enterprise**
- 20. Feasibility Study**
- 21. Identification of Business Opportunity**
- 22. Develops an Idea and Explores Opportunity**

ENTREPRENEURIAL FUNCTIONS

```
graph TD; A[ENTREPRENEURIAL FUNCTIONS] --> B[PROMOTIONAL FUNCTIONS]; A --> C[MANAGERIAL FUNCTIONS]; A --> D[COMMERCIAL FUNCTIONS]; B --> B1[01. Discovery of Idea]; B --> B2[02. Determining the business perspectives]; B --> B3[03. Detailed Investigation]; B --> B4[04. Choice of form of enterprise]; B --> B5[05. Fulfilment of the formalities]; B --> B6[06. Preparation of business plan]; B --> B7[07. Mobilisation of funds]; B --> B8[08. Procurement]; C --> C1[01. Planning]; C --> C2[02. Organising]; C --> C3[03. Directing]; C --> C4[04. Controlling]; C --> C5[05. Co-ordination]; D --> D1[01. Production / Manufacturing]; D --> D2[02. Marketing]; D --> D3[03. Accounting]; D --> D4[04. Finance]; D --> D5[05. Human Resource Management];
```

PROMOTIONAL FUNCTIONS

01. Discovery of Idea
02. Determining the business perspectives
03. Detailed Investigation
04. Choice of form of enterprise
05. Fulfilment of the formalities
06. Preparation of business plan
07. Mobilisation of funds
08. Procurement

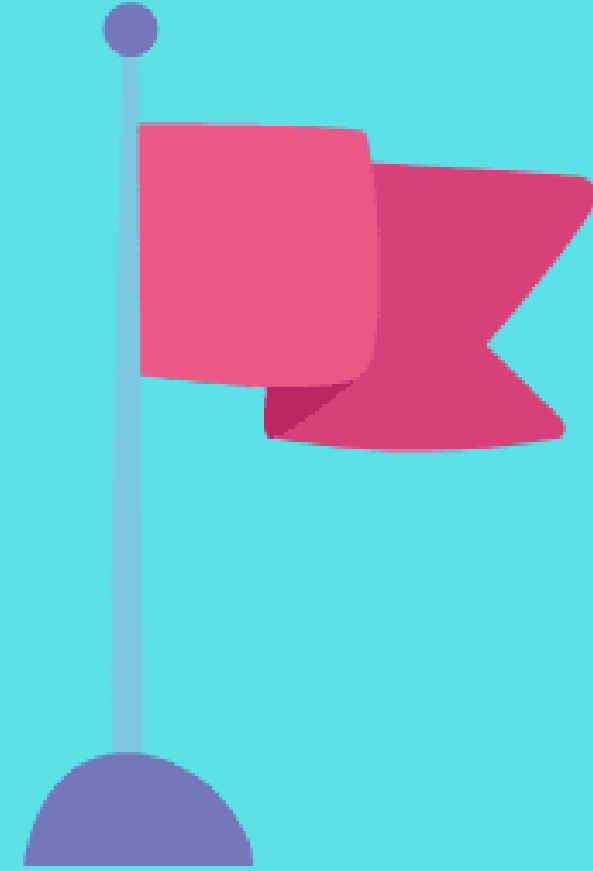
MANAGERIAL FUNCTIONS

01. Planning
02. Organising
03. Directing
04. Controlling
05. Co-ordination

COMMERCIAL FUNCTIONS

01. Production / Manufacturing
02. Marketing
03. Accounting
04. Finance
05. Human Resource Management

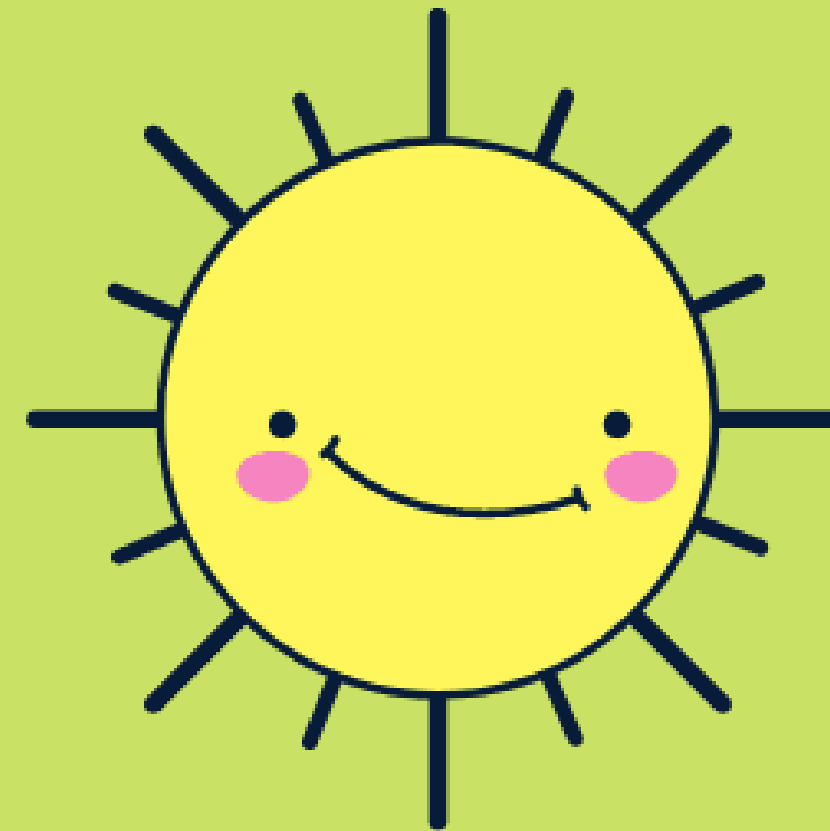
BUSINESS GOALS TO SET THIS YEAR



- 1. Maintain a Healthy Budget**
- 2. Hire a Certain Number of Employees**
- 3. Reduce Expenses**
- 4. Refocus on Your Customer**
- 5. Get More Traffic to Your Website**
- 6. Evaluate and Refine Your Social Media Marketing**
- 7. Conduct a Marketing Audit**
- 8. Develop or Improve Your Employee Incentive Program**
- 9. Evaluate Your Company's Mission Statement**
- 10. Strive to Create a Better "Work Life Balance"**

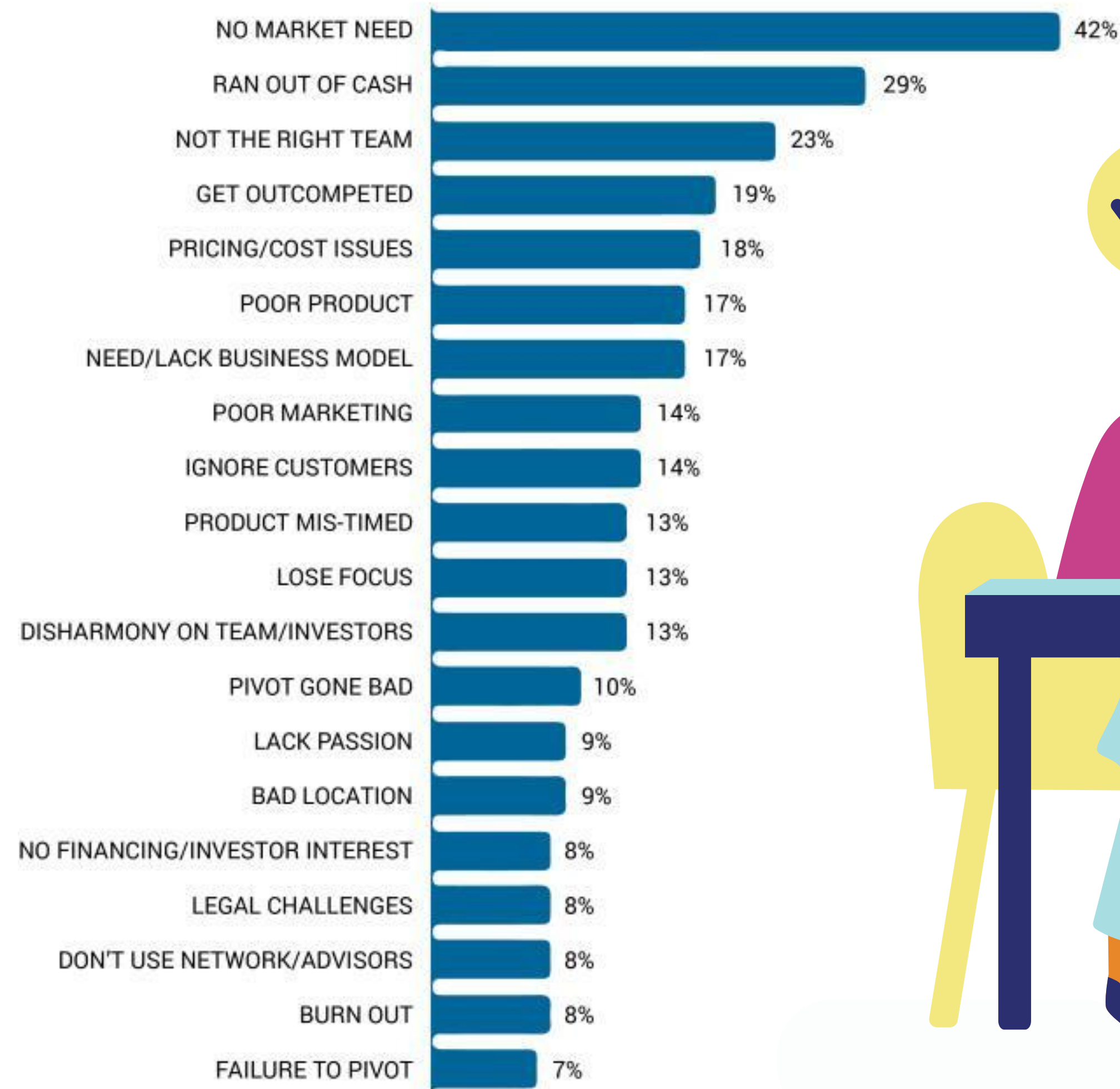
1. Recognize the small victories
2. Bring your loved ones into your challenges
3. Take advantage of the morning
4. Get a good night's sleep
5. Establish a routine
6. Track the money
7. Remind yourself of the WHY
8. Give yourself a personal reward
9. Map your goals
10. Seek out inspiration
11. Surround yourself with like-minded people
12. Create a mission statement
13. Learn from your heroes
14. Give yourself some personal time
15. Focus on the positive
16. Remember to have fun

**WAY TO HELP
ENTREPRENEURS
STAY
MOTIVATED**



THE TOP 20 REASONS STARTUPS FAIL

Based on an Analysis of 101 Startup Post-Mortems



SUCCESS



Thank You



Prof. Tapas kr.
Mondal

