



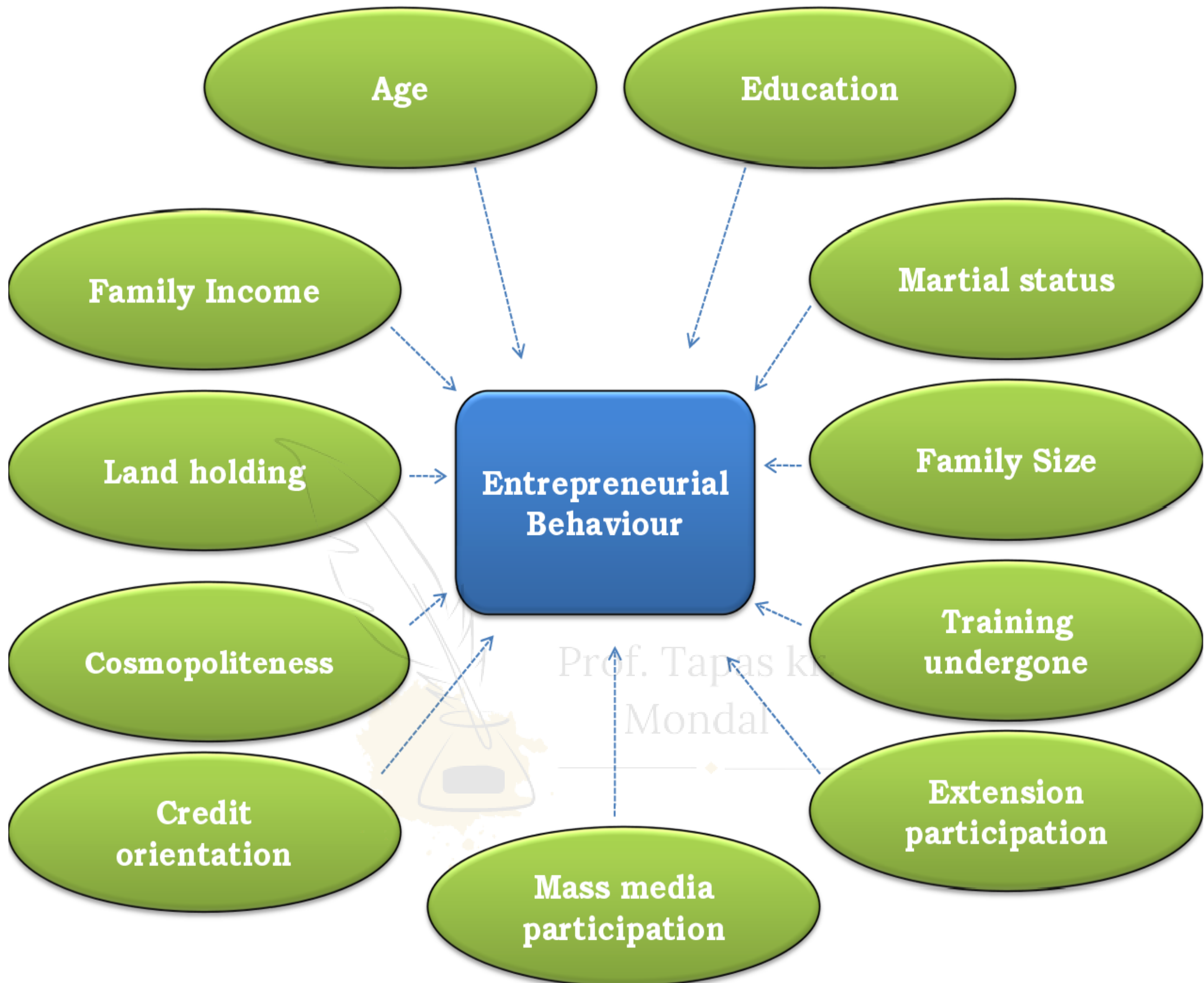
# Entrepreneurial Behaviors

Presented by: Prof. Tapas Kr. Mondal



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# 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**

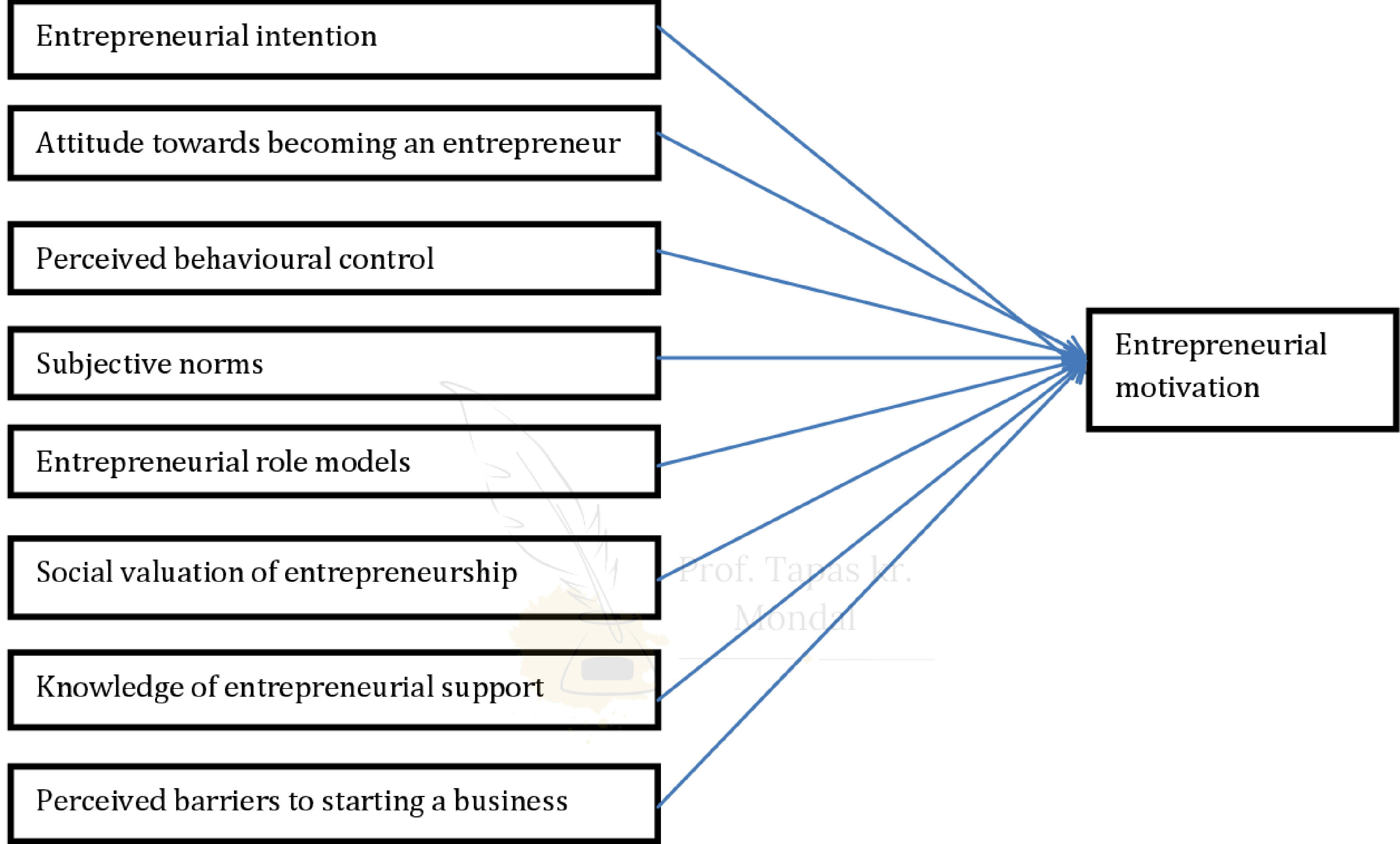
**Self Actualization**

**Skills**

**Opportunity**



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# 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

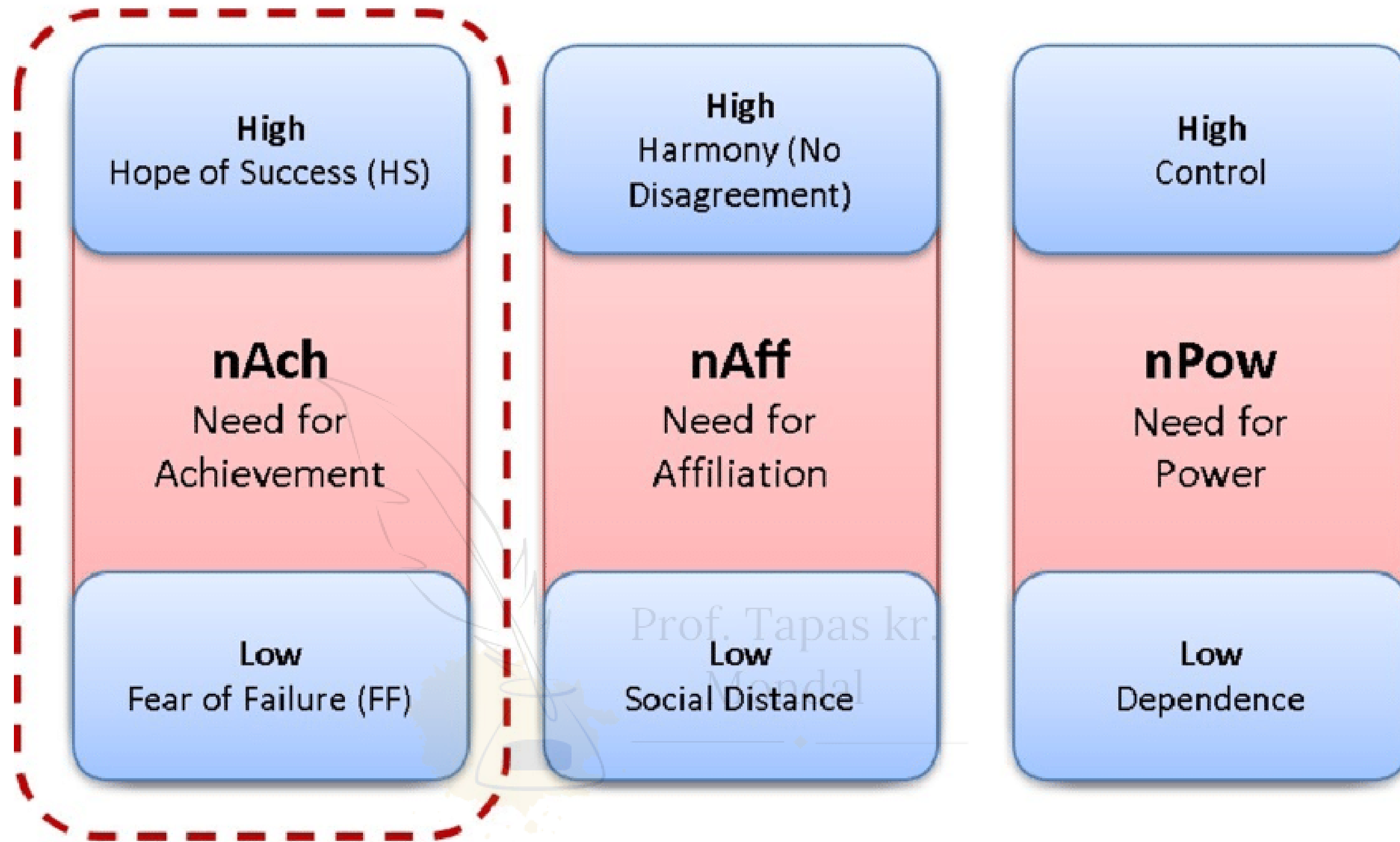
## Need for affiliation

- 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





# RISK

REVIEW

IMPROVEMENT





# Risk-Taking Starts at the Top



# Risk Taker









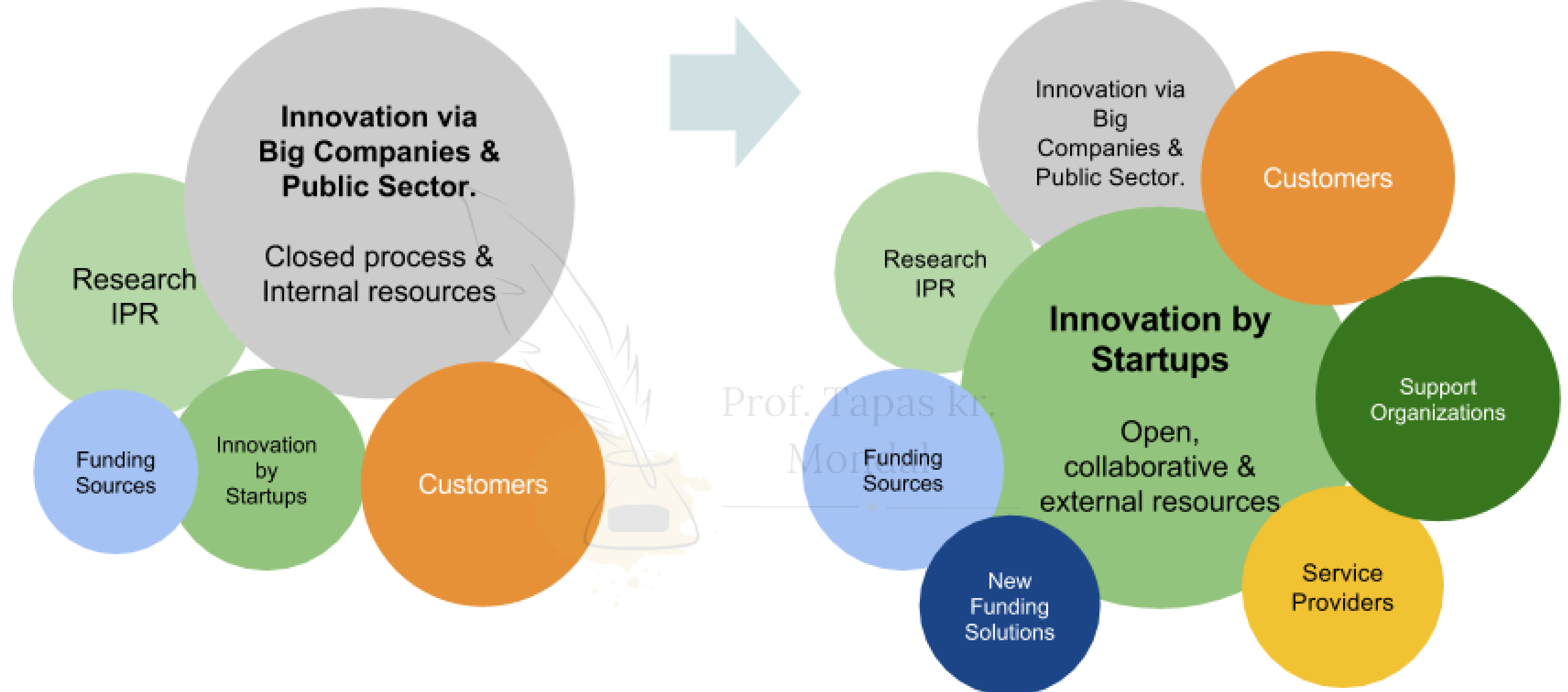
# INNOVATIVE ENTREPRENEURSHIP

## Role of Innovation Entrepreneurship

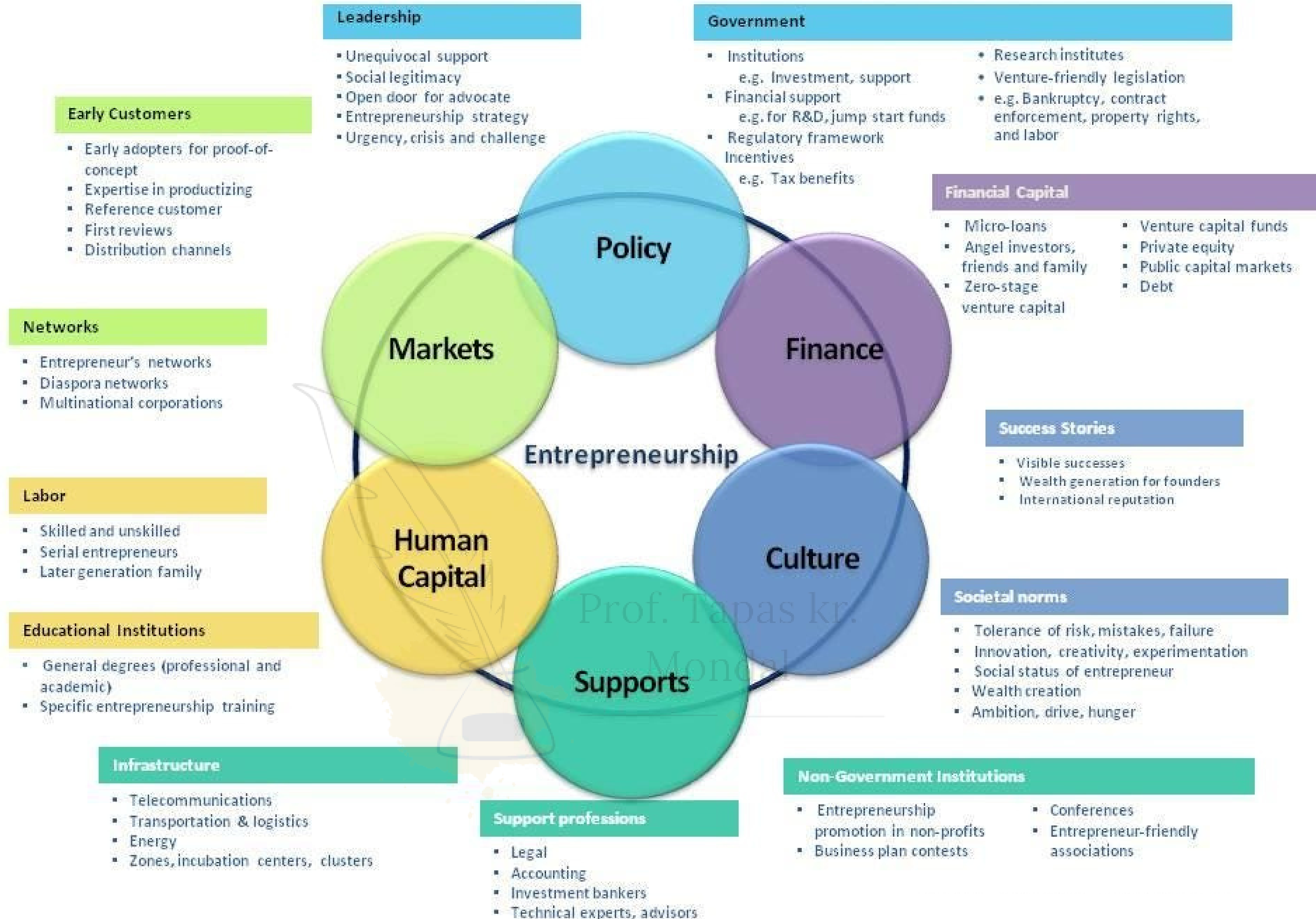


# Innovation Ecosystem

# Startup Ecosystem

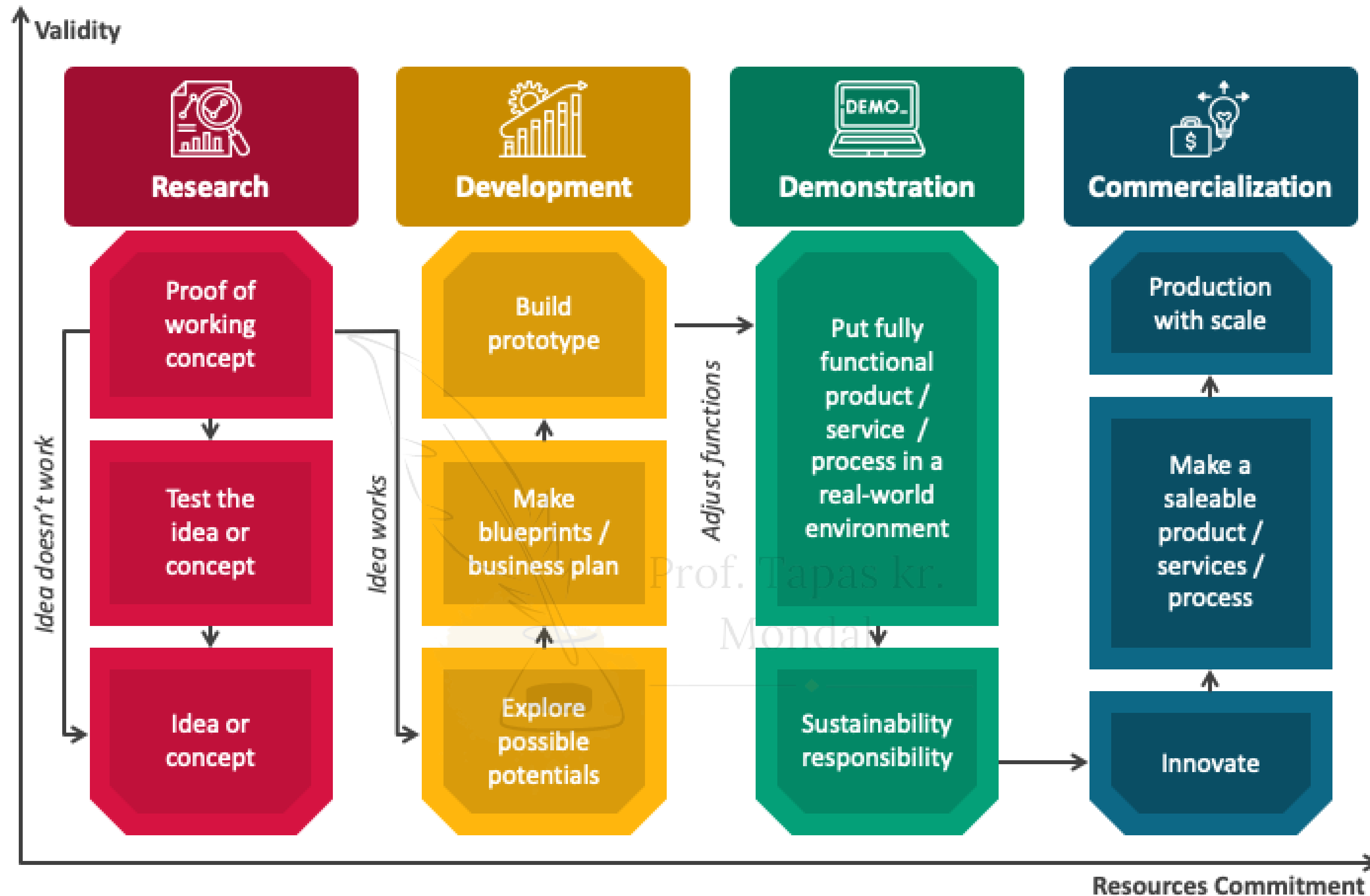


# Domains of the Entrepreneurship Ecosystem





# 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

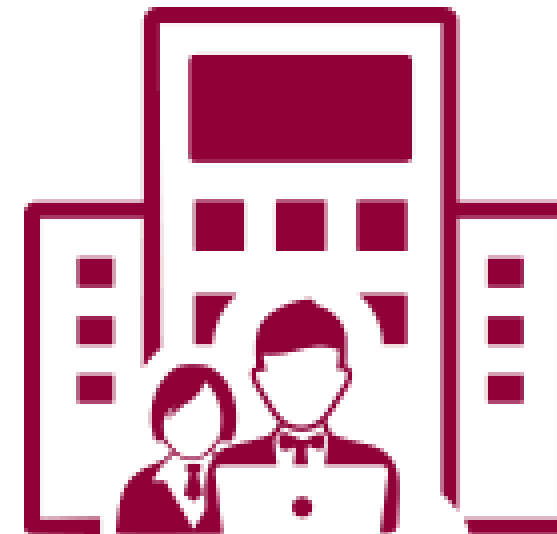
Understand the Importance  
of Digital Assets

09

Develop Digital Hustle

10

Build Business Agility



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Variable:

8  
Leadership  
Change

7  
Social  
Intelligence

6  
Decision  
Making

1  
Consequentialism  
(performance  
Management)

9  
Complexity

10  
Formality

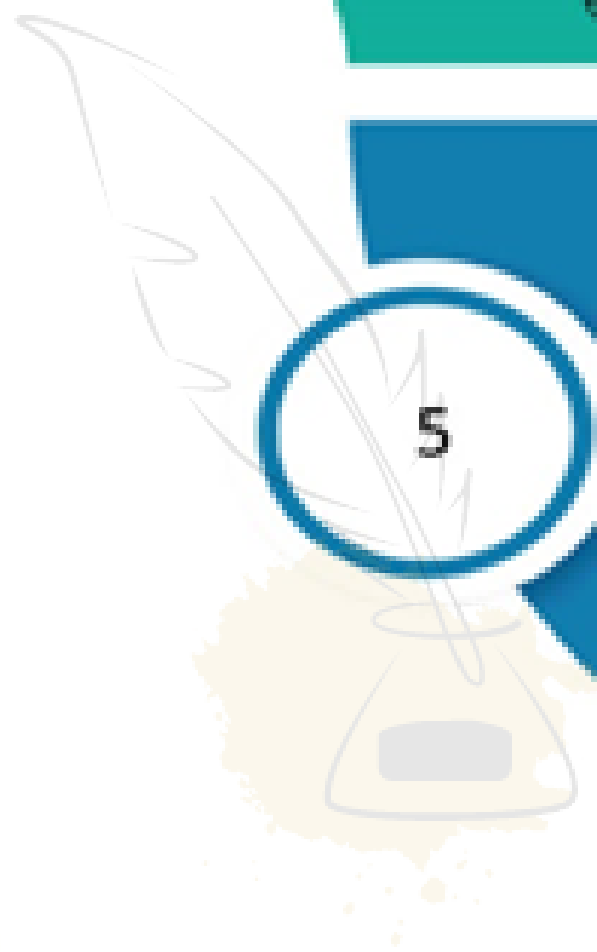
5  
Perceptual  
Skills

2  
People  
Management

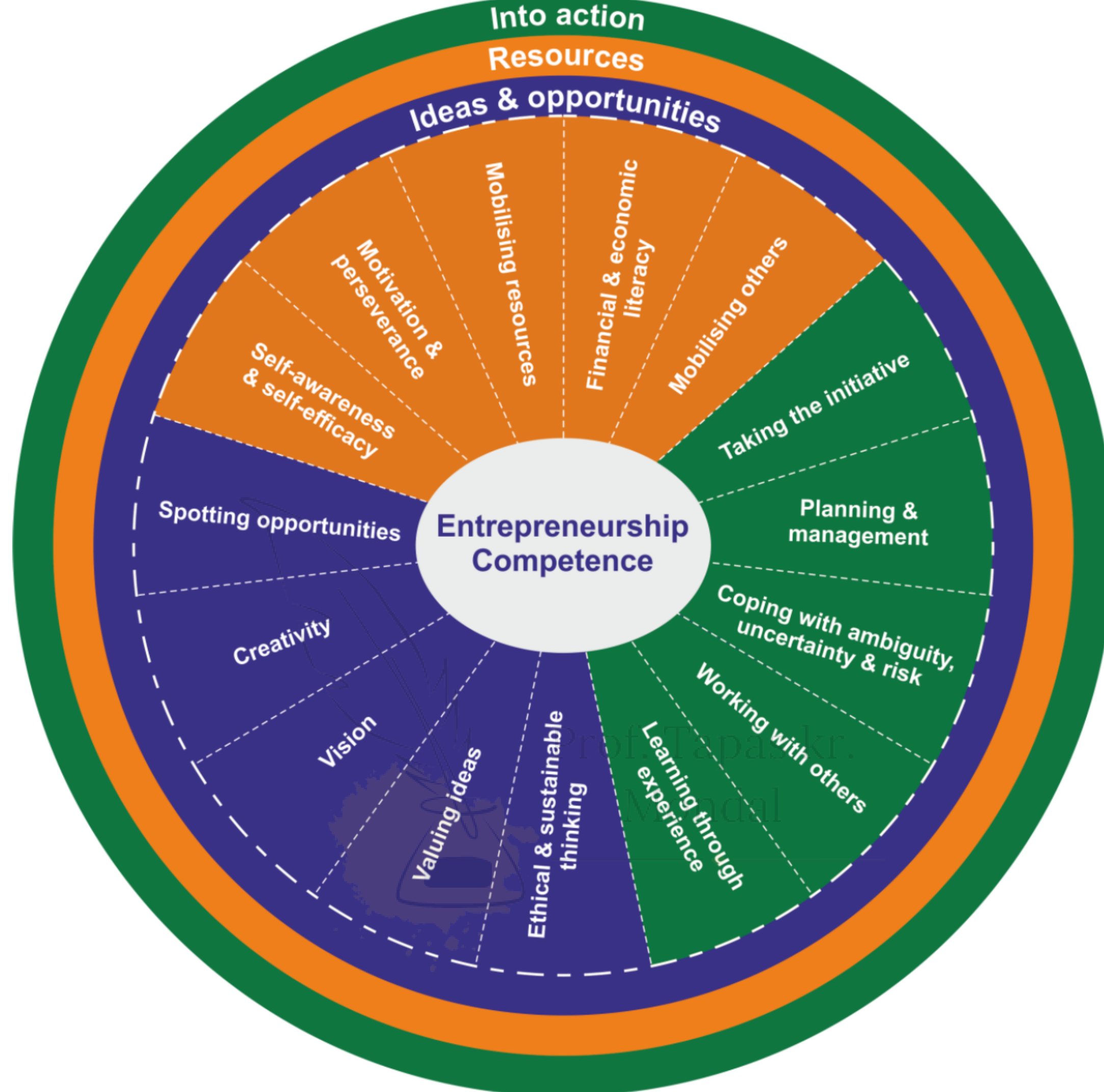
11  
Focus

4  
Adherence to  
Ethical Principles

3  
Sustainability  
and Response

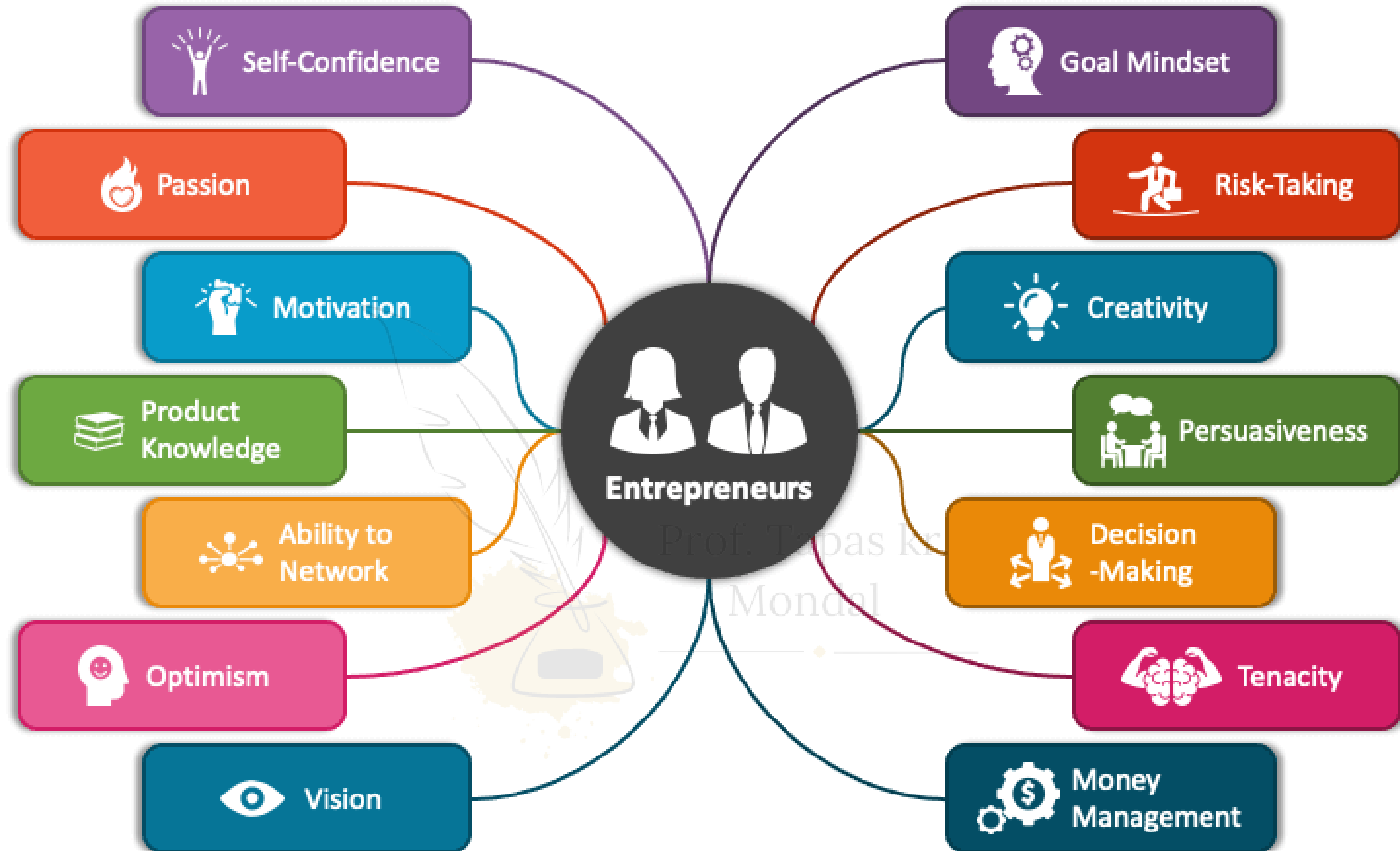


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# CHARACTERISTICS OF ENTREPRENEUR

## 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

01

Small Business  
Entrepreneurship

02

Scalable Startup  
Entrepreneurship

03

Large Company  
Entrepreneurship

04

Social  
Entrepreneurship

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# 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.



Innovators are the type of entrepreneurs who are known for their creativity and visions.

Researchers are those type of businessman who work hard to bring new solutions by research.

Hustlers are the type of entrepreneurs who are known for their relentless drive and determination to succeed.

Imitators are the type of entrepreneurs who prefer to follow a proven business model rather than innovate.

Buyers buy existing businesses, products, or services.

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**Imitator**  
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# 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

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





**Innovation**

**Risk measurement and risk taking**

**Analyze the opportunities and threats**

**Preparing a Business Plan**

**Organization of the Venture**

**Development and growth of the venture**

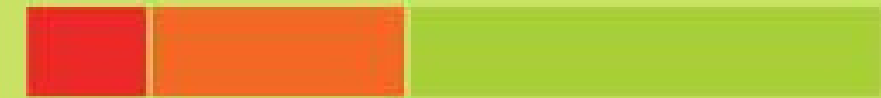
**Preparing a Business Plan**

**Development and growth of the venture**

**Supervision and control**

# 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



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# **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

## 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

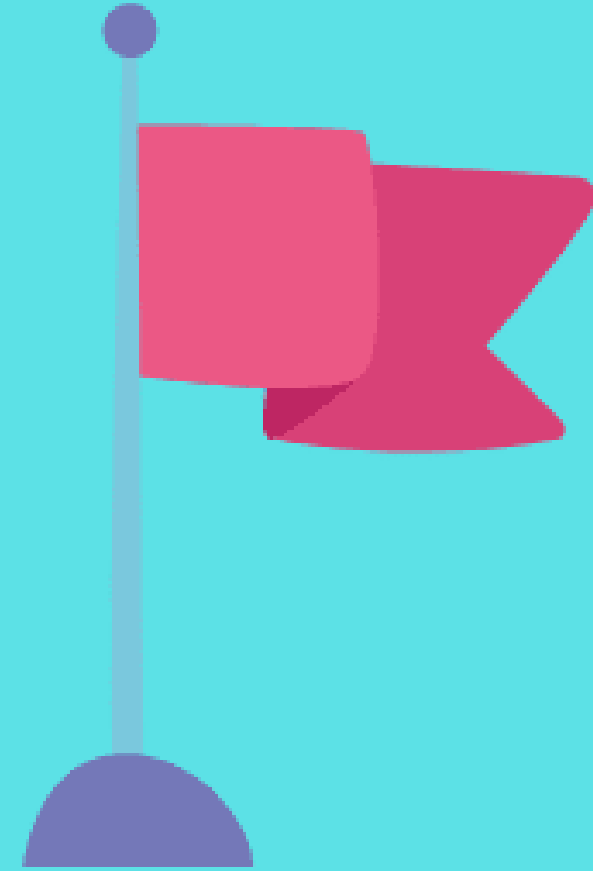
## COMMERCIAL FUNCTIONS

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

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# **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"**

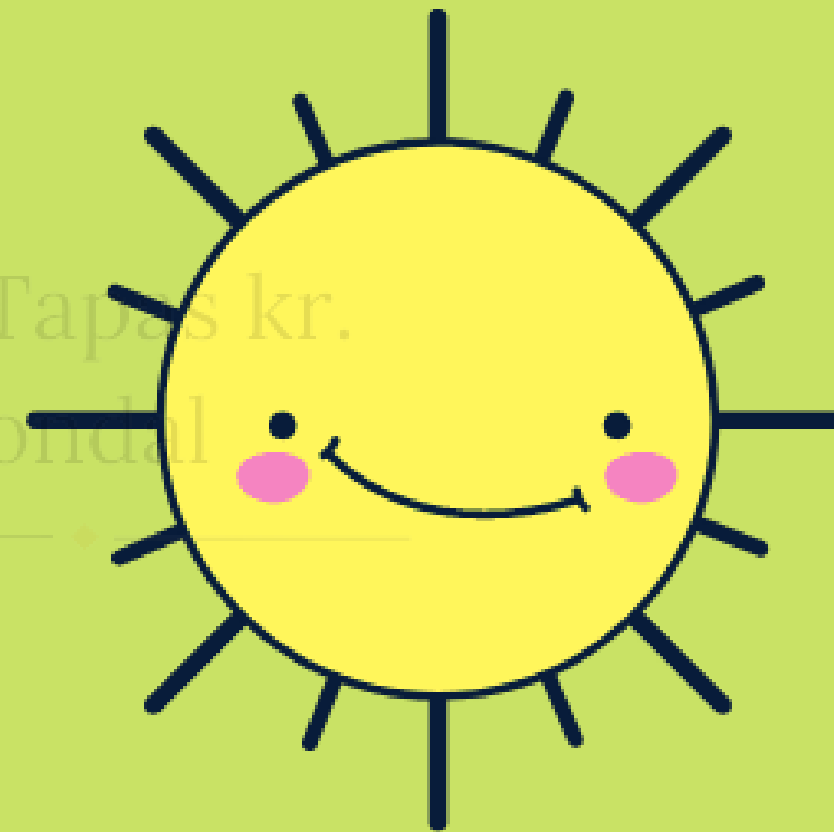
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1. Recognize the small victories
2. Bring your loved ones into your challenges
3. Take advantage of the morning
4. Get a good night's sleep
5. Establish a routine
6. Track the money
7. Remind yourself of the WHY
8. Give yourself a personal reward
9. 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**

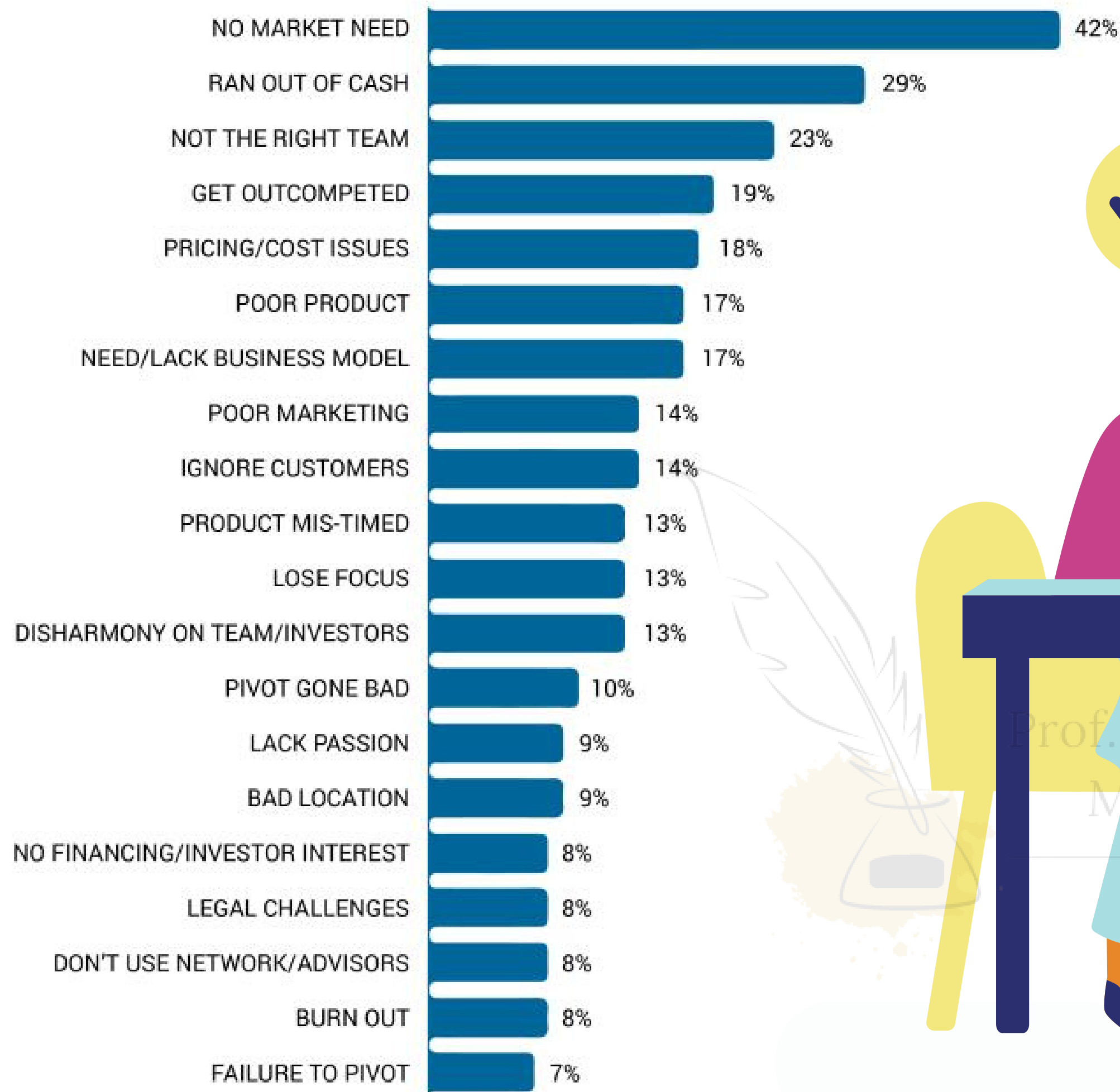


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# THE TOP 20 REASONS STARTUPS FAIL

Based on an Analysis of 101 Startup Post-Mortems



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Success





# Thank You



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