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An Analysis of Factors Which Influence Entrepreneurial Motivation Focused on Entrepreneurs in Jiang Xi Province in China

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Abstract: Entrepreneurial motivation plays a dominant role in psychological throughout the entrepreneurial process, any entrepreneurship links cannot continue without motivation but it is for some motivation, Entrepreneurs can overcome the difficulties and pressures and continue to bear a series of the "uncertainty", from this perspective, motivation is the key variable in entrepreneurial behavior. This study presents five entrepreneurial motivation hypotheses and entrepreneurial motivation effect the model, then we test hypotheses and model through the data of effective sample and the imitative effect of entrepreneurship policy, self-efficacy, risk propensity and resource levels are good, thus these support the hypotheses that risk propensity, self-efficacy, the level of resources, around the entrepreneurial atmosphere, entrepreneurship policy have a positive correlation with the entrepreneurial motivation and reject the hypothesis that there is a positive correlation between around the entrepreneurial atmosphere and entrepreneurial motivation.

Key words: Entrepreneurial motivation, entrepreneurship policy, self-efficacy, adventurous tendencies, resource levels, entrepreneurial atmosphere

INTRODUCTION

Dejun (2005) pointed out that, "Motivation is a very broad and very complex psychological phenomena"(p 2), Weiner (1985) said, "it is the psychological dispositions or motive force which is to stimulate and sustain activities of individuals and to lead the activities towards a certain goal and this psychological phenomena is the basis of the constitution of most human behaviors" (p 548-537) and entrepreneurship is a constantly-evolving process, after entrepreneurs find opportunities, they will evaluate these opportunities, then if the opportunities are feasible, they will quest for resources to develop these opportunities, this series of processes require that people are willing to play this game and this kind of "willing" is entrepreneurial motivation (Shane *et al.*, 2003). In other words, throughout the entrepreneurial process, entrepreneurial motivation plays a dominant role in psychological, any entrepreneurial links can't proceed smoothly without motivation, it is also because that some kind of motivation can make entrepreneurs suffer from "nondeterminacy" one by one under all sorts of difficulties and great pressure, from this perspective, entrepreneurial motivation is the key variable in entrepreneurial behavior.

In the past research, most scholars studied entrepreneurial motivation as independent variables, they

analyzed the relationship between entrepreneurial motivation and entrepreneurial behavior (Weiner, 1985; Shane *et al.*, 2003; Katz and Gartner, 1988; Greenberger and Sexton, 1988; Bird, 1988; Learned, 1992; Herron and Sapienza, 1992; Venkataraman, 1997; Palich and Bagby, 1995; Naffziger *et al.*, 1994), other scholars also discussed relevance between entrepreneurial motivation and entrepreneurial performance (Keats and Bracker, 1988; Hisrich *et al.*, 1997; Robichaud *et al.*, 2001), however there are scarce literatures which investigate various factors on the impact of entrepreneurial motivation and they just discussed from theoretical framework and not for large samples of empirical research, in fact, this research is about the impact of Individual and environmental factors on entrepreneurial motivation, not only do it have some theoretical significance on the research of entrepreneurial motivation but also can test the effectiveness of entrepreneurial policy by the inspection of research results, meanwhile, it provides a practical guidance for introduction of more scientific and rational entrepreneurial policy.

In this study, based on literature review and combined with 17 sample materials of depth interviews, we put forward five Hypotheses of entrepreneurial motivation and entrepreneurial motivation impact model and the amount of entrepreneurial motivation forms were

used to conduct a questionnaire survey for entrepreneurs, then, we received 287 valid samples. Meanwhile we tested hypotheses and models by effective sample data, finally, this study presented conclusions and inadequacies of research.

Literature review and raise the problem

Individual factors of entrepreneurs and entrepreneurial motivation: Shook *et al.* (2003) built a complex dynamic entrepreneurship model which was based on Learned (1992) and Shane (2003) and Venkataraman (1997) research result. In this model, for the entrepreneurial individuals, Individual psychological characteristics, social characteristics and cognitive characteristics can influence entrepreneurial intentions, opportunities search, evaluation and development. Research from the perspective of entrepreneurial motivation, entrepreneurial motivation was influenced by individual psychological characteristics, social characteristics and cognitive characteristics. Entrepreneurial motivation and entrepreneurial intentions was different for psychological science but in this study, both of them were understood as an entrepreneurial aspiration, idea and driving force. However, this model only has analyzed entrepreneurial intentions from the perspective of the individual entrepreneur and it has not taken environmental external factors into account, thus their entrepreneurial intentions determinants thesis is imperfect.

Suzuki *et al.* (2002) believed that entrepreneurial motivation is the result by an individual variable factors and environmental factors, management skills, management of resources, market conditions, business culture and policy support have an impact on entrepreneurial motivation. Herron and Robinson (1993) considered that individual factors in personality, skills, values, background, training, etc., could affect entrepreneurial intentions. Now model of entrepreneurial motivation which is generally accepted is proposed by Kuratko and Hodgetts (1998), this model has emphasized individual personality traits, individual and commercial environments on effect of individual entrepreneurial motivation. Domestic scholars He Zhicong emphatically analyzed that how entrepreneur personality traits, environmental factors, organizational skills and the stage of enterprise development influence entrepreneurial motivation by case studies and questionnaire studies and he has divided the entrepreneurial motivation into three dimensions achievement orientation, internal orientation and security-oriented, then he has concluded that how personality traits, environmental factors, organizational skills and enterprise development at different stages influence these three dimensions of

motivation. Finally, he has made considerable useful exploration in entrepreneurial motivation.

Long and McMullan (1984) proposed model which has explained the process of entrepreneurial opportunity recognition, In this model, they believed that individual factors, satisfaction, contribution, knowledge, lifestyle, training in experience and work force, market demand, social forces, technological and cultural forces in social factors could affect the individual entrepreneurship "former vision" (Prevision) and "Vision" (Vision). There have been some difference between the meaning of the "vision" and entrepreneurial motivation or intention but the essence is the state of entrepreneurship which has not yet started, this state is influenced by individual factors and social factors of the double impact.

All of these research have demonstrated that entrepreneurial motivation is product of interaction of individual factors and environmental factors and in the individual factors, they contain both personality factors, social characteristics factors and cognitive characteristics factors. As for environment factors, they include overall condition of political, economic and cultural in big environmental factors and the surrounding culture and the supporting degree of the entrepreneurship from the government, all of these factors could influence entrepreneurial motivation.

In general, the motivation is a very complex psychological phenomenon, it is influenced by the complexity of the individual factors and environmental factors:

- **Risk propensity and entrepreneurial motivation:** The main issue through entrepreneurship research literature is how risk and entrepreneurs prefer to risk or how they manage risk (Reinsch Jr and Lynn, 1990). Compared to steady individual work, there is more uncertainty in engaging into developing new business, entrepreneurs have to bear the relatively large risk. Although, entrepreneurs often complain about the poor performance of the new starting enterprise (Cooper and Artz, 1995) and more than half of enterprises have failed within five years (Cooper *et al.*, 1988), more exactly, within 5 years the survival rate of the new enterprise is around 33% (Kahneman and Lovallo, 1993), thus it can be seen that risk is very high in the entrepreneurial process. Even so, there are still thousands of people into entrepreneurship, so the question caught the interest of the researchers, for this reason, many scholars tried to check whether entrepreneurs risk propensity is greater than other tend risk from the angle of risk propensity or risk preference (Simon *et al.*, 2000). Through comparative study, Bird pointed out that

entrepreneurs accept a higher level of risk in professional decisions and business decisions. In comparative entrepreneurs and large organization managers in the mode of decision-making of biases and heuristics of the differences on the application (Bird, 1992; Busenitz, 1999) took risk propensity as a controlled variable, he found out that risk propensity has significant relationship between the dependent variable, whether the individual is entrepreneur or manager, that is to say, entrepreneurs and managers have certain differences in risk propensity. But the impact on the dependent variable is very small, its effect on the dependent variable with other control variables, like education, age, sharpness, is increased 9% for a total. However, there are quite many scholars do not recognise that the entrepreneur has higher risk propensity, they believe that it is not because of the high risk propensity but because of their small perceived risk. The author thinks that, effect risk tendency mainly influences on the desire for entrepreneurial cognition and individual of strong risk tendency is more likely to produce entrepreneurial motivation, because our basic hypotheses is that entrepreneurship is full of uncertainty, seeking for the risk premium is the entrepreneurial drive source of limited rational individual. Therefore, this research puts forward:

Hypothesis 1: There was a positive correlation between risk propensity and entrepreneurial motivation:

- **Self-efficacy and entrepreneurial motivation:** The cognitive school emphasize the importance of self to the individual creation of enterprise, Delmar and Davidsson (2000) believed that self-awareness is one of the important characteristics of the decision of starting a new business by individuals, the concept of self or consciousness is the prototype of the self-efficacy theory. Self-efficacy was first proposed in 1977 by American psychologist Bandura, it refers that how individual can complete the task is base on the faith, judgement and own feeling of this task before the individual in performing a task (Zhong *et al.*, 2007). When people are faced with setbacks, self-efficacy influence our choices, enthusiasm, effort and perseverance, meanwhile it could also affect our faith to successfully achieve the target (Boyd and Vozikis, 1994). Levander and Raccuia (2001) found that self-efficacy is a significant cognitive variables evaluate entrepreneurial behave. According to the intention model, we think that Self-Efficacy primarily wok in the viability of entrepreneurial cognition, because only if people

have enough faith to entrepreneurial success and confidence on entrepreneurial success, it is possible to produce a stable tendency of entrepreneurship, otherwise it can only be a short impulse of entrepreneurship, that is only has the desire for entrepreneurial cognition, therefore, we propose:

Hypothesis 2: The stronger the self-efficacy, the stronger the entrepreneurial motivation:

- **Level of resources and entrepreneurial motivation:** In the early days of entrepreneurship research, many researches on entrepreneur personal traits have accumulated a lot of useful information describing characteristics of entrepreneurs. At the same time, because of its forecast effect is not high, the research thought of only using the level of individual character and personality factors to predict individual entrepreneurial intention and entrepreneurial behavior is under increasing criticism. At the beginning of the 20th century, more and more scholars tend to introduce situational factors, to use only the traditional personality to predict a supplement to the entrepreneurial intention. One of the important tendencies is that recent scholars focus on the impact that the individual resource have on entrepreneurial intention (Qian, 2007). Individuals have more entrepreneurial resources will not only enhance entrepreneurs' desire for entrepreneurship cognitive and produce entrepreneurial tendencies but also have a positive impact on the feasibility of the cognition of entrepreneurs. Zhang Weiying points out that one of the important conditions of becoming an entrepreneur is capital which is one of the entrepreneurship resources. On the one hand, when the author is having in-depth interviews with entrepreneurs, referring to some entrepreneurs in their entrepreneurial experience, quite a number of people says that the initiation of business appeared after a certain amount of venture capital was accumulated and finally went to the road of entrepreneurship. On the other hand, we also have some researches on our surrounding relatives and friends who have no entrepreneurial experience. When they were asked why they didn't want to start their own business, their answers were almost the same no capital. Thus, they have no intention of starting their own business. Therefore, we can further put forward:

Hypothesis 3: The more entrepreneurship resources which man can allocate, the stronger entrepreneurial motivation will appear.

In fact, the individual factors include ability at least. In the original theory model, the author tries to verify the relationship between strength and entrepreneurial motivation but on the scale design of the evaluation ability, I met a problem. First of all, the dimension of the ability is very complex, some specially designed for examination and assessment of ability to scale option up to more than 100, equivalent to the entire intelligence test study. It is too complex in dealing with data. Besides respondents can not complete such a questionnaire which is not good for them accurately, nor timely. In addition, in the process of in-depth interviews, although some entrepreneurs have experienced several years' fording of setting up and operating their enterprises, their ability of seizing market opportunities, managing and leading can reach a certain height but in the business start-up period, they said, these capabilities are the result of the training, after starting a business. Therefore, ability, especially motivation at the beginning stage, is not necessarily the key variables. With the author's further study, of course, in the near future, ability factor will likely be put into the model.

Environmental factors and entrepreneurial motivation: Entrepreneurship environmental conditions is another important determinant of entrepreneurial activity, there was a positive correlation between entrepreneurial environment and entrepreneurial activity, entrepreneurial activity is restricted by the entrepreneurship environment (Cai *et al.*, 2007). "environment", in theory, is the sum of all the external cause. Total of these factors politics, economy and culture which could influence entrepreneurship are called "entrepreneurial environment".

The culture of a country or a region environment impact their awareness and motivation of the locals' entrepreneurship and positive entrepreneurial culture can encourage more entrepreneurial motivation of initiation. It makes someone which has entrepreneurial motivation consciously looking for business opportunities brought by the changes in the environment, on the contrary, negative entrepreneurial culture will bind the majority of people in the thoughts of entrepreneurial motivation. This study was not prepared to study on the influence of entrepreneurial motivation from a regional cultural environment, trying to examine impact on its entrepreneurial motivation from entrepreneurial atmosphere surrounding the individual. Entrepreneurial atmosphere is refers to the family, relatives, friends and neighbors startup state, namely active or not, people's

behavior tendency susceptibility to infection from the state of the surrounding people's behavior, resulting in a following effect-a flock of sheep effect, from the practice, a group of state development, entrepreneurship is a part of the reason is that people follow the effect between behavior. Therefore, in this study:

Hypothesis 4: The more concentrated around the entrepreneurial atmosphere, the stronger the entrepreneurial motivation will be.

Policy environment is a series of institutional collections for the different levels of government to implement its specific purpose. Some systems or rules are directly linked to entrepreneurship, such as incentives for high-tech entrepreneur, including financial support, support of land, tax reliefs, subsidies, etc. Some policies are for all aspects of the operation of the entire economy services, such as the development of capital markets, corporate finance market reform, environmental policy, improvable policies in social security system, medical reform, not directly for the business but also through a chain of reactions, affecting entrepreneurship. The change of policies and systems itself is a window of the commercial opportunity, making more potential entrepreneurs perceive the advent of these opportunities, thereby promoting entrepreneurship; on the other hand, entrepreneurship must be made within the framework of finite rational decision-making, that is comparing entrepreneurship feasibility, a good policy environment, can reduce the time and cost of physical capital, entrepreneurship, such as the simplicity of the simplicity of companies, tax incentives, land concessions or so.

On these basis, we propose:

Hypothesis 5: The better entrepreneurship policy, the stronger individual entrepreneurial motivation will be.

According to the above five hypotheses which has been put forward, we built a simple affect entrepreneurial motivation model, as the Fig. 1.

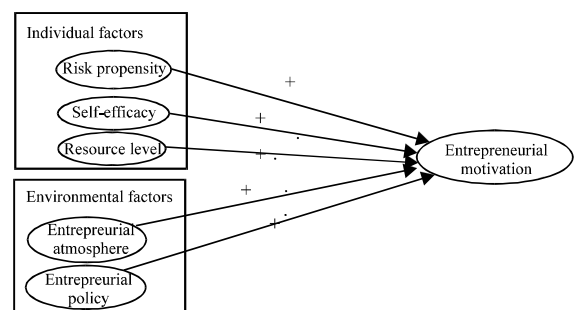


Fig. 1: Affect entrepreneurial motivation model

RESEARCH DATA AND METHOD

Sample and data: This study use questionnaires to obtain data which test theoretical hypotheses and models. Questionnaire distributed objects are Independent or co-founded individual enterprises, questionnaire is made by studt, two rounds. We used the social relations to throw in and recycle questionnaire directly, mainly for entrepreneurs who live in some counties and cities of Jiang Xi Province, such as Yugan County, Shang Rao City, Guang Feng County, Yi Huang County, De An County, Ji An City, Ping Xiang City, Wan Zai County, etc. (Table 1).

Measurement of variables

- **Measurement of entrepreneurial motivation:** We define the Entrepreneurial Motivation as "a psychological tendency that leads to individual entrepreneurs or power", we can also explain it as the degree of implementation of independent entrepreneurial tendencies that individual giving up a fixed salary in order to meet a need. And this tendency is a stable state of mind, rather than a short timeimpulse. If the behavior is motivated from the perspective of the result, then, because the survey sample itself is the entrepreneur, motivational intensity of each sample should be very large, the measurement becomes meaningless. In fact, this study examines the entrepreneurial strength of the individual before these entrepreneurs starting. Only in this way the study has practical sense. To this end, we tried to describe and measure the entrepreneurial motivation in several aspects, occupational preferences, concerns the opportunity to accumulate experience and resources separately
- **Measurement of risk propensity:** The degree of uncertainty exposure is generally believed that individuals exposed to greater uncertainty and risk tendency becomes stronger, on the contrary, the smaller the uncertainty bear the risk tendency becomes weaker. Of course, the purpose of individuals bearing uncertainty is to obtain uncertain income, the degree of bearing the absolute uncertainty is affected by many factors. Psychological factors is only one aspect and the individual's own material conditions should also be taken into consideration. On this point, we do not consider the material conditions of the individual, that is to examine the relative risk appetite. Therefore, this study attempts only to examine the psychological tolerance of risk propensity

Table 1: General state of questionnaire retrieve

Regions	Real No. of issued	No. of the collection	Effective collection	Recovery E/D (%)	effective rate (%)
Yugan County	55	45	40	82	89
Shang Rao City	88	70	66	80	94
Jin Xi County	45	30	23	67	77
Nan Chang City	56	22	17	39	77
Wan An County	23	17	13	74	76
Xin Yu City	44	19	16	43	84
Jiu Jiang City	45	15	13	33	87
Ji An City	28	10	8	36	80
Ping Xiang City	33	13	13	39	100
Wan Zai County	21	9	8	43	89
Feng Cheng County	25	7	5	28	71
Le Ping County	45	14	12	31	86
Jing Dezhen City	34	16	11	47	69
Long Nan County	35	13	12	37	92
Ji An County	35	12	8	34	67
De Xin City	23	13	7	57	54
De An County	20	12	9	60	75
Yi Huang County	32	11	6	34	55
Total	687	348	287	51	82

- **Measurement of self-efficacy:** Self-efficacy refers to the individual prior to the implementation of a task to what level they can accomplish this task with conviction, judgment or self-experience (Zhong *et al.*, 2007). Psychologists Maurer and Pierce designed a composition by the eight questions of self-efficacy measure (Maurer and Pierce, 1998); Author through analysis, combined with China's cultural characteristics, delete the words "I usually feel like a successful person," "I feel is a successful person," "I often feel like a winner "and other issues too straightforward, does not meet China's cultural characteristics and taking into account the" I can well cope with life in a variety of scenarios, "" I feel I can freely realistic response time "and" I can deal with the typical problems of life, "meaning three overlapping nature of the problem, in order to reduce the problem of expenditure, I choose to," I can well cope with life in a variety of scenarios "and finally, self-efficacy measure retained only three
- **Measurement of the level of resources:** The level of entrepreneurship resources refers to an individual business level of resources previously owned or can dominate the energy level of resources for entrepreneurial sum, therefore, this study measure the level of resources on four dimensions, namely, the entrepreneur's own accumulated resources, giving parents the resources, banking and other financial sector as well as relatives and friends of resource commitment resources
- **Measurement of entrepreneurial atmosphere:** In this study, entrepreneurial atmosphere refers to the individual relatives, friends, neighbors and other geographically close populations entrepreneurship active. we try to study the degree of influence on

entrepreneurial motivation. As judged through experience and the typical survey, individual entrepreneurial motivation by surrounding environment, especially strong ties to influential individual entrepreneurial motivation. In this study, parents relatives, friends and neighbors in three dimensions measuring entrepreneurial atmosphere conditions

Above for each of the variables to be measured are used to ask item Likert five feet meter points, from "totally disagree" to "totally agree", were given 1-5 min.

Research methods: In order to verify hypotheses proposed in this study and build a theoretical model, this study uses linear regression analysis and correlation analysis. First, we used confirmatory factor analysis to verify the data obtained can support the structure of each variable dimensions; Then, in order to assess the quality of data, we verify the data reliability and validity. Finally, we used linear regression and correlation analysis verify the proposed hypotheses and theoretical models, the above methods are through statistical analysis software SPSS13.0 to complete.

RESULTS OF THE STUDY ANALYSIS

Test results of validity and reliability

Validity: Factor Analysis is an effective method to analyse the construction validity of the scale. Before the analysis, we have to do KMO measure of sampling adequacy and Bartlett Test of Sphericity to make sure that whether the data is suitable for Factor Analysis. Table 2 illustrate the results of these two test.

From statistical results, KMO value and Bartlett Test of Sphericity λ^2 indicate that the data is suitable for Factor Analysis.

We analyse these 21 items in the questionnaire by the method of Varimax rotation in factor analysis, The results show that the load of items in the factors is very big, thus these factors is able to response studied variables in the research, the structure of the data validity is good.

Reliability: Reliability test is the consistency of scores on the sample questionnaire judgment, commonly used method of reliability test is to determine Cronbach alpha value. From the results, Cronbach alpha equals to 0.654, the value of "entrepreneurial motivation", "risk propensity", "resource level", "entrepreneurial atmosphere and "entrepreneurial policy" equal to 0.552, 0.593, 0.624, 0.602 and 0.678, respectively. Thus, the data which obtain through the scale have a good reliability. They are suitable to do further statistical analysis.

Table 2: Results of KMO and bartlett test of sphericity

Kaiser.meyer.olkin measure of sampling adequacy		0.650
Bartlett's test of sphericity	Approx. chi. square	3046.394
	df	210.000
	Sig	0.000

Test result of the hypotheses and model of evaluation

Variable correlation analysis: Entrepreneurial motivation, according to the results of statistical analysis of the dependent variable and independent variable risk tendency, self-efficacy, level of resources, entrepreneurial environment and entrepreneurial policy there is a better positive correlation, among them, the correlation between the entrepreneurial motivation and entrepreneurship policy has reached more than 0.7, with other independent variable coefficients is greater than 0.55, correlation significantly within the confidence level of 0.01. In addition, the statistical results also reflect the correlation coefficient between each variable is bigger also, show that there are interactions between the independent variables. Statistical results also show that the control variables of gender, age, culture level, work experience, parents, between career and family status between control variables and the dependent variable of entrepreneurial motivation, between control variables and their respective, within the confidence interval, 0.01, no significant correlation.

Regression analysis results: We mainly used stepwise regression analysis test models and hypotheses, before the test, we judge the multicollinearity problem between independent variables. The expansion of the statistical analysis results show that the variable factor is far smaller than 10, from the point of view of statistical significance, suggesting that the multicollinearity problem of variable data is not serious, suitable for regression analysis.

We use the method of stepwise regression test model and theoretical hypotheses, namely variable tendency of independent risk through the dependent variable of entrepreneurial motivation, self-efficacy, level of resources, entrepreneurial environment and entrepreneurial policy return, from five independent variables, step by step to select the account for the variation of the contribution (the largest variable partial explanation variation), into the regression equation. Can be found that the regression sum of squares with stepwise regression, the process of growing, it shows that as the stepwise regression model in the improvement, explain the growing worse. And each model of F statistic significance in confidence within 0.01 statistical significance, reflect each model's overall regression effect is significant. Compared to the first three model, model of four regression coefficient effect determination, the

largest regression effect is best, show and F test value of 127.050, in the confidence level of 0.01, significant statistical significance.

Through the analysis of regression coefficient and significance test Table, we found that the first "business policy" get into the model, the second is the individual psychological characteristics "self-efficacy", "risk" is again, the last is "resource" and "entrepreneurial atmosphere" did not get into the model, this shows that the entrepreneurial motivation is influenced by business policy mostly, followed by self-efficacy, risk propensity and the level of resources and from the study results show that the entrepreneurial motivation is not significantly affected by the entrepreneurial atmosphere. Further, the control variables into the regression model, the general model of regression determination coefficient (R²) of 0.648, F statistic significant under the level of 0.01, shows that the regression effect is good. Other social individual traits, such as gender, age, education, work experience, parents occupation, family status variables such as the coefficient of value is very small and the statistic is small, indicates that the variable regression coefficient is not significantly different from zero, therefore, gender, age, education and other social characteristics variables have little impact on individual entrepreneurial motivation, or, using social characteristics is difficult to predict the strength of the entrepreneurial motivation.

In short, between entrepreneurship policy, risk propensity entrepreneurial motivation, self-efficacy and resource level, there is a positive correlation relationship directly, therefore the hypotheses support 1, hypotheses 2, 3 and 5, namely, the stronger the risk propensity, the stronger the self-efficacy, the higher the level of resources and business policy, the better, the stronger the entrepreneurial motivation, further, the model also reveals that the strongest correlation between entrepreneurial policy and entrepreneurial motivation, in other words, entrepreneurship policy effect the most apparent influence on entrepreneurial motivation. Entrepreneurial atmosphere and the positive correlation between the entrepreneurial motivation assuming that failed to pass the test, therefore, the study refused to hypotheses 4. And in general, the model explained 64.3% of the variance (R² is 0.643), showed that model's general regression effect is better.

CONCLUSIONS AND IMPLICATIONS

At the Chinese academy of sciences institute of psychology expert guidance, on the basis of 17 in-depth

interviews, This research designed a set of entrepreneurial motivation scale, after inspection, the scale of good reliability and validity and questionnaire survey was conducted using the scale of Jiang Xi region entrepreneurs, it is concluded that: Inclusion entrepreneurship policy, self-efficacy, risk propensity and resource level four predictor variable model had better fitting effect, supports risk propensity, self-efficacy, level of resources, entrepreneurial policy and entrepreneurial motivation are related hypotheses but rejected the surrounding atmosphere of entrepreneurship and entrepreneurial motivation are related hypotheses. Further, the use of regression analysis method for detecting the independent variable relative importance, it is concluded that, in the four independent variables into the model, entrepreneurship policy a great influence on entrepreneurial motivation, followed by risk propensity, self-efficacy and resource level. Therefore, this also is in a side proved in the less developed areas, the government continuously intensify entrepreneurship policy favorable to promote entrepreneurship is scientific and effective, because the entrepreneurship policy, first of all, to strengthen the location of the individual entrepreneurial motivation, only more individual or entrepreneurial motivation continuously strengthened, within the region to the emergence of more entrepreneurial individuals, business groups to expand, entrepreneurship can be active. Therefore, is not active in many business areas, promote entrepreneurship policy and continue to promote entrepreneurship policy optimization is an active primary measures for local business.

In addition, entrepreneurial motivation theory research is still in the initial stage, there are many shortcomings in this study, mainly include: (1) On the design of the scale, the complex behavior of scientific knowledge and theory, although invested a lot of energy, scale still exists many shortcomings, show the reliability and validity of the scale is not very satisfied, is likely to affect the conclusions (2) The entrepreneurial motivation is influenced by individual factors and environmental factors of complicated, due to various reasons such as time, energy and theoretical knowledge, this study only selected the five variables, model building and inspection may breach for a large number of factors which leads to the conclusion of the narrow; To this end, the author in the subsequent studies need to be more variable into the model research (3) The sample of this study is confined to the entrepreneurs of Jiang Xi Province, although most samples covering the entire province city and county area and sample size but no samples of other provinces in central China entrepreneurs, so may affect the results of universal, f research funding permits, I will continue to

enlarge the range of samples, especially collecting samples from other provinces in central China entrepreneurs, also hope to joint research and other research units.

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