



Factors influencing Entrepreneurship

By Corinna Schmidt

GRIN Verlag Jun 2013, 2013. Taschenbuch. Book Condition: Neu. 210x148x4 mm. This item is printed on demand - Print on Demand Neuware - Bachelor Thesis from the year 2011 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: First, Roehampton University London (Business School), course: BSc. International Business, language: English, abstract: This research investigates in what context national culture, personality traits and external influences have an impact on entrepreneurial activity. The cross-cultural research has been conducted in Germany and the UK. Two sets of questionnaires, issued in German and English language, have been distributed to entrepreneurs in both countries. 117 replies have been qualified for the research analysis. The research has identified similarities of both countries in key traits of entrepreneurial behaviour such as assertiveness, emphasis on work goals and materialism. In addition, differences in cultural characteristics could be detected. Germany showed to be less risk loving as the UK that can be reflected by the higher level of bureaucracy. Gender, bureaucracy and financial issues have been established as main entry barriers and threats of business start-ups. Recommendations have been drawn from the survey and it has been proposed that a simplification of bureaucracy...



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