

Brakes and Motivations for Young Entrepreneurs Tunisians: An Exploratory Study

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ABSTRACT

Entrepreneurship, especially young graduates, has become an unavoidable topic by both higher education institutions but also by their departments and regulatory bodies.

Despite the crucial role of entrepreneurship in economic development and job creation, few efforts have been made to examine the point of view of young people to enrich more ideas about subject. Hence, it is important for the promotion of entrepreneurship among young graduates, select the brakes or barriers and motivations that lead young people to start a business.

Obstacles or barriers to be taken by graduates occur mainly in education and inadequate training programs, poor social perception of entrepreneurship, lack of prior work experience and entrepreneurial graduates, the non-provision of initial financial resources, usually a small capital and a network of professional contacts and little extended confrontation with various barriers inherent in most financial markets available.

Contractors are encouraged by several factors to launch their businesses. According to a review of the specialized literature can take on positive factors such as the identification of an interesting business opportunity, the desire for self-fulfillment, the quest for autonomy, and negative factors within such dismissal, job dissatisfaction, desire pushed by unemployment, lack of career opportunities.

Keywords : Graduates Tunisian, Brakes and Entrepreneurial Motivations, Exploratory Study.

INTRODUCTION

In Europe, less than 2 % of graduates of higher education create a business (Verheul & al, 2010). It's little. To speak of desire to undertake various actions involved are conducted in the form of information, assistance and support projects. Entrepreneurship and Entrepreneurship is the act of creating wealth and/or employment through the creation of a company. A contractor that is so, a person who engages in an effort to convert these ideas and innovations into economic goods. This may end up with new classifications or perhaps to revitalize certain areas in response to a perceived opportunity. At this level, we can adopt a broader definition of the French economist JB Say in (1800) "*The entrepreneur shifts economic resources to lower levels for higher productivity and efficiency*" (Laamanen, 2019).

Then promote entrepreneurship graduates generates much benefit (Peterman and Kennedy, 2003).

According to its authors, entrepreneurship has a direct impact on employment.

It offers young people a stable job, he drives them to find solutions, ideas, and especially allows to clarify its own way to go (White and Kenyon, 2000). As for the choice of a young commitment to this process ensures a meaning to his life and gives him a sense of belonging to society. This has an effect on its image and identity, and encourages others to collect and characterize it as an egalitarian way (Chigunta & al, 2005; Panda, 2016).

In Tunisia, business creation by young entrepreneurs creates a vital force in the economy. This topic is growing from one year to another. In recent years, the contribution of youth in economic life, in general, & in the creation of business had an exceptional and rapid development. Nevertheless, the concept of youth entrepreneurship is difficult to encircle. Young entrepreneurs attract graduates singular

attention of local and national authorities. Yet this reality has not yet addressed in an adequate manner by researchers in the Tunisian context, despite the growing interest of the government. However, it is inevitable for the promotion of entrepreneurship among young graduates, to answer the following questions: What are the obstacles and challenges faced by young graduates who wish to start their own business? and what are the reasons that led them to start their project?

BRAKES AND OBSTACLES FACED BY YOUNG ENTREPRENEURS

It seems that young people are faced with brakes and barriers preventing them to convert their ideas into projects. These brakes can be of various types such as societal attitudes towards entrepreneurship, lack of skills, lack of experience, lack of equity, training in the spirit of insufficient business, lack of contacts and barriers inherent in the market (Yalcin and Kapu, 2008).

We study these obstacles one by one, but it is fatal to understand that they are interrelated. This is also why it is essential to ask a set of policy tools, not just a point solution.

1. Young people are influenced by their entourages and especially their families, teachers and society in general (Constantinidis et al, 2019). Parents and teachers, which indicate important models are generally not aware of the requirements and views of entrepreneurship. So, entrepreneurial business are rarely encouraged and are even sometimes perceived negatively by society, which creates a barrier to youth entrepreneurship (Baumgartner and Caliendo, 2008).
2. It is usually given that education and training programs do not adequately promote the amplification of entrepreneurial attitudes and skills, but simply to prepare learners for employment, although improvements have been made recently in this area (Potter, 2008).
3. The previous entrepreneurial experience and is one of the key factors that drive business success. Young people usually do not have the essential financial, human and social capital to create and grow a new business (Popkova et al, 2020). Inversely to their parents, they sometimes have a sectoral, managerial or professional past experience and are more frequently unemployed

(Carsrud and Brannback, 2011). In short, they do not always have the essential skills to lead a company.

4. More entrepreneurs have prior financial resources, more likely they are to succeed. Hence, young people are disadvantaged at this stage, not only because they frequently do not know to ask about important individual economies, but they likewise try more obstacles than adults to take external funding, as an example through a loan. To enjoy the offers of credit, banks take into account a set of elements involving the history of credit, business performance and guarantees supported, also substances that are usually worse in companies created by youth (Baumgartner and Caliendo, 2008).
5. Young people commonly limited capital and a network of professional contacts bit wide (Verheul & al, 2010). A lack of relationship can confuse the creation and management of a company and precede entrepreneurs to support their "legitimacy" with key stakeholders (such as financial institutions, customers, suppliers).
6. Young entrepreneurs are identically face different barriers inherent market. Hence, financial markets may have little incentive to maintain businesses run by young (Carsrud and Brannback, 2011).

These are similarly exposed to discrimination on the product market, buyers can ask questions the reliability of their products / services (Verheul & al, 2010). Again, logic of the limited resources they have, young entrepreneurs typically operate in areas which are determined by low barriers to entry, but which are, therefore, exposed to fierce competition.

THE MOTIVATIONAL FACTORS OF YOUNG ENTREPRENEURS

At this level, one can cite several studies, such as the study of Fillion, L'Heureux , Kadji - Youaleu and Bellavance (2002) and the study of Cassia and others (2011) , this research has been done on the entrepreneurial career intentions among university students, they recognized many main reasons that seem to motivate students to want to become entrepreneurs. They shall be able to perform better, better check their work environment able to focus on activities that you enjoy, run something new, season personal challenges and retain a good intellectual stimulation. For them it is a relatively new factor in relation to

previous research in entrepreneurship and represents an important avenue for future research.

In addition Lorrain and Raymond (1990), through their research on Quebec entrepreneurs, they show that the two most common reasons cited were "*the need for autonomy and the desire to be their own boss.*" Identical to the results of Opportunities Agency Atlantic Canada Opportunities Agency (ACOA) they lead the Lorrain and Raymond (1990). In fact, 52 % of young people showed that "*being their own boss*" as the reason paramount, followed by "*the company is a source of income*" (20%), after "*it can increase its revenue*" (18%) and "it allows personal fulfillment" (17%).

Likewise, Borges et al (2005) summarize the main reasons as follows: the main reason is "*to take advantage of a business opportunity*" (51% among young people, with age between 18 and 34). Fewer young people starting businesses "*because they did not have better employment opportunities*" (7% in return for 11% of other entrepreneurs) Young entrepreneurs give other economic reasons not necessarily to create the company as "*a challenge*", "*have a family business,*" "*do what you love,*" "*achieve a personal goal*"

In another exploratory study of six young Tunisian entrepreneurs conducted by Baccari (2006), the necessary reasons why these young people to start their own business are: ensure autonomy and independence "*to be free and not have orders from a superior*" "*have high financial returns to*" ensure a certain mode of life easier, "*also avail of the age of the youth especially physical and intellectual forces to participate in the country's economic growth and solve problems of unemployment with the creation of jobs*".

Research conducted on the motivations of young Tunisian entrepreneurs have little or virtually absent. We selected a single study in a national survey by the center of Tunisian youth leaders as well as studies Baccari (2006 and 2013) conducted on small samples of 6 and 20 young entrepreneurs. According to our observation study was conducted to address this gap.

RESEARCH METHODOLOGY

To get to understand what are the obstacles and what motivates young Tunisian entrepreneurs start their businesses and because our research is exploratory in nature, we chose qualitative

methods to conduct our study. In fact, its methods seek to explore social facts, discuss and therefore enter the environment. Therefore, we collected data through semi-structured interviews. The size of our sample of 17 young entrepreneurs of Sfax and Sidi Bouzid governorate three of whom are young women. We have been a thematic content analysis. We interviewed young Tunisians on their experience with projects to state the main motivations and obstacles to business creation. The average length of interviews is an hour and a half. As the average age of respondents is 27.3, their higher level of education ranges between 2 and 5 tray and launch business four years old and older.

RESULT AND DISCUSSION

First, as already shown in previous studies (Benzing, Chu and Kara 2009, Chu, Benzing and McGee 2007 Benzing and Chu Benzing 2005), young people are faced with brakes that prevent their ideas into projects. These brakes can be of several types such as societal attitudes towards entrepreneurship, too, the lack of competence of the contractor, and the lack of experience and lack of equity, weak training and lack of business contacts and market barriers inherent in mind.

In sum, the brakes or barriers to be taken by graduates occur mainly in education and training inadequate (case 14 case 7, case 10) programs, poor social perception of entrepreneurship (case 2, case 9, case 13), the lack of work experience and previous entrepreneurial young graduates (case 2, cases 13, cases 11, cases 14), non-provision of initial financial resources (cases 7, cases 10), the usually a small capital and a network of professional contacts bit extended (case 3, cases 7, cases 11, cases 15) and the confrontation with various barriers inherent in most financial markets provision (Case 2, case 3, cases 4, cases 8, cases 12, cases 16), (Ratten et al 2019).

Then, to study the motivations of young entrepreneurs, Verheul & al (2010) advise them as a set of push-pull factors. In fact, the literature often specifies two types of motivation for the contractor to engage in entrepreneurial process:

1. The positive motivations or "pull" following the report of the Global Entrepreneurship Monitor (GEM, 2005 Volery & al, 2005), they shall undertake by chance and by choice (Minniti, Bygrave and Autio, 2005), for the

need for autonomy, self-fulfillment, the desire to initiate and develop a product or service, the desire to organize one's own work. For his part, Fitzsimmons and Douglas (2011), have concluded that entrepreneurial action stems from a combination of two elements which are the desire of the entrepreneur and the perceived feasibility of a new idea.

2. The negative motivations or "push": According to the report of the Global Entrepreneurship Monitor (GEM, 2005 Volery & al, 2005), they proceed to take out of necessity, which means the idea of forced choice in unpredictable conditions also unemployment and family situations such as debt, redundancy, recovery of activity following the death of a parent, (Cornet and Constantindis 2004).

On motives "pull" the young Tunisian entrepreneurs are initially motivated by a need for independence, as autonomy and freedom in creating their own jobs. In fact, according to our 17 cases, this need was cited unanimously. The need for independence is a major variable when starting a business: *"There are some who start their account, those who have the disposition that allows them to act, or that certain personality traits are their most desirable thing in the world independence. This difference between the psychology of the entrepreneur and the entrepreneur not be explained in several ways ... seeking independence is probably the main factor."* (Sweeney, 1988, p71)

However, this need for independence can be considered as reference an earlier push motivation. We return to the past work experiences young entrepreneurs. Consequently, the lack of freedom, the monotony of the tasks performed, the authority of a superior protects the appearance of the need for independence and the search for freedom.

Then the young Tunisian entrepreneurs are still guided by the need for achievement and satisfaction and the need for personal fulfillment. In a similar approach Goksel and Aydintan (2011) have developed a correlation between the accuracy entrepreneurial propensity of a side and proactive personality, internal locus of control and the need to carry other side. Many other researchers whose (Baumgartner and Caliendo, 2008) complete with similar results.

Carsrud and Brännback (2011) expressed that the contractor is particularly attracted by the desire and search for economic gain. While the financial factor has a very large value for the young Tunisian entrepreneurs. In fact, most of the interviewees are looking for a higher income than that achieved if the individual remains employed by a company but by the consideration given to his family, friends and the surrounding community, (Verstraete and Saporta, 2006).

For our study, of the 17 cases, 13 young entrepreneurs reveal motivation as seeking better economic and financial gain to ensure a good future family. In addition, we cover the need to *"do something for the community."* Four young Tunisian entrepreneurs wishing to participate in development. This coincides with the result Lequan removed in Vietnam (2003). We have also emerged as motivation for both the attitude towards risk-taking. This is the variable that attracts much attention from researchers in entrepreneurship long.

Finally, there is the creation by personal challenge. This is typical of our three case study. This is the female. These women wanted to demonstrate to accomplish and end their reluctance felt. This coincides with the result removed by Baccari, (2013). Next Gasse (1983), entrepreneurs assume strongly in their abilities and their ability to accomplish their goals, challenges to overcome obstacles *"for the typical entrepreneur, the events of everyday life are largely determined by the action of the people themselves."*

On negative factors, it stems from dissatisfaction at work (case 2, case 7, cases 10, cases 13, cases 14, cases 16, cases 17) received. This is explained on one side by a misunderstanding between employer and employee. Next Besseyre des Horts and Nguyen (2010), job dissatisfaction is the key factor in the intention to start a business. This dissatisfaction may lead the individual to a change of position. On the other hand, the feeling of boredom view of the lack of prospects and ambitions in employment adopted.

For unemployment in general or due to a layoff, (case 1, case 3, case 5, cases 11 cases 12 cases 15) is a highly motivating factor for young Tunisian entrepreneurs (including graduates). This creates a source of guidance to business creation.

CONCLUSION

In conclusion, there are many young people who dream of starting their own business. However, it seems very clear that few of them actually manage to take the plunge and their failure rate than that observed in the older population. This demonstrates the existence of barriers to youth entrepreneurship, in particular as regards the skills, relationships and funding. These barriers are often specific to youth or greater than those experienced by adults.

However, several factors that can encourage young Tunisian entrepreneurs prefer the path of entrepreneurship. These factors are divided into positive factors namely: the need for independence, freedom, the desire for self-fulfillment, seeking a better financial asset gain, be in the Tunisian community, risk taking, and the personal challenge. And negative factors within the desire to cease to be unemployed and job dissatisfaction. The emergence of entrepreneurial motivations of young entrepreneurs is a result of the confrontation of the two factors.

We note that in general the reasons are more abundant and more fatal than the brakes. But this condition is proportional particular. However, there is a regional dissimilarity of these factors at the country level as well. This can be explained by the distinctive economic, social and cultural situation in each medium (Barry Friedman and Aziz, 2012).

This study emphasizes the need to defend the evolution of entrepreneurial skills by integrating entrepreneurship learning at all levels of the education system, offering information, advice, guidance and support, encouraging the innovation and enjoying the adequacy man / project, facilitating access to finance and creating infrastructure to support business start-ups.

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