

FACTORS AFFECTING OPPORTUNITY AND NECESSITY-DRIVEN INTENTIONS OF ENTREPRENEURS: THE CASE OF SOUTH EAST EUROPE

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Abstract

We investigated the factors influencing the intention of entrepreneurs driven by opportunity (ODE) and entrepreneurs driven by necessity (NDE) in the countries of South-East Europe (SEE). The aim of the paper was to identify the key factors of entrepreneurial intentions of ODE/NDE and to propose measures the application of which can transform NDE into ODE and increase the contribution of total entrepreneurial activity to economic development. The Binomial Logistics Regression and Ordinary Logistics Regression were applied, using data for 125,444 entrepreneurs in seven countries of SEE. Our findings highlight that the intention of ODE is most influenced by entrepreneurial knowledge and experience, entrepreneurial alertness and social contacts and networks, while unemployment (as a work status) and low household income have a significant impact on the intention of NDE. The fear of failure has a negative influence on the intentions of both groups of entrepreneurs, but its impact is much more accentuated in NDE than in ODE.

Key words: entrepreneurial intention, opportunity-driven entrepreneurs, necessity-driven entrepreneurs, Theory of planned behavior, South-East Europe

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АНАЛИЗА ФАКТОРА КОЈИ УТИЧУ НА НАМЕРЕ ПРЕДУЗЕТНИКА ВОЂЕНИХ МОГУЋНОСТИМА/НУЖНОШЋУ У ЈУГОИСТОЧНОЈ ЕВРОПИ

Апстракт

У раду су анализирани фактори који утичу на намере предузетника вођених могућностима и предузетника вођених нужношћу у земљама Југоисточне Европе. Циљ рада је био да се идентификују фактори који имају велики утицај на намере предузетника вођених могућностима и намере предузетника вођених нужношћу, и предложене мере чија примена може подстаћи развој предузетничтва заснованог на могућностима у земљама Југоисточне Европе (ЈИЕ) како би се повећао допринос укупне предузетничке активности привредном развоју. На узорку од 125.444 предузетника из седам земаља ЈИЕ применом метода бинарне логистичке регресије и ординарне логистичке регресије, открили смо да највећи утицај на намере предузетника вођених могућностима имају: знање, вештине и искуство у области предузетничтва, предузетничка будност и успостављени контакти, и друштвена умреженост, док су кључни фактори који утичу на намере предузетника вођених нужношћу: незапосленост и ниска породична примања. Истраживање је такође показало да страх од неуспеха има негативан утицај на обе групе предузетника, али је његов утицај много наглашенији код предузетника вођених нужношћу него код предузетника вођених могућностима.

Кључне речи: предузетничка намера, предузетници вођени могућностима, предузетници вођени нужношћу, Теорија планираног понашања, Југоисточна Европа.

INTRODUCTION

New ventures as outputs of entrepreneurial activities, as well as the phenomenon of starting new organizations, is one of the central topics in the field of entrepreneurship (Shepherd et al., 2020), due to the fact that new ventures trigger economic development and increase employment (Carree & Thurik, 2010; Van Steal et al., 2018). But the establishment and development of new ventures is very difficult and risky.

The presence of entrepreneurial intention is the first condition for establishing a new venture. While entrepreneurial motivation is necessary to translate entrepreneurial intention into action of starting a new venture, according to the Global Entrepreneurship Monitor (GEM), there are two dominant motives that drive individuals to start new ventures: opportunity and necessity (Block & Sandner, 2009). In this regard, there are two different types of entrepreneurs. Opportunity-driven entrepreneurs (ODE) start their own business as a result of perceived business market opportunities, whereas necessity-driven entrepreneurs (NDE) perceive entrepreneurship as a last resort and start a business because they either do not have other employment options, or such options are unsatisfactory (Bosma & Kelley, 2019).

Previous research shows that the importance of ODE for economic development and employment is much larger compared to NDE (Valliere & Peterson, 2009). According to GEM data, the number of NDEs is high in most SEE countries and exceeds the number of ODE (Bosma & Kelley, 2019). For these reasons, the importance of entrepreneurship for the economic development in SEE is smaller compared to other parts of Europe (Ivanovic-Djukic, et al., 2018). In order to improve this situation, it is necessary to encourage the development of ODE, at the expense of NDA. It is desirable to analyze the factors of entrepreneurial intentions of both groups of entrepreneurs and identify those that have a much greater impact on ODE.

According to the Theory of planned behavior (Ajzen, 2012) entrepreneurial intentions depend on their beliefs (Estay, Durrieu & Akhter, 2013). According to this theory, significant factors of entrepreneurial intent could be the specific set of personal characteristics of an individual (Block & Sandner, 2009; Pinillos & Reyes, 2011) as well as entrepreneurial education, skills, and experience (Taormina & Lao, 2007). Also the work status and household might have a direct influence on the entrepreneurial intentions and motives (Stephan et al., 2015). This paper will examine the impact of various factors on the entrepreneurial intentions of ODE and NDE in SEE countries. The aim of the paper is to identify the key factors of entrepreneurial intentions and to propose measures the application of which can transform NDE into ODE and increase the contribution of entrepreneurship to the economic development in SEE countries.

The paper first gives an overview of literature according to the factors determining entrepreneurial intentions. The next part of the paper explains the methodology. The final part of the paper presents the results, discussion, conclusion and recommendations for the macroeconomic policy.

THEORETICAL BACKGROUND

Becoming an entrepreneur is a planned and intentional behaviour. The best predictors of entrepreneurial behaviour are intention, personality or demographics, but not attitude (Kautonen, et al., 2013). Entrepreneurial intention is a mental state that represents a commitment to start a new business, whereby the point of venture realisation is not determined in the future (Krueger et al., 2000). According to the Theory of Planned Behavior, entrepreneurial intention depends on three different beliefs: a) beliefs about the consequences of the behaviour (success in performing certain behaviour), b) beliefs about the presence of factors that might initiate behaviour (subjective norms) and c) beliefs about expectations of other people (perceived behavioral control) (Ajzen, 2012).

Beliefs about the consequences of the behaviour represent the extent to which people think that they will be successful in performing cer-

tain behaviour. Previous research shows that fear of failure and entrepreneurial alertness have a great influence on these beliefs, as well as on the motives of entrepreneurs (Dumitru & Dumitru, 2018).

Fear of failure combines a set of feelings, emotions, evaluation and exploitation of business opportunities and affects the entrepreneurial intentions of all entrepreneurs (Cardon et al., 2012). According to the motivational approach, fear of failure is a negative emotion that discourages entrepreneurs even before they start a new business (Patzelt & Shepherd, 2011). Emotional experience as an outcome of the fear of failure activity diminishes entrepreneurial intention for starting a new business, hampering self-efficacy of potential entrepreneurs (Mitchell & Shepherd, 2010). Examining the link between fear of failure and entrepreneurial motivation, Block et al. (2015) and Morgan & Sisak (2015) found that fear of failure has a demotivating effect on less ambitious entrepreneurs who are most often necessity-driven, but its impact on highly ambitious entrepreneurs (who are most often opportunity-driven) is positive.

Entrepreneurial alertness is an ability of a person to perceive and exploit business opportunities (Lall & Sahai, 2008). Nishimura and Tristan (2011) found that entrepreneurial alertness, i.e. perceived business opportunities, has the most significant effects on the decision to start a new business. Moreover, perceived business opportunities determine the form and direction of early-stage entrepreneurial ventures; they are closely related to entrepreneurial intentions of only ODE (Tsai et al., 2016; Suchart, 2017; Dumitru & Dumitru, 2018).

Our first hypothesis is:

H1: Entrepreneurial alertness and fear of failure as factors associated with beliefs in the success of an entrepreneurial business, is in positive relation with the intention of opportunity-driven entrepreneurs.

The Theory of Planned Behaviour suggests that the appraisal of entrepreneurship knowledge, skills and experience might have direct influence on the entrepreneurial intentions and motivation due to the fact that they might encourage entrepreneurial behaviour. Entrepreneurial activity depends largely on how people perceive the feasibility of the new business. Entrepreneurial skills and knowledge make it easier for an individual to recognize market opportunities and start a new business. Entrepreneurial experience, which includes the time the entrepreneur has spent running the business as well as the time it took him/her to make business decisions, affects the efficiency of current and future decision-making as well as the entrepreneurial motivation (Genty et al., 2015). Furthermore, the entrepreneur's perception of having certain skills is correlated with the level of self-confidence, which is supported by the Theory of Social Learning (Arenius & Clerck, 2005; El-Hadary, 2018). In an empirical study dealing with nascent entrepreneurs, Arenius & Clerck (2005) noticed a high correlation between entrepreneurial skills and knowledge, and entrepreneurial

motives for starting new business ventures. Similarly, Boudreaux et al. (2018) point out that entrepreneurs with a higher level of awareness of their abilities and skills are more interested in starting a new business driven by opportunities, observed relative to the necessity-driven entrepreneurs who have a lower level of knowledge, skills and experience (KSE's).

The next factor which has been identified as a significant determinant of entrepreneurial intention, in a large number of studies, are established social contacts and social networks (Klyver & Hindle, 2014). Entrepreneurs use connections and contacts as a tool for optimizing entrepreneurial ventures (Soderquist, 2011). Social networking boosts entrepreneurial confidence, encourages perception and motivation of entrepreneurs, creating the opportunities more efficiently. Klyver & Hindle (2014) found that ODE is characterized by active involvement in social networking, which is not the case with NDE. Social networking, entrepreneurial alertness and acquired knowledge of the market and consumers are crucial for the intention of ODE (Ardichvili & Cordozo, 2000).

Our second hypothesis is:

H2: Entrepreneurship knowledge, skills and experience, social contacts and networking, are factors that might encourage entrepreneurial behavior and they are in positive relation with opportunity-driven entrepreneurs.

Beliefs about expectations of other people result in a subjective norm, which means the perceived social pressure to perform a particular behavior (Ajzen, 2012). Family expectations can put strong pressure on an individual and influence his or her entrepreneurial intentions, especially for people who are unemployed and have low household income. Borgia (2005), using GEM data for 28 countries, identified household income and work status as factors which have a significant effect on nascent entrepreneurship. These factors have the greatest impact on entrepreneurs driven by necessity (Pete et al., 2011). Previous research shows that work status, *unemployment*, is most often analyzed in studies relative to necessity motivation. Stephan et al. (2015) have proven that unemployment is one of the key motives for NDE. Unemployment results in low household income. Unemployed persons with low household income perceive great family pressure to start their own business and increase household income.

The beliefs and perception of ODE is completely different compared to NDE. Employed people have entrepreneurial intentions only if they recognize the opportunity which can improve their existing status (Stephan et al., 2015). Household income can also be an important factor of entrepreneurial intentions of ODE. Group of authors point out that entrepreneurs from developed countries that have a higher degree of entrepreneurial initiative, expect higher income (Alvarez & Urbano, 2011). Higher incomes can provide entrepreneurs a greater financial independence and thus, more opportunities and chances to start new ventures (Stephan et al., 2015). We believe that the sit-

uation is similar in the countries of Southeast Europe. According to the previous statements we assume that:

H3: Work status and household income are in positive relation with the intention of opportunity-driven entrepreneurs

METHODOLOGY

The Methodology of this paper is structured as follows: Context of the research, Research sample and Empirical results.

Context of the Research

Southeast Europe (SEE) is a geographical region of Europe, consisting primarily of the coterminous Balkan Peninsula. There are overlapping and conflicting definitions as to where exactly Southeastern Europe begins and ends, or how it relates to other regions of the continent. Sovereign states and territories that are included in the region are: Albania, Bosnia and Herzegovina, Bulgaria, Croatia, Greece, Montenegro, Macedonia, Moldova, Romania, Serbia, East Thrace (part of Turkey) and Slovenia.

According to Porter's classification, the countries of SEE are mostly classified as efficiency-driven countries, i.e. middle-income countries. Except Greece and Slovenia, which are categorized as innovation-driven countries, and which are characterized by using the innovative products, highly developed market conditions and developed economy.

Entrepreneurs from the SEE are characterized by common cultural and historical heritage and similar economic environment. Entrepreneurs from this area are united by the challenges of the turbulent period of transition, reforms and general, global crisis, which has inevitably affected business activities (World Bank Group, 2016). The mortality rate of companies is still high. On the other hand, there is an increase in the rate of establishment of small and medium enterprises. These entrepreneurs have been successfully or less successfully tackling the challenges of entrepreneurship for years. Entrepreneurs have been given support at the national level aimed at more efficient entrepreneurial ventures and accomplishing goals in the field of entrepreneurship.

Research Sample

Research sample includes 7 of the 11 above mentioned countries from SEE region (Albania, Moldova, Turkey and Montenegro are excluded due to lack of data). The empirical research of this paper was conducted based on GEM database. The GEM project covers more than 72.4% of the world population and 90% of world GDP (Dezsi-Benyovszky et al., 2015). Data collected from country-participants are summarized in a da-

tabase that is published annually. According to the established standard, each country provides answers for a minimum of two thousand entrepreneurs. Participating countries have access to the most recent data for the previous business year, while non-member countries can download data with a lag of three to four business years. Respondents of GEM database consists of individuals aged 18-64 years. This research covers a sample of the total of 125,444 entrepreneurs.

Research Variables

We explore the impact of the aforementioned factors on the intentions of ODE/NDE. Motives of entrepreneurial intention are chosen as the dependent variable (Q1K1). Data were collected in response to a question: Are you involved in this start-up to take advantage of a business opportunity or because you have no better choices for work? The Q1K1 variable is of the categorical type with offered answers: take advantage of business opportunity (1), no better choices for work (2), combination of both (3), have a job, but seek better opportunities (4) and other (5). Of the four groups of the Q1K variable answers, two groups of answers were made by recoding variables: 1) Opportunity entrepreneurs guided by the opportunity motives, as a combination of the answers offered (1) and (4) and 2) Entrepreneurs motivated by necessity motives, as a combination of offered answers (2) and (3).

Factors of entrepreneurial intentions represented independent variables. Data for entrepreneurial alertness were answers to the question: "In the next six months, will there be good opportunities for starting a business in the area where you live?" while for Fear of failure it was: "Would fear of failure will prevent you from starting a business?" The factors which might incentivize entrepreneurial behavior were: entrepreneurship knowledge, skills and experience and *social contacts and networking*. The data represents the answers to the following questions: "Do you have the knowledge, skills and experience required to start a new business?" and "Do you know someone personally who started a business in the past 2 years?" All the selected variables are of binary type with offered answers: Yes (1) and No (0).

Factors arising from other people's expectations were: Work status and household income. GEM harmonized work status, with offered answers: full part time (1), part time only (2), retired, disabled (3), homemaker (4), student (5), not working, other (6). GEM income recoded into thirds with offered answers: lower 33% tile (33), middle 33% tile (3467), and upper 33% tile (68100).

RESULTS AND DISCUSSION

In order to determine the impact of various factors on entrepreneurial intentions of ODE/NDE statistical data processing was approached by applying Binary and Ordinary Logistic Regressions. Regression data are shown in Table 1.

Table 1. Results of the Binomial and Ordinary Logistics Regression

Variable	Exp (beta)	Coefficient	Std. err	t-statistics	p-value
Personal characteristics and factors that might initiate entrepreneurial behaviour					
Fear of failure	0,74	-0,2968	0,1530	-1,9395	0,0526
Entrepreneurial alertness	2,13	0,7569	0,0879	8,6104	0,0000
Social Networking	1,04	0,0421	0,0209	2,0167	0,0438
Knowledge, Skills and Experience	2,61	0,9593	0,0601	15,9562	0,0000
Work status					
Full part time	1,04	0,0352	0,0088	3,9843	0,0001
Part time only	1,36	0,3094	0,1023	3,0236	0,0025
Retired, disabled	0,96	-0,0376	0,0063	-5,9326	0,0000
Homemaker	1,04	0,0401	0,0094	4,2713	0,0000
Student	1,33	0,2840	0,0726	3,9099	0,0001
Unemployed Basic Scenario					
Household income					
Lower 33% Basic Scenario					
Middle 33%	2,12	0,7512	0,0855	8,7905	0,0000
Upper 33%	1,47	0,3862	0,1060	3,6443	0,0003

Source: Authors' analysis, based on GEM data

Results of regression analysis, for all countries of the sample observing the part of examining the influence of various factors on entrepreneurial intention, indicate that entrepreneurial alertness has a positive effect on intention of ODE (0.7569), at the 0.05 level of significance, which gives by 2.13 times greater likelihood of ODE compared to the NDE. The fear of failure is the only factor which has a negative impact on employee motivation (0.2968), at 0.10 level of significance. The fear of failure has a more pronounced demotivating effect on the NDA compared to the ODA. Based on these results we reject the first hypothesis.

The determinants that have the greatest impact on entrepreneurial intentions are entrepreneurship skills, knowledge and experience (0.9593) at the 0.05 level of significance; their impact is 2.61 times greater on ODE compared to NDE. The social networking variable also has a positive impact on entrepreneurial motivation, but its incentive for entrepreneurial behavior is significantly lower compared to knowledge, experience and skills in the field of entrepreneurship (0.0421). Social networking of entrepreneurs gives 1.04 times higher probability of opportunity motivation observed relative to the necessity motivated entrepreneurs.

Our second hypotheses that entrepreneurship knowledge, skills and experience and social contacts and networking have a greater impact on opportunity-driven entrepreneurs compared to necessity-driven entrepreneurs is confirmed.

The results of the empirical research indicate that *work status* has a significant impact on entrepreneurial motivation, at the 0.05 level of significance. Status not working, retired and disabled encourage the development of NDE, while all other categories encourage ODE a) full-time by 1.04 times, b) part-time by 1.36 times c) homemaker by 1.04 times and d) student by 1.33 times.

The results of the regression on the *household income* indicate that it is a significant determinant of entrepreneurial motivation, at the 0.05 level of significance. The lowest income has the greatest impact on ODE (it is taken as the basic scenario). More precisely, the middle-level income gives a higher likelihood of opportunity motivation by 2.12 times, while the highest level income gives a higher likelihood of opportunity motivation by 1.47 times, compared to necessity motives. Based on these results, the third hypothesis is confirmed.

DISCUSSION

Our empirical results have shown that entrepreneurial knowledge, skills and experience have the greatest impact on ODE entrepreneurs - which is in accordance with many previous research results (Genty et al., 2015). Individuals that have knowledge in the field of entrepreneurship have a great ability to recognize chances and analyze trends on the marketplace, which can also give them a greater chance to exploit opportunities and start a new business venture that can create new organizational value. Previous entrepreneurial experience and entrepreneurial skills make management decision-making and business development driven by opportunities easier. Therefore, measures related to acquiring entrepreneurial knowledge and skills should be encouraged.

The individual characteristic with the greatest impact on the motivation of ODE is entrepreneurial alertness, which is also in accordance with the previous empirical results (Tsai et al., 2016; Suchart, 2017; Dumitru & Dumitru, 2018). Entrepreneurial alertness implies constant following of changes in the environment, which can provide entrepreneurs with favourable opportunities as the key elements of entrepreneurial intentions of ODE. It is necessary to encourage the development of entrepreneurial alertness in as many individuals from SEE countries as possible to increase the contribution of entrepreneurship to economic development.

Fear of failure is an individual characteristic that negatively affects entrepreneurial motivation (Patzelt & Shepherd, 2011). This has been

proven by a large number of previous studies (Mitchell & Shepherd, 2010; Morgan & Sisak 2015). This individual characteristic is related to an aversion against risk and attitude towards uncertainty (Block et al., 2015). Individuals with a negative attitude against uncertainty seek to avoid risks in business, accepting entrepreneurship only in the case of necessity. On the other hand, ambitious individuals see uncertainty mostly as a challenge, as the way to affirm their set of abilities and their business success. Those entrepreneurs, unlike necessity-driven entrepreneurs, much easily decide to start their own business (they have a less pronounced fear of failure), but only if circumstances can provide them successful business development driven by opportunities (Wagner et al. 2005).

The factors with a minor, but statistically significant impact on the motivation of ODE are social contacts and networking. These factors also have a greater impact on ODE than on NDE, which is in accordance with previous empirical studies (Oviatt & McDougall, 1994; Knight & Cavusgil, 1996; Soderquist, 2011); social networking, especially in the early stages of entrepreneurial activity, is crucial if we take into account the scarce resources of knowledge and experience of entrepreneurs in the initial stage of business. Significance is reflected in the fact that entrepreneurs, through the establishment of internal and external social networks with suppliers, customers, business partners, institutions, scientific and educational centers, etc., essentially perform the initiation of the database that accumulates information and data from multiple sources. Social networking takes place by exchanging information, data and knowledge itself in a way that establishes communication between participants.

Work status of the entrepreneur and the household income have a positive impact on opportunity motives only in situations when the recognized opportunity promises improve existing status or increase household income. This is in line with previous research (Taylor & Jack, 2016).

As opposed to the opportunity motives, there are necessity motives, which are in this part of the study selected as a reference value for regression analysis. If the entrepreneur is motivated by necessity motives, i.e. if he initiates new ventures for the reason of dissatisfaction with the current job or reason of unemployment, the same will bring him less likelihood of success of innovative and international entrepreneurial ventures, in contrast to opportunity motivated entrepreneurs.

CONCLUSION

The paper analyzes the factors influencing the intentions of ODE and NDE. Empirical research conducted on a sample of 125,444 entrepreneurs in 7 SEE countries showed that the motivation of ODE is most influenced by entrepreneurial knowledge and experience, entrepreneurial alertness and social contacts and connections, while the work status un-

employed and low household income have a significant impact on the motivation of NDE. The fear of failure has a negative influence on the motivation of both groups of entrepreneurs, but its impact is much more pronounced in NDE than in ODE.

In order to increase the contribution of entrepreneurship to economic growth in SEE countries, it is necessary to implement a lot of different measures in the direction of stimulating entrepreneurs driven by opportunities, as well as the transformation of NDE into ODE. Perhaps since entrepreneurship knowledge, entrepreneurial skills and entrepreneurial alertness, identified as key factors that have the greatest positive impact on opportunity-driven entrepreneurs, entrepreneurial education/training can be a key policy instrument in stimulating ODE. This kind of education/training would be especially needed for people who are unemployed or who have low household income to help them with the required skills and knowledge to identify and seize the entrepreneurship opportunities, as well as to start their business successfully.

In order to address this issue, the Government should help making the entrepreneurial training available especially to unemployed people who are forced by necessity to become entrepreneurs. Also, educational institutions can play a significant role in entrepreneurial education which can contribute to the development of entrepreneurial knowledge and entrepreneurial alertness in young people. Educational institutions are the most appropriate stakeholder in taking the initiative in promoting new business solutions driven by opportunity, and changing the mindset with regard to opportunity driven entrepreneurial attitudes. Except educational institutions, which play a leading role in supporting education and training, the corporate sector could contribute to content, curriculum and delivery mechanisms (such as on-site learning). Also, the engagement of the corporate private sector in fostering ODE can be very useful in developing entrepreneurial skills. The minimal level of engagement may be in sharing best practices, offering mentorship, providing incubators for promising new ideas, and by helping them build entrepreneurial networks.

The outcome of this study shows that the level of household income has a significant impact on entrepreneurial motives and intentions. Income inequality in SEE is one of the highest in Europe and this is a negative factor for the quality and quantity of entrepreneurship (Dumitru, Dumitru, 2018). The majority of population is financially constrained in starting a business, especially opportunity-driven entrepreneurship (which often involves a large initial capital). It should be helpful to facilitate access to finance to ODE. In general, entrepreneurs do not have access to the formal capital market, and banks are not interested in them because of the high risks. It is important to attract informal investors (business angels, venture capital funds, etc.). But, these investors want consistent regulation and the ability to move money in and out of the economy, which

is not case in SEE. For this reason, it would be useful for the government to provide prospective entrepreneurs with guarantees or other forms of security that will make it easier for them to attract investments.

Finally, our research has shown that the fear of failure has a negative impact on the intentions of entrepreneurs. Acting to decrease the fear of failure with some governmental policies may increase the number of ODE, as fear of failure was found in the estimates as being a strong impediment for opportunity-driven entrepreneurship. One idea in this direction would be to make the impact of a failure less severe, improving the bankruptcy legislation in the way to help increasing the recovery rate in case of insolvency of a business partner, or to decrease the time length of an insolvency procedure. Also, introducing the entrepreneurs to each other and stimulating the networking of entrepreneurs should be a route to stimulate ODE in SEE.

The key limitations of our study are related to the sample size and the theoretical implications. The paper is based on the empirical research conducted in the region of Southeast Europe. Through comparative analysis with similar research from other countries and regions, it identifies similarities and differences, which are the consequences of the specific situation in this region, and thus fills the gap in the literature of the region of Southeast Europe in the field of the factors affecting intentions of opportunity and necessity driven entrepreneurs. However, the question is whether conclusion related to such a small region can be relevant to whole world. The second limitation is related to the sample, since it included only seven countries out of eleven belonging to the region of Southeast Europe (due to lack of data for the other four countries).

The recommendation for future research refers to the temporal and spatial flow of research, considering that this paper emphasizes the entrepreneurial activities of the area of SEE, in the period of eight business years. Also, it can be interesting to compare the entrepreneurship of these countries with other regions, for example with countries from Western Europe. Internal factors in this paper can be extended to other factors such as socio-demographic characteristics of entrepreneurs - gender, age and education.

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АНАЛИЗА ФАКТОРА КОЈИ УТИЧУ НА НАМЕРЕ ПРЕДУЗЕТНИКА ВОЂЕНИХ МОГУЋНОСТИМА/НУЖНОШЋУ У ЈУГОИСТОЧНОЈ ЕВРОПИ

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Резиме

Покретање нових пословних подухвата је једна од најважнијих тема у области предузетништва због чињенице да они подстичу привредни развој и доприносе повећању запослености. Међутим, покретање нових пословних подухвата је веома ризичан и комплексан процес.

Први услов за покретање новог подухвата је постојање предузетничке намере. Док је за претварање намере у активност покретања новог посла неопходна мотивација. Према Global Entrepreneurship Monitor (GEM), постоје два доминантна мотива због којих појединци покрећу нове послове: нужност и препозната тржишна прилика (могућност). У складу са тим разликују се две врсте предузетника: предузетници вођени могућностима (ОДЕ) који покрећу сопствени посао као резултат препознатих прилика на тржишту и предузетници вођени нужношћу (НДЕ) који предузетништво доживљавају као крајње решење и покрећу посао, јер или немају друге могућности запошљавања, или такве опције нису задовољавајуће.

Претходна истраживања показују да је значај ОДЕ за привредни развој и запошљавање много већи у поређењу са НДЕ. Међутим, у већини земаља Југоисточне Европе број НДЕ премашује број ОДЕ, због чега је вероватно допринос укупне предузетничке активности привредном развоју у овом региону мањи у поређењу са другим деловима Европе. Да би се побољшала ова ситуација, потребно је променити однос ОДЕ/ОНЕ (повећати број ОДЕ и смањити ОНЕ). У том правцу, пожељно је анализирати детерминанте предузетничке намере обе групе предузетника и идентификовати оне које имају много већи утицај на ОДЕ, што је био предмет овог рада.

Према Теорији планираног понашања предузетничке намере зависе од три групе уверења: а) уверења о последицама понашања (став према успеху у обављању одређеног посла), б) уверења о присуству фактора који могу подстаћи понашање (субјективне норме) в) веровања о очекивањима других људи (перципирана контрола понашања). У складу са овом теоријом и резултатима претходних истраживања издвојене су одређене групе фактора и испитивано је како оне утичу на предузетничке намере предузетника вођених могућностима и предузетника вођених нужношћу. Као фактори који утичу на став појединца о успеху у обављању посла издвојени су лични фактори: предузетничка будност и страх од неуспеха. Предузетничка будност је способност појединца да препозна и искористи могућности са тржишта. Показано је да ова особина има значајан позитиван утицај на намере предузетника, при чему је њен утицај далеко већи на ОДЕ у поређењу са НДЕ. Страх од неуспеха је емоција која изазива негативне ставове према успеху. Показано је да она утиче обесхрабрујуће на обе групе предузетника, али је њен утицај много наглашенији код НДЕ. Као фактори који

могу подстаћи предузетничко понашање, издвојени су: знања, вештине и искуство у области предузетништва и контакти које појединац има и његова друштвена умреженост. Показано је да знање, вештине и искуство у области предузетништва имају највећи позитиван утицај, од свих анализираних фактора, на предузетничке намере и да је њихов утицај много већи на ОДЕ у поређењу са НДЕ. Контакти и умрежавање имају такође позитиван утицај, али је он много мањи од осталих фактора. Као фактори везани за веровања и очекивања других људи (који стварају социјални притисак на појединца да покрене сопствени посао) издвојени су: радни статус и висина породичних примања. Показано је да статус незапослени и ниска породична примања имају највећи утицај на намере НДЕ предузетника, док је њихов утицај на намере ОДЕ предузетника статистички значајан само у случајевима када предузетнички посао обећава бољи статус или већа породична примања.

Рад је заснован на емпиријском истраживању које је вршено на узорку од 125.444 предузетника у 7 земаља Југоисточне Европе: Србија, Босна и Херцеговина, Македонија, Хрватска, Словенија, Румунија и Грчка. Коришћени су подаци ГЕМ-а. За анализу су примењене методе бинарне и ординарне логистичке регресије. Циљ рада је био да се идентификују кључни фактори предузетничке намере ОДЕ и НДЕ. На основу тога предложене су мере креаторима економских политика чија примена може трансформисати НДЕ у ОДЕ и повећати допринос предузетништва економском развоју у земљама ЈИЕ.