

# Linking Self Efficacy on Motivation and Entrepreneurial Achievements

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## ABSTRACT

In running an entrepreneurial business, there are several aspects that affect success, two of which are self-efficacy and motivation. This study aims to examine the effect of self-efficacy on entrepreneurial motivation and achievement. Research respondents were 30 people, or about 54% of the total population. They are all 30 students of Universitas Airlangga who have entrepreneur businesses. Data collection was obtained by distributing questionnaires, which were then analyzed with Partial Least Square (PLS). The results showed that self-efficacy of entrepreneurial students influenced achievement, furthermore motivation significantly mediated the effect of self-efficacy on entrepreneurial achievement (full mediation).

**Keywords:** Self Efficacy, Motivation, Entrepreneurial Achievement, Starting Entrepreneurship

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## INTRODUCTION

Becoming an entrepreneur is one option to reduce unemployment problems. This is certainly a relevant solution to reducing the economic crisis in Indonesia. Entrepreneurs are certainly expected to be able to add jobs and gain success if they are able to see opportunities in the market and create new innovations that are accepted by the market. In general, entrepreneurship is a potential form of employment. According to (Debrulle, Maes, & Gardiner, 2020) entrepreneurs can take advantage of the opportunity to have independence and control over the creation of something new. Because according to Hasan & Almubarak, (2016), entrepreneurship is someone who is able to involve the discovery, evaluation and exploitation of opportunities to introduce new goods and services through efforts to organize a business that previously did not exist. Indeed, the process of becoming an entrepreneur is full of risks and uncertainties, so it takes people who really have the ability, dare to take risks and have high creativity.

Every type of business will probably encounter obstacles that might interfere with business processes, the same thing can happen to entrepreneurship, even the risk of bankruptcy can occur. There are many reasons for this, such as inaccuracy in seeking opportunities in the market, inadequate communication with external parties and many more. Conversely, many factors can also produce success, but as a basis, it is believed that optimism and self-confidence are some of the most important factors that are indicated by self-efficacy. Individuals who have self-efficacy will feel confident in their knowledge and skills to generate ideas and implement those ideas in the workplace (Newman, Tse, Schwarz, & Nielsen, 2018). Furthermore, self-efficacy determines how a person feels, thinks, motivates themselves and their behavior.

Motivation is a predictor of success, and must always be in the process of achieving a goal. If the individual is motivated, he has the strength to undergo the process and tends to gain success in entrepreneurship. According to (Dimitratos, Buck, Fletcher, & Li, 2016) motivation is an important factor in directing a person to the path of entrepreneurial life.

Entrepreneurship will be able to be a solution to unemployment in Indonesia, many students are starting to develop their interest in entrepreneurship, one of which is

the students at Airlangga University. This is an integral part of advancing and making the Indonesian nation independent.

Based on the description and background of the problem above, regarding the relationship between self-efficacy, motivation and entrepreneurial achievement, this study will be further investigated under the title "The Effect of Self Efficacy on Entrepreneurial Motivation and Achievement of Entrepreneurial Airlangga University Students".

## LITERATURE REVIEW

### Theoretical Foundations

#### Self-Efficacy

Self-efficacy is a person's ability and self-confidence, which is developed based on previous experiences, explicit learning, social drives, and psychological problems (Sultana, Im, & ShinIm, 2019). So that basically self-efficacy already exists in every individual, but it depends on the individual whether to use it or not. It is known that self-efficacy also plays a role when starting and surviving under uncertainty, setting higher goals, and reducing threats and powerlessness that can be learned (Sultana et al., 2019). Furthermore, self-efficacy plays an important role in determining whether these individuals will pursue their career goals and engage in the behaviours they should do (Newman, Obschonka, Schwarz, Cohen, & Nielsen, 2019).

#### Motivation

According to Debrulle et al. (2020), an understanding of entrepreneurial motivation, particularly intrinsic and extrinsic motivation, needs attention. Entrepreneurial motivation is known as an impetus to be involved in the creation and development of new businesses due to returns and profits, especially financial returns. Meanwhile, motivation also has to do with the drive to comply with the company's creation and development tasks because it is inherently fun. So it can be concluded that motivation is a driving force in an individual to do or achieve something with a specific goal, motivation is also a process that determines behavior in order to achieve a goal.

### **Entrepreneurial Achievements**

According to Alroaia & Baharun (2018), a person's ability to provide a new framework for combining resources to increase benefits is an entrepreneurial endeavor to get an achievement. Entrepreneurial achievement can also be characterized by the ability to understand changing markets and customer needs, the ability to take advantage of opportunities, and also the ability to transform industries as new technologies emerge. In addition, according to Staniewski & Awruk (2019) the entrepreneurial success index is the total cost (i.e., the resources used by the company), the hours spent by the owner (i.e., how much effort and commitment it takes from the entrepreneur to run the company), total revenue, and income growth.

### **Hypothesis Development**

#### ***The Relationship Between Self Efficacy and Entrepreneurial Achievement***

Self-efficacy can be said to be an individual belief that will bring individual to a result or goal. Self-efficacy possessed by entrepreneurs can aim to predict an entrepreneur's initial intentions (Mozahem & Adlouni, 2020). According to Hsu et al. (2019), individuals who have self-efficacy will have the intention to start and believe that they have the ability to successfully maintain entrepreneurship. Instilling the nature of intention for an entrepreneur needs to be applied because it is an actual action that cannot happen overnight. Furthermore, Sultana et al. (2019) stated that self-efficacy is related to people's ability and self-confidence, which have been developed based on previous experience, explicit learning, social drives, and psychological problems. A person's perception of self-efficacy can influence the choice of activities and behavior, such as how much effort is made, how adaptive the individual is, and how long a person survives in the face of stumbling blocks and setbacks (Sultana et al., 2019). When an entrepreneur can take advantage of opportunities and take risks appropriately, then entrepreneurial achievement can be predicted. In addition, Sultana et al. (2019) also suggested that self-efficacy of an entrepreneur can predict the choice of behavior, persistence, and effectiveness. Thus, individuals who consider themselves proficient in performing entrepreneurial roles and tasks are more likely to enter an entrepreneurial environment than those who do not. Eventually, they are more likely to gain more precise entrepreneurial achievement than those who don't.

H1: Self Efficacy has a significant effect on Entrepreneurial Achievement.

#### ***The Relationship Between Self Efficacy and Motivation***

Self-efficacy is widely recognized as a motivational construct that influences individual behavior choices and performance (Shi, Yao, & Wu, 2019). Self-efficacy is closely related to important predictors of people who dare to take advantage of opportunities. Self-efficacy is a social cognitive theory that refers to an individual's belief that they are capable of doing a task (Shi et al., 2019). If people have high self-efficacy, then they will have tendency to take risks and have willingness to complete the task. In other words, people with high self-efficacy are highly motivated. Motivation is very important for an outcome to be achieved. High motivation leads to curiosity, high quality, persistence in managing things, and better performance (Amit-Aharon et al., 2020). It is also important for developing skills for an entrepreneur in running a business

The implementation of a motivational regulation strategy does not only depend on the underlying motivational problems, but also on the individual's abilities (Trautner & Schwinger, 2020). One important individual disposition refers to self-efficacy beliefs, namely someone's condition to face difficult situations or just remembering their competencies. Moreover, Trautner & Schwinger (2020) also assess the impact of self-efficacy to influence self-regulation (for example, environmental management, cognitive strategies, planning activities and self-motivation to do something). It is known that self-efficacy can also predict the use of several motivation regulation strategies.

Lack of self-efficacy on motivation regulation can result in reduced use of motivational strategies (Amit-Aharon et al., 2020). For example, an individual with low self-efficacy beliefs could try one regulatory strategy when faced with a motivation problem, but give up. These individuals do not use the abilities they have because they are not sure of themselves. Therefore, someone needs to use greater self-efficacy for emotional regulation and to exert greater effort and last longer in leading to actions or behaviors.

H2: Self Efficacy has a significant effect on motivation.

#### ***The Relationship Between Motivation and Entrepreneurial Achievement***

In running a business, an entrepreneur is expected to have the ability to make his career and business successful, in fact motivation is also an important point to determine and maintain success. By emphasizing the importance of studying motivation in entrepreneurial research, Dimitratos et al. (2016) stated that motivation plays an important part in the creation of new organizations. Therefore, motivation is as important as the business itself, especially in small companies, because motivation influences the effect of intra-company knowledge transfer and learning ability to influence important things on performance which in turn will affect the desired entrepreneurial achievement.

Motivation is an important factor in directing a person to the path of entrepreneurial life. However, to choose such a path, one must believe that it will ease the achievement of one's goals. Studies by Staniewski & Awruk (2019) show that many entrepreneurs do not always equate success with wealth and some even put more value on work-life balance. As far as entrepreneurship is concerned, there are two ways to look at motivation: 1) through the motive of "encouraging" entrepreneurs to build a business and 2) as motivation for internal achievement (Staniewski & Awruk, 2019). According to Debrulle et al. (2020) entrepreneurial motivation is an encouragement to be involved in the creation and development of new businesses because of the benefits it generates, especially financial rewards. When an entrepreneur feels compelled to achieve conflicting short-term and long-term goals, time and effort to manage individual motivational compromises must be invested before taking action (Debrulle et al., 2020). Because the stronger the dilemma, the stronger the internal disposition is to initiate and maintain goal-oriented behavior. This can trigger a state of entrepreneurial "inaction" which in turn can result into lower financial business performance (Debrulle et al., 2020). Therefore, managing motivation in achieving entrepreneurship for the long term success of the business is important.

H3: Motivation has a significant influence on entrepreneurial achievement.

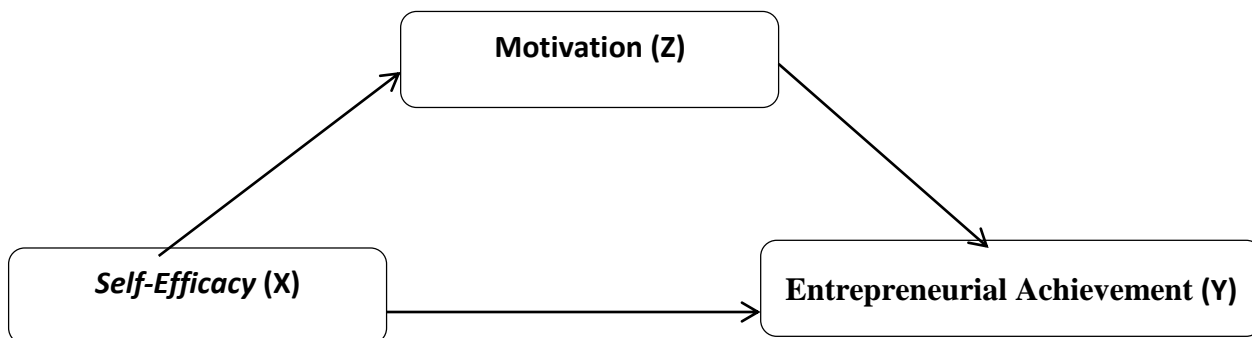


Figure 1. Research Model

**RESEARCH METHODS**

**Research Approach**

The research uses a quantitative approach. It is an approach that focuses on proving hypotheses, and produces generalizable conclusions. The attached question uses a 5-point Likert scale ranging from 1 for "strongly disagree" to 5 for "strongly agree". The reason for using the Likert scale in this study is because the Likert scale is suitable for research that is not comparing with other objects and is commonly used to measure a person's opinions and attitudes (Sekaran and Bougie, 2016).

**Measurement**

**Self-Efficacy**

The exogenous variable in this study is self-efficacy, which refers to the respondents' belief regarding their chances to successfully achieve certain tasks. The measurement of the self-efficacy variable is carried out based on the respondent's answer to the questions in the questionnaire whose assessment uses a five-point Likert scale. Consisting of 5 information, namely: Strongly Agree (SA), Agree (A), Doubt (D), Disagree (Dis), and Strongly Disagree (SD).

**Motivation**

Motivation is a process that explains the intensity, direction, and persistence of Universitas Airlangga students who are entrepreneurial in achieving a goal. Measurement of the motivation variable is carried out based on the respondent's answer to the questions in the questionnaire whose assessment uses a five-point Likert scale. Consisting of 5 information, namely: Strongly Agree (SA), Agree (A), Doubt (D), Disagree (Dis), and Strongly Disagree (SD).

**Entrepreneurial Achievement**

Entrepreneurial Achievement is what has been achieved by students of Universitas Airlangga who are entrepreneurial in running their business. The

measurement of the entrepreneurial achievement variable is carried out based on the respondent's answer to the questions in the questionnaire whose assessment uses a five-point Likert scale. Consisting of 5 information, namely: Strongly Agree (SA), Agree (A), Doubt (D), Disagree (Dis), and Strongly Disagree (SD).

**Data Collection and Research Samples**

The data collection methods or methods used in this research are questionnaires and literature study. In this study, the sampling procedure used a sampling technique using purposive sampling, which is a sampling technique by taking according to the criteria (Santoso, 2000) and the sample in this study were 30 students of Universitas Airlangga who were entrepreneurial.

**Data Analysis Techniques**

Statistical testing in the study was carried out using path analysis with the Partial Least Square (PLS) method, which is part of Structural Equation Modeling (SEM). The analysis is based on the results of a distributed questionnaire and then processed by the PLS method.

**Data Analysis**

The steps taken in finding the results regarding the hypothetical relationship between variables when using PLS-SEM software are the outer model evaluation and inner model evaluation. Outer model evaluation is associated as a measure related to the relationship between indicator variables and their latent variables. The outer model evaluation will go through an evaluation of convergent validity, discriminant validity, and composite reliability. Meanwhile, inner model evaluation is associated as a measurement related to the ability to predict the relationship between constructs. The inner model evaluation will go through an evaluation of convergent validity, discriminant validity, and composite reliability.

Table 1

N=30		Frequency	Percentage	Total%
Gender	Male	12	40	40
	Female	18	60	100
Age	19-21 Years Old	16	53	53
	22-24 Years Old	14	47	100
Faculty	Social	14	47	47
	Exact	16	53	100
Type of Business	Services	2	7	7
	Trade	27	90	97
	etc	1	3	100

Note: Four (4) demographic variables were coded in the data as Gender, Age, Faculty, and Type of Business.

**Table 2**

Variables	Code	Factor Loading	$\alpha$	$\gamma_s$	CR	(AVE)
<i>Self-Efficacy</i>	SE1	0.703	0.680	0.713	0.803	0.509
	SE2	0.609				
	SE3	0.863				
	SE4	0.652				
Motivation	MOT1	0.796	0.753	0.769	0.845	0.580
	MOT2	0.833				
	MOT3	0.603				
	MOT4	0.793				
Entrepreneurial Achievement	PW1	0.641	0.883	0.892	0.906	0.520
	PW2	0.686				
	PW3	0.622				
	PW4	0.878				
	PW5	0.763				
	PW6	0.737				
	PW7	0.766				
	PW8	0.638				
	PW9	0.722				

Notes: SE (Self Efficacy), MOT (Motivation), and PW (Entrepreneurial Achievement). Based on Table 2, the results of the Validity Test show that all indicators have met the research requirements and it can be stated that all indicators have an effect on the latent variables. Because these results have met the validity and reliability requirements for research.

**Table 3**  
Results Analysis Description

Indicator	Mean	Category
<b>Self-Efficacy</b>		
I believe I can do something I have in mind in running a business.	4.13	High
I am not easily discouraged when I encounter difficulties while running a business.	4.10	High
I believe it can solve all the problems I face in running a business.	4.33	Very High
I have great control over the events that I experience in running my business.	4.10	High
Mean Total		High
<b>Motivation</b>		
I am driven to always work hard in completing the job as well as possible in entrepreneurship.	4.27	Very High
I am driven to do work that has a high risk in entrepreneurship.	4.03	High
I am challenged to take responsibility in finding solutions to problems that occur.	4.17	High
I am driven to keep my business long enough to achieve success.	4.17	High
Mean Total		High
<b>Entrepreneurial Achievement</b>		
I am able to develop creative ideas by innovating the business I run.	4.17	High
I have broad insight into the field of business that I run.	4.10	High
I have good communication skills in entrepreneurship.	4.17	High
I dare to take risks with careful calculations.	3.90	High
I never give up in doing a job.	4.07	High
I have the confidence to answer entrepreneurial challenges.	4.13	High
I was able to build good relationships with other entrepreneurs.	4.07	High
I continue to broaden my entrepreneurial horizons through interactions with entrepreneurs who have a lot of entrepreneurial experience.	4.33	Very High
I will develop a business field that is carried out by engaging in entrepreneurial activities	4.10	High
Mean Total		High

Note: Shows a description of the respondent's answer to the self-efficacy variable, a description of the respondent's answer to the motivation variable, and a description of the respondent's answer to the entrepreneurial achievement variable.

**Table 4**

Variable	Original Sample - R-Square
Motivation	0.426
Entrepreneurial Achievement	0.638

Result of R-Square Value

Note: It is known that Entrepreneurial Achievement has an R-Square value of  $0.295 > 0.25$  which means it is a moderate or moderate model.

**Table 5**  
Result of F-Square Value

Motivation Variable	R-Square	F-Square
Included	0.426	0.000
Exclude Self Efficacy	0.000	0.742

Note: It is known that if the Self-Efficacy variable is removed, then the influence on the Motivation variable is 0.742 > 0.35 or has a big influence.

Entrepreneurial Achievement Variables	R-Square	F-Square
Included	0.638	0.000
Exclude Self Efficacy	0.634	0.010
Exclude Motivation	0.320	0.879

Note: It is known that if the Self Efficacy variable is removed, the effect on the entrepreneurial achievement variable is 0.010 < 0.02 or has a small effect. Meanwhile, if the motivation variable is removed, the influence on the entrepreneurial achievement variable is 0.879 < 0.35 or it also has a big influence.

**Table 6**  
Result of Q-Square Value

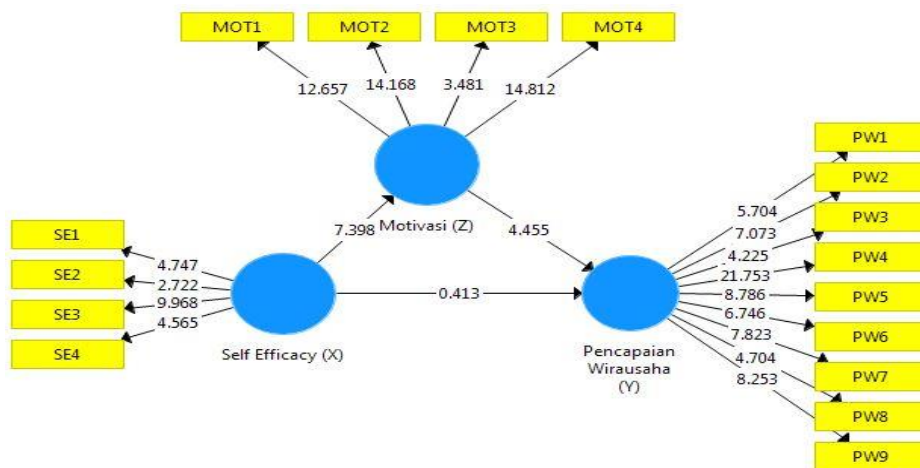
Variable	SSO	SSE	Q <sup>2</sup> (=1-SSE/SSO)
Motivation	120.000	93.958	0.217
Entrepreneurial Achievement	270.000	189.386	0.299

Note: It is known that the Motivation and Entrepreneurial Achievement variables have a Q-Square value of 0.217 and 0.299, which indicates that the Q-Square value is > 0. So it shows that the dependent variable has predictive relevance.

**Table 7**  
Result Path Coefficient

Hypothesis	Variable	Original Sample (O)	T statistic	P Values	Notes
H1	Self-Efficacy -> Entrepreneurial Achievements	0.079	0.413	0.000	Significant
H2	Self-Efficacy -> Motivation	0.653	7.398	0.000	Significant
H3	Motivation -> Entrepreneurial Achievement	0.745	4.455	0.0680	Not significant
H4	Self-Efficacy ->Motivation ->Entrepreneurial Achievement	0.486	4.020	0.000	Significant

Note: If the original sample value shows a positive value then between variables has a positive relationship effect (and vice versa). If based on the value of T-statistics, the terms of T-statistics > 1.65 (significance level of 5%) and the value of a P-value must be less than 0.05 to conclude that the relationship between the variables being tested is declared to have a significant effect.



**Figure 3.** Inner Model

## RESULTS AND DISCUSSION

### **Discussion of Path Coefficients**

#### *The Influence of Self Efficacy on Entrepreneurial Achievement*

Based on the results of hypothesis testing using partial least square (PLS), it was found that self-efficacy had a positive and insignificant effect on entrepreneurial achievement. So that hypothesis 1 is rejected. This shows that in this study, Universitas Airlangga students who are entrepreneurial are less able to use their belief in the opportunity to succeed in achieving the desired entrepreneurship.

Based on the results of the study, the absence of influence between self-efficacy on entrepreneurial achievement in students who are entrepreneurial at Airlangga University can be proven by indicators in the entrepreneurial achievement variable which show that these students do not have the courage to take risks in running their business because they lack experience in running their business so that the intention to take a risky job is still lacking and there is a lack of information obtained by students who are entrepreneurial about entrepreneurship and can also be seen in the self-efficacy indicator which shows that in running their business the Airlangga University students lack self-control over the events they experience. not able to properly control what happens in him when facing certain situations, so that this has an impact on their belief that they are able to achieve everything for success in entrepreneurship. This can happen because according to (Hsu et al., 2019) individuals who feel that entrepreneurship does not meet their personal needs will not have a strong intention to face their business, regardless of their level of entrepreneurial self-efficacy.

#### *The influence of Self Efficacy on Motivation*

Based on the results of hypothesis testing using partial least square (PLS), it was found that self-efficacy had a positive and significant effect on motivation. So that hypothesis 1 is accepted. This shows that in this study, students of Universitas Airlangga who are entrepreneurial have a high level of motivation due to the nature of the self-efficacy they use.

In accordance with research (Amit-Aharon et al., 2020) which states that self-efficacy beliefs focus on the individual's ability to perform certain tasks well. In other words, Universitas Airlangga students who are entrepreneurs who can show confidence in their abilities and who can actively face challenging activities are considered to have high self-efficacy and information. So that Universitas Airlangga students who are entrepreneurs who have self-efficacy can build motivation that can influence their behavior in running their business. Motivation is very important for an entrepreneurial achievement that is desired by Universitas Airlangga students. Because high motivation leads to curiosity, high quality, persistence in managing things, and better performance (Amit-Aharon et al., 2020). This ability / quality is also important for the development of entrepreneurial skills for Universitas Airlangga students in running a business.

#### *The Influence of Motivation on Entrepreneurial Achievement*

Based on the results of hypothesis testing using partial least square (PLS), it was found that motivation has a positive and significant effect on entrepreneurial achievement. So that hypothesis 3 is accepted. This shows that in this study, Universitas Airlangga students who are

entrepreneurs can have a high level of entrepreneurial achievement because it is influenced by high motivation as well.

In accordance with research (Dimitratos et al., 2016), which emphasizes the importance of studying motivation in entrepreneurship, because it is known that motivation plays an important part in the creation of new organizations, theories of organizational creation that fail to address these ideas and motivation in entrepreneurship that was originally developed. in a domestic setting to explain the energy behavior of the entrepreneurial process. In running their business, Universitas Airlangga students who are entrepreneurs are expected to have the ability to make their career and business successful, besides that motivation from entrepreneurs is an important point for their success. Therefore, the motivation possessed by students of Universitas Airlangga who is entrepreneurial is as important as the business itself, because motivation affects the effect of intra-company knowledge transfer and learning ability to influence important things on performance which in turn will affect the desired entrepreneurial achievement. From the results of the research it was also stated that the students of Universitas Airlangga who were entrepreneurial had high motivation to be able to successfully run their business and were also followed by the higher entrepreneurial achievement of these students, this could be proven by the eight indicators of entrepreneurial achievement, namely continuing to broaden entrepreneurial insights through interactions with entrepreneurs who has a lot of entrepreneurial experience. The student is active in running his business, and is motivated to continue to run, develop and maintain his business for a long enough time to achieve success.

### **Discussion of Specific Indirect Effects**

Based on the results of hypothesis testing using partial least square (PLS), it was found that the results of the indirect influence through the motivation variable in influencing the self-efficacy variable on the entrepreneurial achievement variable had a positive and significant effect. This shows that in this study, students of Universitas Airlangga who are entrepreneurial, use their high level of motivation in influencing their self-efficacy towards the level of entrepreneurial achievement. The results also show that the role of the motivation variable as full mediation, because it is known that the role of the self-efficacy variable cannot directly and not significantly affect entrepreneurial achievement.

According to Newman et al., (2019), self-efficacy refers to the belief of each individual in his ability to perform tasks and roles that can be aimed at entrepreneurial outcomes, and plays an important role in determining whether the individual can pursue an entrepreneurial career and engage in entrepreneurial behavior. It is also known that the derivative of self-efficacy behavior is motivation that can help individuals in learning entrepreneurial actions and beliefs (Newman et al., 2019). Airlangga University students who are entrepreneurial have high motivation to explain the emergence of entrepreneurial intentions and entrepreneurial actions through self-efficacy, such as business creation and growth. Furthermore, Universitas Airlangga students who are entrepreneurial will capture the extent of their perceived behavioral control, which is the main determinant of the intention to engage in certain behaviors. This behavior is known to foster entrepreneurial behavior in Universitas Airlangga students, through enhancing their entrepreneurial

intentions based on the motivation they have in pursuing entrepreneurial careers to get high entrepreneurial achievement.

### CONCLUSIONS

Self-efficacy cannot significantly affect entrepreneurial achievement but can significantly influence the motivation of a person to be entrepreneurial. So that this research is not directly influenced by the motivation variable in influencing the influence of the self-efficacy variable on the entrepreneurial achievement variable. Thus said the motivation variable has a role as full mediation. Supported by research from Hsu, Burmeister-Lamp, Simmons, Foo, Hong, & Pipes, (2019) regarding the importance of individual attributes such as self-efficacy, because meeting the needs of individual attributes is a motivational driver for entrepreneurship. The closer the suitability of a person's personality, the more likely or large entrepreneurial success will be achieved by the entrepreneur.

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