The Impact of Women Entrepreneurial Motivation on Firm Performance

by

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Thesis

Submitted in Partial Fulfillment of the Requirements for the Degree of Master of Science in Business Administration

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Abstract

Despite the powerful impact of entrepreneurship on the nation’s improvement, the amount of studies that examined the effect of motivational factors on firm performance was limited. Therefore, the major objective of this research is to investigate the impact of women entrepreneurial motivations on their firm performance.

In a cross-sectional survey, two hundred thirty-five questionnaires were collected from women entrepreneurs in Lebanon. Six hypothesis were assessed using Pearson Correlation and Regression analysis, controlling for demographic variables of age, education, firm size, entrepreneurial experience, industrial experience.

Based on regression analysis, results show that two independent variables consisting of self-efficacy and financial success have a significant positive impact on firm performance. The findings of the further entrepreneurial motivations (need for achievement, internal locus of control, desire for independence, and passion) have displayed insignificant influence on firm performance. Moreover, the concept of self-efficacy has showed the greatest impact on firm performance among other motivational factors. Accordingly, it is recommended that more consideration must be employed to the self-efficacy and financial success as motivators for a better firm performance. Women entrepreneurs are asked to increase self-efficacy which is achieved by learning new information and skills through trainings and workshops.
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