

İSTANBUL BİLGİ UNIVERSITY
INSTITUTE OF GRADUATE PROGRAMS
MARKETING MASTER'S DEGREE PROGRAM

INVESTIGATION OF THE FACTORS AFFECTING MARKETING-
ORIENTED ENTREPRENEURS' OPPORTUNITY RECOGNITION

BÜŞRA ÇINAR
118687001

Dr. Öğr. Üyesi Neşenur Altıniğne Ekici

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Investigation of the factors affecting marketing-oriented entrepreneurs' opportunity recognition

Pazarlama odakli girisimcilerin firsat tanimasini etkileyen faktorlerin arastirilmesi

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ABSTRACT

Given the fact that entrepreneurship as a career choice has gained significant attention, the main aim of this study is to examine the factor that are affecting aspiring marketing-oriented entrepreneurs in terms of opportunity recognition. The proposed model includes earlier discussed factors in literature such as personality traits, risk-taking, alertness, prior knowledge, proactive personality, self-construal, besides with an entirely new factor fear of covid-19. Furthermore, this study investigates the relationship between the given factor and entrepreneurial intention as well as their relationship with opportunity recognition. Afterward, another aim of this study is to determine whether there is a significant relationship between entrepreneurial intention and opportunity recognition, and entrepreneurial searching self-efficacy and opportunity recognition.

To examine the proposed model, participants are asked to survey their statements about entrepreneurial opportunity recognition. The sample of this study consists of three hundred seventeen respondents, who declared their opinions about the importance of personality traits, risk-taking, alertness, prior knowledge, proactive personality, self-construal while recognizing opportunities as aspiring entrepreneurs. The results demonstrate that alertness, proactive personality, risk-taking ethical, and personality traits extravert are influential on entrepreneurial intention. In addition to that the results show that alertness and risk-taking recreational are influential in opportunity recognition. Aside from that, the anticipated relationship between entrepreneurial intention, opportunity recognition, and entrepreneurial searching self-efficacy is supported.

Keywords: Entrepreneurship, opportunity recognition, entrepreneurial intention, entrepreneurial searching self-efficacy.

ÖZET

Kariyer seçimi olarak girişimciliğin önemli bir ilgi gördüğü gerçeği göz önüne alındığında, bu çalışmanın temel amacı, fırsat tanıma açısından pazarlama odaklı girişimcilerin hangi faktörlerden etkilendiğini incelemektir. Önerilen model, geçmiş literatürde sıklıkla değinilen karakter özellikleri, risk alma, uyanıklık, ön bilgi, proaktif kişilik, öz benlik kurgusu faktörlerini birleştirmenin yanı sıra, coronavirüsünden korkma adında yeni bir faktör eklemektedir. Ayrıca bu çalışma, verilen faktörler ile girişimcilik niyeti arasındaki ilişkiyi ve bunların fırsat tanıma ile ilişkisini araştırmaktadır. Daha sonra, bu çalışmanın bir diğer amacı, girişimcilik niyeti, fırsat tanıma ve girişimci genel öz yeterlilik ölçeğinin arasında anlamlı bir ilişkinin olup olmadığını araştırmaktadır.

Önerilen modeli test etmek amacıyla, katılımcılardan pazarlama alanında girişimciliği göz önünde bulundurarak bir anket cevaplamaları istenmiştir. Anket aşamasında üç yüz on yedi katılımcıya ait veri toplanmıştır. Sonuçlar gösteriyor ki uyanıklık, proaktif kişilik, risk alma etiksel ve dışa dönük karakter özelliklerinin girişimcilik niyetinin üzerinde etkilidir. Ayrıca, uyanıklık ve risk alma rekreasyonel faktörlerin fırsat tanıma üzerinde etkisi tespit edilmiştir. Bunun dışında, girişimcilik niyeti, fırsat tanıma ve girişimci genel öz-yeterliliği arasında beklenen ilişki desteklenir.

Anahtar kelimeler: Girişimcilik, fırsat tanıma, girişimcilik niyeti, girişimci öz-yeterlilik.

CHAPTER ONE

INTRODUCTION

It is of great interest to researchers why people are thriving to establish their own ventures and become entrepreneurs, even though the circumstances illustrate a great number of obstacles and high percentage levels in failure scenarios. An important part of an individuals' decision-making process regarding entrepreneurial intentions and more specifically in my case individuals that have an association to marketing are given as the psychological attributes (Ardichvili et al., 2003; Grégoire et al., 2010; Shu et al., 2018). Various outcomes have been attained through researches that were specified in matters such as feelings and moods (Baron, 2008, p. 338), human capital (Bhagavatula et al., 2010) and cognitive processes (Grégoire et al., 2010), and have shown their importance during the decision-making process of entrepreneurs.

This research has inserted properties such as personality traits (Leutner et al., 2014), prior knowledge (Shane, 2000), risk-taking (Krueger & Dickson, 1994), alertness (Tang et al., 2012), self-construal (Singelis, 1994), proactive personality (Seibert et al., 1999) and fear of covid-19 (Ahorsu et al., 2020). By examining these findings, we reach the point of discussion, which constitutes the questions of why some individuals prefer becoming entrepreneurs, whereas others enjoy the concept of being an employee. In some cases, individuals resume this 'venturous career' of entrepreneurship, (Krueger & Dickson, 1994) only when they have the security backup of their paid jobs.

It is being argued through several scholars (Ardichvili et al., 2003; Erez & Judge, 2001) that an individual's personality traits have an immense impact on these career choices. Therefore, in this study, I investigate the impact of a relatively

underexamined but potentially important link between marketing-oriented aspiring entrepreneurs' personality traits, prior knowledge, risk-taking attribute, alertness, self-construal, proactive personality, fear of covid-19 and their opportunity recognition (OR) mediated by their entrepreneurial intention.

Even though it has been of great importance in the literature that individuals require prospects so as to become entrepreneurs (Shane, 2000), the main focus point was merely on existing entrepreneurs, which is why the area of aspiring entrepreneurs' search for opportunity still remains less investigated. I also examine the possibility of entrepreneurial searching self-efficacy (ESSE) alleviating the interceded affiliations.

Even though meta-analyses display that the Big Five personality traits forecast business purpose, generation, and achievement (Brandstätter, 2011), they also suggest that finite personality traits, such as originality, presage these findings more accurate than comprising characteristics, such as Diligence and Extraversion (Rauch & Frese, 2007). The latest study enhances prior studies to investigate the connection between the Big Five and a broad selection of entrepreneurial findings. Furthermore, it constitutes the gradual expressiveness of a limited method of entrepreneurial personage over the Big Five (Leutner et al., 2014). The Big Five and META both substantially prognosticate several types of entrepreneurial achievement, however, META does so more regularly. Therefore, finite personality traits have gradual significance in foretelling entrepreneurial effectiveness vis-à-vis the Big Five.

The effectiveness of a new business is mostly depending on finding and approving opportunities, for an entrepreneur. The most significant components of creating a successful business venture are the entrepreneurs' aptitude to define and hold on to the best prospects and to handle them rapidly at the crucial moment (Ardichvili et al., 2003; Baron & Ensley, 2006; Nicolaou et al., 2008; Shane, 2000; Shane & Venkataraman, 2000). The progress of a business is depended on the opportunity realization (Ardichvili et al., 2003). While approving opportunities, personal

knowledge, work know-how and qualification can have an impact on entrepreneurial alertness. Prior knowledge has an immediate outcome on entrepreneurial alertness. Likewise, prior knowledge and entrepreneurial alertness have an influence on the entrepreneurs' capability to define opportunities. Individuals deviate in matters such as how to solve decisions containing risk and uncertainty, where these deviations are categorized as variations in risk mindset. The idea of self is essential to an individual's insight assessment, and manners (Lipsedge, 1988; Markus & Kitayama, 1991; Triandis, 1989). Cultural standards, worth, and perceptions are mighty strengths in forming an individual's idea of self (Lipsedge, 1988; Shweder & Bourne, 1982; Triandis, 1989).

Individuals can deliberately and immediately alter their latest conditions, comprising their socio-environment (Buss, 1987; Diener et al., 1984). Besides, individual varieties subsist in people's propensity to become active in affecting their environments (Bateman & Crant, 1993). The exemplary proactive personality described by Bateman and Crant is one that is comparatively unrestricted by situation-related strengths and who influences environmental revision.

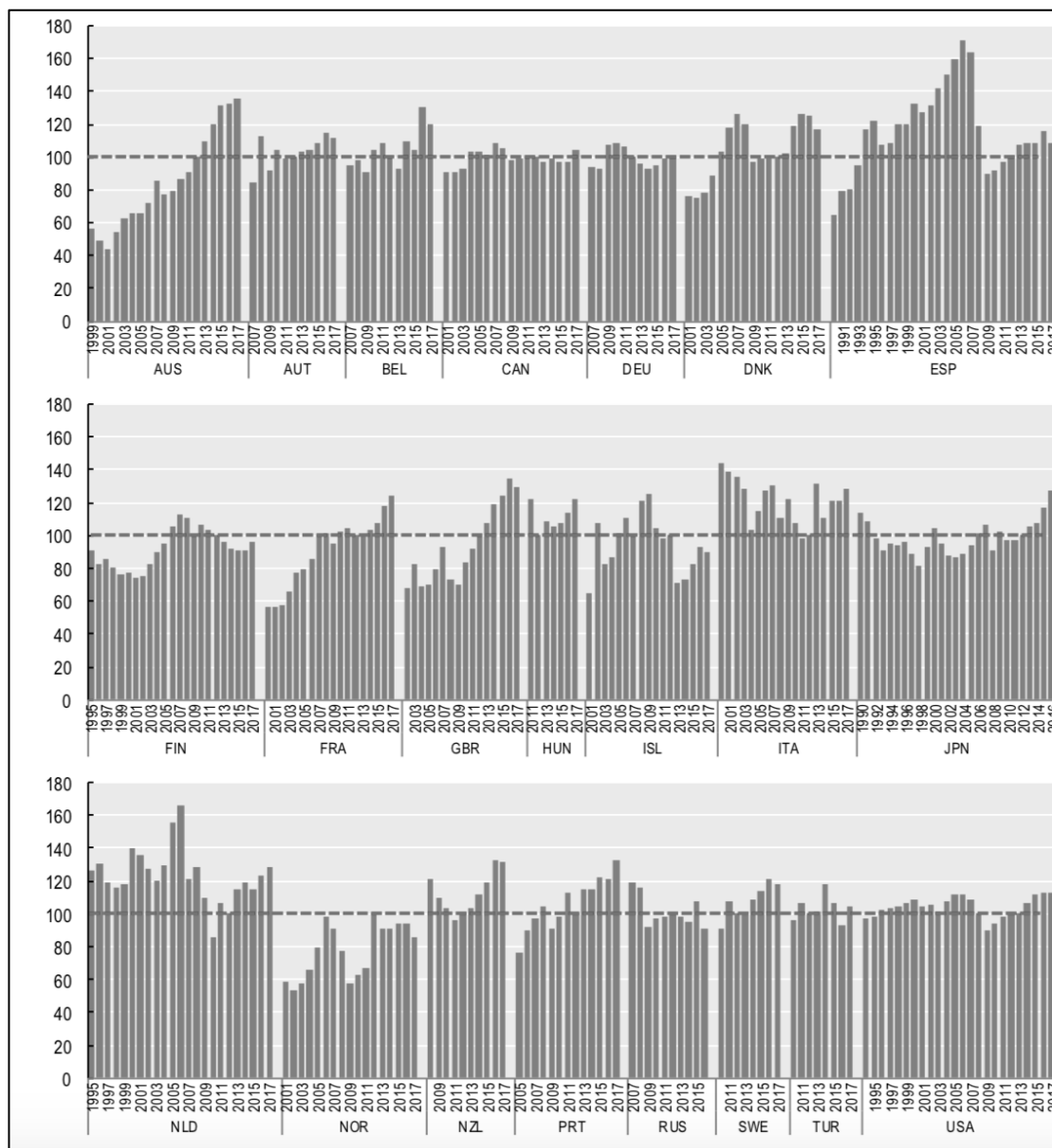
While conducting this research, a global challenge called COVID-19, was being faced, which had massive ramifications that caused individuals to be more worried and risk-averse, and probably influential in whether to become an entrepreneur while being confronted with such fears.

Studies show that most of US billionaires, 62%, are self-made, where in 2016, 25 million Americans decided to create their own enterprise and be self-employed. The Global Entrepreneurship Index of the US is stated as 83.6, which makes it the most attractive country to aspiring entrepreneurs. With the Global Entrepreneurship Index (GEI), the general atmosphere of a country for the creating of new enterprises is being presented. Several factors are being considered while compensating the GEI. Other successful countries are Switzerland, Canada, the UK, and Australia.

According to the data of OECD (*Entrepreneurship at a Glance Highlight 2018*, 2018), the number of new business creations (including sole proprietors) have continued to rise in almost all OECD countries after facing their lows on previous decades.

Figure 1.1. New enterprise creations, selected countries

Index: Number of new creations in 2012=100



Source: Entrepreneurship at a Glance Highlight 2018. (2018).

AUS: Australia; AUT: Austria; BEL: Belgium; CAN: Canada; DEU: Germany; DNK: Denmark; ESP: Spain; FIN: Finland; FRA: France; GBR: United Kingdom; HUN: Hungary; ISR: Israel; ITA: Italy; JPN: Japan; NLD: Netherlands; NOR: Norway; NZL: New Zealand; PRT: Portugal; RUS: Russia; SWE: Sweden; TUR: Turkey

1.1. SCOPE AND SIGNIFICANCE OF THE STUDY

Given the increase in numbers of individuals, who prefer being self-employed and start their new businesses, it is highly important to understand the factors by which they may be affected before reaching the decision-making process and finally detect new opportunities to turn them into major developments. Although entrepreneurship has received a large amount of study as a science of information request, most of these studies have developed from the viewpoint of establishing and directing a company (Burton et al., 2016). In contrast, only a couple of researches have examined entrepreneurship as a career choice (Carter et al., 2003; Thébaud, 2010), although studies indicate that people decide to become entrepreneurs. Due to the monstrous advantage of business in development and financial improvement (Reynolds et al., 2004), it is reasonable why impressive consideration has been given to entrepreneurship as a result. In any case, this only gives a halfway see of what makes entrepreneurship comparative and/or diverse from other occupations. Career choice analyses have regularly tried to address ‘Why’ individuals select a single profession above others. Such an issue arises, where there is a proliferation of work indecision and where there is a career without limits (Jaskiewicz et al., 2015).

The Major Five taxonomy (Antoncic et al., 2015), and the three forms of incitement (intrinsic, extrinsic, and altruistic) (Watt & Richardson, 2007), have been the basis of previous studies in order to describe career decisions related to personality variables. Most of these variables have been studied in business career studies in relation to entrepreneurial intention (Schlaegel & Koenig, 2013), the start-up phase (Antoncic et al., 2015), and the form of entrepreneurial company established (Leutner et al., 2014), but less on entrepreneurial potential and how it is realized.

For this reason, it is vital as scholars aim to conceive entrepreneurship as a career direction, a large part of regard has to be given to what extent entrepreneurial expectations are comprehended.

The explanation is that the capacity to recognize market prospects possibly means that entrepreneurship is a profession (Nicolaou & Shane, 2010). As such as academics strive to consider entrepreneurship as a career option, it is important to pay a lot of attention to how entrepreneurial opportunities are noticed. This is because it is possible that the ability to recognize market prospects is an indicator of selecting entrepreneurship as a profession (Nicolaou & Shane, 2010).

Reconsidering this background, the importance of this study is declared as to recapitulate previous research related to defining factors affecting marketing-oriented entrepreneurs opportunity recognition along with inclusion of personality traits, prior knowledge, risk attitude, alertness, self-construal and proactive personality where there are limited studies about and determining the relationship between entrepreneurial intention and entrepreneurial searching self-efficacy and opportunity recognition.

1.2. ORGANIZATION OF THE DISSERTATION

The remaining part of the dissertation is structured as follows: In the next section, Chapter Two, entrepreneurship literature is discussed. In Chapter Three, the proposed model for evaluating factors affecting marketing-oriented entrepreneurs' opportunity recognition, entrepreneurial intention, entrepreneurial searching self-efficacy, and opportunity recognition are evaluated. Research design and methodology are being discussed in Chapter Four. Data analyses are explained in Chapter Five and the research findings are discussed. The outcomes of the thesis are addressed in Chapter Six and managerial effects are mentioned along with the introduction of shortcomings and recommendations for future studies.

CHAPTER TWO

LITERATURE REVIEW

This chapter analyses the current obtainable literature on variables influencing entrepreneurial intention, entrepreneurial searching self-efficacy, and opportunity recognition. In addition to that, it aims to create a theoretical context for the research. A general overview of entrepreneurship and its developments is displayed in the first section. In the second part, general academic insights on earlier data are reviewed. Finally, a more detailed description of important factors is discussed.

2.1. ENTREPRENEURSHIP

Entrepreneurship has a significant role in enhancing the wealth and health of society and driving economic growth. To accomplish the objectives that have been determined by the United Nations Sustainable Development (SDGs), entrepreneurship is determining in lifting the enhancement necessary to necessary to utilize recent bargains, encourage efficiency and create employment, and thereby assist in approaching these serious problems. Entrepreneurship is seen to be central to finishing poorness and societal unrighteousness, encouraging the empowerment of women, and accomplishing solutions to serious challenges such as climate change.

For the propagation of entrepreneurship, a connection to a well-informed and inspired network of other entrepreneurs is a crucial facilitating force. Noticeable innovation centers and Silicon Valley have tremendously advantaged from this inspiring network. According to the study conducted by GEM in 2019, the number of grown-ups (18-64 years old) who had met individuals who booted a new enterprise in the previous two years differs among countries between four out of five in Saudi Arabia and one in five in Japan. This discrepancy does not only display

the distinct spread of shares for entrepreneurship but also about education and social principles. Entrepreneurship relies to a large degree on the fact that potential entrepreneurs see possibilities that can be turned into exciting market ideas. The measures of one's entrepreneurial preparation are self-belief and faith in one's capability to achieve.

2.2. EARLIER THEORETICAL MODELS

Theories and research on entrepreneurship continue being crucial for the advancement of the field of entrepreneurship. Theories that we will discuss are economic entrepreneurship theory, psychological entrepreneurship theory, sociological entrepreneurship theory, anthropological entrepreneurship theory, opportunity-based entrepreneurship theory, and resource-based entrepreneurship theory. These theories provide us with a decent chance to concentrate on combining the different perspectives and understand the factors affecting marketing-oriented entrepreneurs' opportunity recognition. To clarify the field of entrepreneurship, multiple hypotheses have been assessed by academics. Science, economics, psychology, sociology, and anthropology have their origins in these ideas. A review of these theories will be provided in this research paper.

2.2.1. Economic Entrepreneurship Theories

The Austrian business mechanism (AMP), classical and neoclassical philosophies, constitute the origins of the economic entrepreneurship theory.

2.2.1.1. Classical Theory

The classical philosophy compiled the values of free trade, knowledge, and rivalry (Ricardo, 2004; Smith et al., 1977). The idea was an outcome of the industrial revolution that happened in the middle of 1700 and continued until the 1830s in Britain. The classical revolution defined the guiding role of an entrepreneur related to manufacturing and delivery of products in a dynamic marketplace (Say et al., 2006). Classical economists expressed three practices of manufacturing: land, capital, and labor. Protests have been made to the classical philosophy. The complex turmoil created by industrial-age pioneers was not explained by these philosophers (Murphy et al., 2005).

2.2.1.2. Neo-Classical Theory

From the critiques of the classical model, the neo-classical model surfaced and suggested that economic appearances could be restricted to pure trade examples, represent an ideal relationship, and occur in an economic structure that was mainly completed. The economic structure existed of transposition attendees, transposition events, and consequence of outcomes of the transposition on different market actors. The significance of transposition associated with lessening marginal benefit rendered sufficient incentive for entrepreneurship in the neo-classical movement (Murphy et al., 2005).

2.2.1.3. Austrian Market Process (AMP)

These unacknowledged issues of the neo-classical movement caused a new movement, that was noted as the Austrian Market Process (AMP). The AMP model

focused on individual act related to the idea of an economy of science. Entrepreneurship was analyzed as a driver of market-focused schemes. (Śledzik, 2013). Put more simply, making something different was an essential feature of an organization that culminated in processes that acted as triggers for the movement of the business economy.

2.2.2. Psychological Entrepreneurship Theories

The individual is seen as the gage of research in psychological doctrines (Landström, 1999). These doctrines focus on personal attributes that affect entrepreneurship. Personality traits are characterized as ‘stable qualities that a person shows in most situations (*Introduction to Psychology : Gateways to Mind and Behavior; INSTRUCTOR’S Edition by Dennis Coon (2004-05-03)*). These are lasting enduring characteristics or possibilities of the person according to attribute theorists. Some of the attributes or habits linked with entrepreneurs are that they appear more incentive focused, display extraordinary degrees of imagination and ingenuity, and exhibit high degrees of business skills and company know-how. Entrepreneurs are analyzed as individuals, who tend to be more optimistic, instinctively debitable and possess psychological strength. In nature, entrepreneurs are diligent workers, pursue extreme devotion and endurance, flourish with competitive demand and ask for continuous betterment.

In the 1950s, a significant notion of personality, locus of control, was firstly discussed by Julian Rotter (Inoue, 2013). The concept refers to an individual’s opinion regarding the reasons of occurrences in their lives, which means that whether entrepreneurs own actions have a significant impact on the outcome (internal locus of control) or that they cannot be controlled by themselves and are mainly affected by external events (external locus of control). Enterprise owners tend to score higher on internal locus of control compared to other groups (Rauch & Frese, 2007). Some studies have reported high levels of genuineness, competitive hawkishness, and self-reliance (Utsch & Rauch). Similarly, protestant attitudes to

work (Bonnett & Furnham, 1991) and risk-attitudes have been reported (Begley & Boyd, 1987). The need for achievement theory stated that individuals urge to accomplish and succeed, whereas the attribute model focalizes on permanent innate features and locus of control related to a human being's conception on remuneration and retribution in his/her life (McClelland, 2010; Wie, 1980). Even though there is no data related to the importance of personality attributes, a connection between accomplishment motivation and entrepreneurship was proven (Johnson, 1990).

2.2.3. Sociological Entrepreneurship Theory

One other significant theory of entrepreneurship is the sociological theory. In this theory, it is stated that sociological business points out social frameworks. Put another way, the main factor that is being analyzed in the sociological theories is the society (Landström, 1999). Four aspects of social context have been introduced, which are associated with an entrepreneurial opportunity (Reynolds, 1992). Firstly, social contexts, that point out the creation of social links and engagements, that foster confidence rather than opportunism, are introduced.

The first aspect in a manner of speaking focuses on the importance of gaining trust to be successful. In the next aspect conditions of life and the personality traits of individuals, who aspire to become entrepreneurs, are being analyzed through the life course stage relation. As experiences may control the ideas and activities, individuals try to undertake actions that would have sensible inputs for their lives.

Racial identity is the next factor stated by Reynolds (Reynolds, 1992). One of the deciding motivation variables to be an entrepreneur is the sociological context of an individual. For instance, one's sociological context can have an immense influence on their achievements. Members of a fringe group can seek better standards by using their deprived history as a motivator and thereby break all barriers and aspire for prosperity. The last factor is population ecology. This factor refers to the environmental aspects that can influence the growth path of an

enterprise. Some of these environmental aspects can be given as government laws, clients, workers, and rivalry.

2.2.4. Anthropological Entrepreneurship Theory

Anthropological theory is the fourth theory that we will discuss in our research, which focuses on the creation and traditions of a society. In this theory, it is suggested that attributes of a community should be studied or understood in order to effectively start an enterprise. Cultural entrepreneurship patterns are in the foreground, such as culture being the leading factor in order to create a new venture.

2.2.5. Opportunity-Based Entrepreneurship Theory

Names including Peter Drucker and Howard Stevenson present the opportunity-based philosophy. An opportunity-based strategy offers a broad philosophical context for studies regarding entrepreneurship (FIET et al., 2006; Shane, 2000). Transition is not initiated by entrepreneurs (as the Schumpeterian or Austrian school claims), however, they tend to take advantage of possibilities that diversification (in technology, customer desires, etc.) generates. Furthermore, Drucker states that ‘This defines entrepreneurs and entrepreneurship, always seeking change, responding to it and taking advantage of it is an opportunity’ (Gartner & Drucker, 1987). Therefore, entrepreneurs are more interested in opportunities generated by transitions rather than issues.

The opportunity-based theory is expanded through the addition of ingenuity, which is assessed through studies that focus on the variations among administrative and entrepreneurial management. Finally, the center of entrepreneurial management is the tracking of opportunities in the absence of means that are monitored (Brown et al., 2001).

2.2.6. Resource-Based Entrepreneurship Theories

According to the resource-based entrepreneurship theory, access to capital by incorporators is a significant indicator of entrepreneurship based on opportunities and recent enterprise boost (Alvarez & Busenitz, 2001). The value of labor, societal and monetary capital is emphasized in this philosophy (Aldrich et al., 2020). Thereby, access to capital increases the capacity of a person to recognize and respond to newly encountered opportunities (Davidsson & Honig, 2003). Labor, financial, and monetary capital constitute three groups of theories pooled in the resource-based entrepreneurship theories.

2.2.6.1. Financial Capital/Liquidity Theory

According to empirical analysis, individuals who own financial resources have a greater chance to create new (Blanchflower et al., 2001; Cressy, 1999; Holtz-Eakin et al., 1994). This hypothesis means that individuals with monetary capital are more likely to accumulate wealth and leverage business chances successfully and start up a corporation (Yadav, 2017). Nevertheless, this hypothesis is disputed by other researches as it is observed that investors launch new projects by not using funds or other monetary resources (Aldrich et al., 2020; Davidsson & Honig, 2003; Holtz-Eakin et al., 1994; Kim et al., 2006). The obvious uncertainty that occurs here emerges on grounds of studies related to the principle of solvency restrictions that usually seek to address whether a founder's access to funding is calculated by the bulk of funds engaged in launching a new company (Yadav, 2017). This does not generally preclude the prospect of beginning a new business with lack of monetary resources. Presence of these resources is a significant indicator of success, however, not inherently crucial for the development of a new enterprise (Lusardi & Hurst, 2003). Therefore, this hypothesis suggests that entrepreneurs aspire specific

means of capital, which will promote the identification of potential opportunities and the creation of these necessary means for the developing firms (Alvarez & Busenitz, 2001). Data indicates that some individuals are more likely to identify and take advantage of resources due to their greater access to data and expertise (Aldrich et al., 2020; Anderson & Miller, 2003; Shane, 2000; Shane & Venkataraman, 2000).

2.2.6.2. Social Capital or social Network Theory

Entrepreneurs are incorporated in a broader social framework that makes up a substantial contingent of their incentive setup (Yadav, 2017). A person could own the potential to realize a defined entrepreneurial opportunity, yet not own the necessary societal ties to turn these chances into new ventures (Eckhardt, 2003). Similarly, in his four phases of sociological theory, Reynolds discussed social networks (Reynolds, 1992). In the literature, we can find suggestions such as creating closer relations to sources, which will enhance the procurement and likelihood of opportunity utilization (Wade & Aldrich, 2002). Other scholars also indicated that it is crucial aspiring pioneers to be socially close to other entrepreneurs, as they can be helpful in exploiting new opportunities with their capabilities (Aldrich & Cliff, 2003; Carter et al., 2003; Kim et al., 2006).

2.2.6.3. Human Capital Entrepreneurship Theory

Two elements, schooling and practice underlie the philosophy of human capital entrepreneurship (Becker, 1983E). Through schooling and practice information can be acquired, which can be used as a source of means and spread equally among individuals, so that disparities in the recognition and utilization of opportunities can

be understood (Anderson & Miller, 2003; Chandler & Hanks, 1998; Shane & Venkataraman, 2000). As stated by empirical studies, human capital can be beneficial to becoming an entrepreneur (Davidsson & Honig, 2003; Kim et al., 2006), enhance opportunity detection and entrepreneurial prosperity (Anderson & Miller, 2003; Davidsson & Honig, 2003).

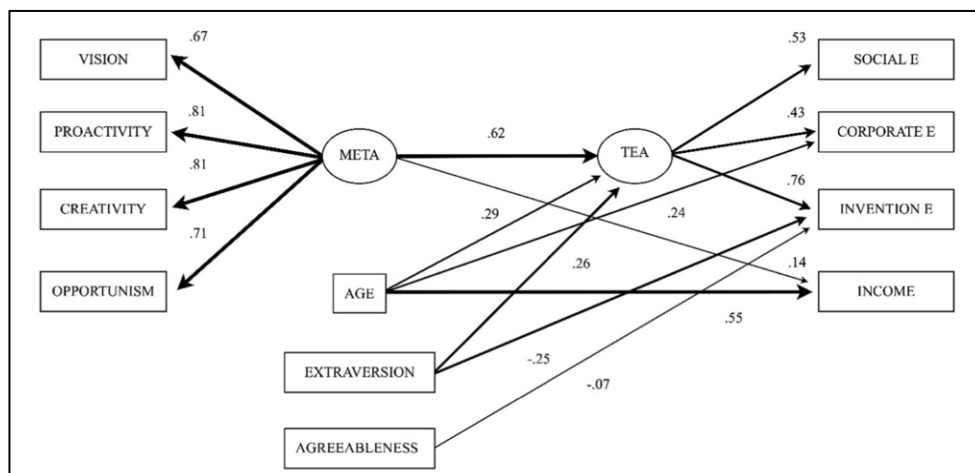
2.2.7. Based on models and frameworks

Throughout the process of constituting the model for this study, several research models have been examined and used. In this part, some of the most influential models and frameworks will be discussed.

2.2.7.1. Personality Traits

The model that was used during the process of creating our model can be seen in Figure 2.1.

Figure 2.1. Structural Equation Model

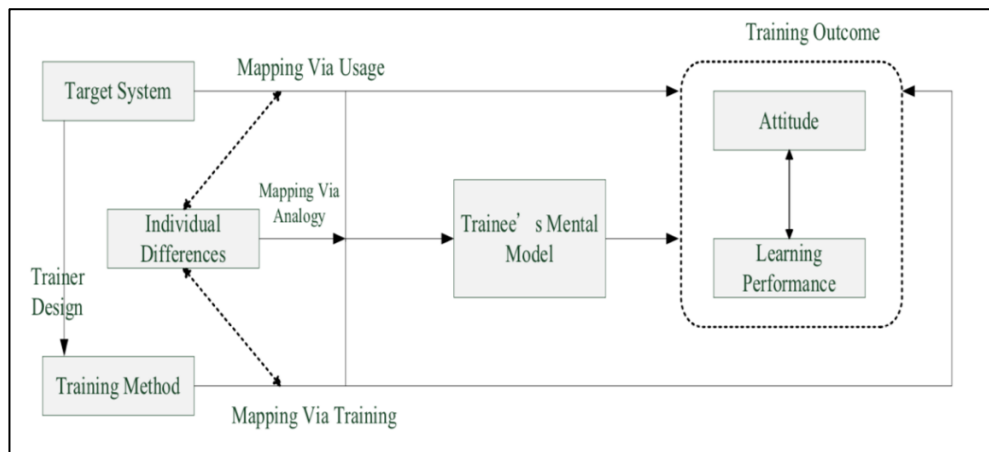


Source: Personality and Individual Differences 63 (2014) 58-63

2.2.7.2. Prior Knowledge

The model that was used during the process of creating our model can be seen in figure 2.2.

Figure 2.2. Equation model of end-user

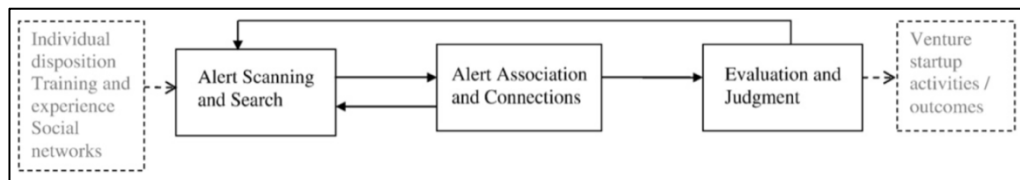


Source: Oinas-Kukkonen et al. (2010, p. 100)

2.2.7.3. Alertness

The model that was used during the process of creating our model can be seen in Figure 2.3.

Figure 2.3. Entrepreneurial alertness

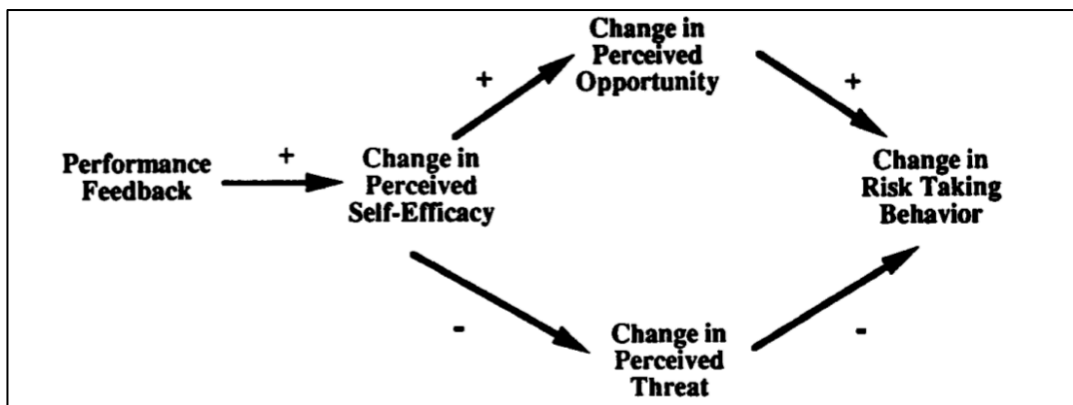


Source: (Baron, 2006, p. 107; McMullen & Shepherd, 2006)

2.2.7.4. Self-Constraint

The model that was used during the process of creating our model can be seen in Figure 2.4.

Figure 2.4. Hypothesized model of risk taking with expected signs of relationships

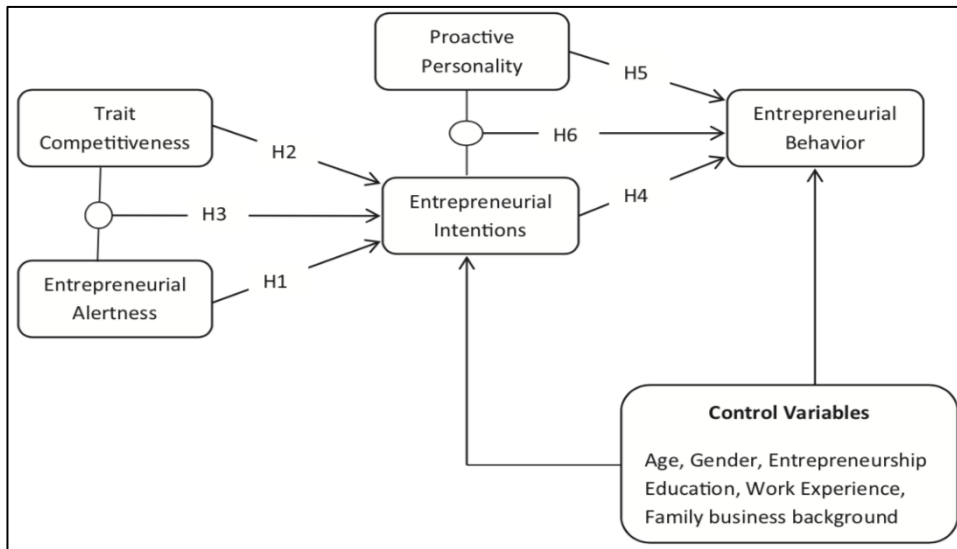


Source: (Krueger & Dickson, 1994)

2.2.7.5. Proactive Personality

The model that was used during the process of creating our model can be seen in Figure 2.5.

Figure 2.5. Personality and individual differences

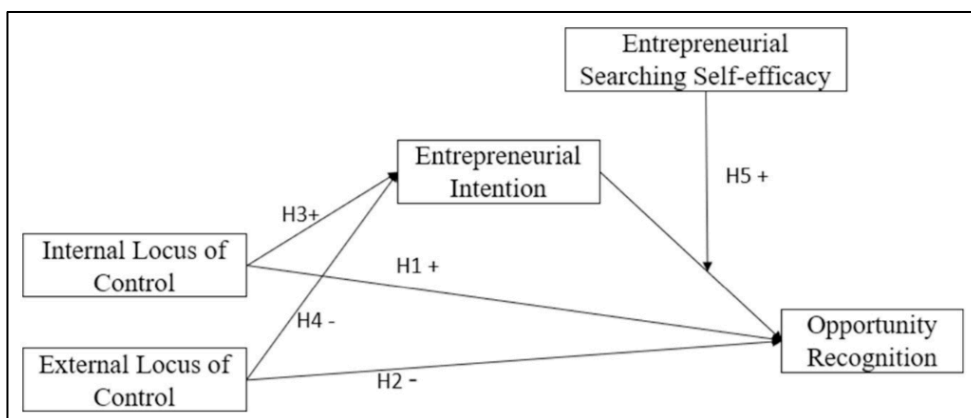


Source: Personality and Individual Differences (Neneh, 2019)

2.2.7.6. Entrepreneurs’ Opportunity Recognition

The main model that has served as a basis for this study can be seen in Figure 2.6.

Figure 2.6. Entrepreneurs Opportunity Recognition



Source: (Asante & Affum-Osei, 2019)

2.3 ENTREPRENEURIAL INTENTION, ENTREPRENEURIAL SEARCHING SELF-EFFICACY AND OPPORTUNITY RECOGNITION

We addressed the independent variables in the preceding sections, which constitute the base of this study. Henceforth, the dependent variables, that are applied in our research will be introduced explicitly. The first part consists of entrepreneurial intention and entrepreneurial searching self-efficacy ensued by opportunity recognition.

2.3.1. Entrepreneurial Intention and Entrepreneurial Searching Self-Efficacy

According to N. F. Krueger et al. (2000), the entrepreneurial intention is described as an individual's aspiration to create an enterprise or start a new venture. In the literature, intentions are comprehended as determining factors of literal conduct (Ajzen, 1991). Therefore, as soon as an intention is shaped, literal conduct is anticipated. Present literature facilitates this statement. Therefore, the tendency to become an entrepreneur has significant consequences for one's capability to realize opportunities. As stated by Gollwitzer (1999), purposes might be a self-adjusting policy specifically for reaching an objective. Entrepreneurial opportunities can be detected more frequently if an individual has specific intentions, which will fuel their motivation.

Enormous attentiveness from scholars has been given to self-efficacy due to its significance in assignment performance. As stated by N. Krueger and Dickson (1994), entrepreneurial self-efficacy is the scope, which enables a person's capability to assume entrepreneurial operations. During the process of choosing entrepreneurship as a career path, entrepreneurial searching self-efficacy plays a significant role. In 42 countries (Wennberg et al., 2013), a great entrepreneurial approach has been found related to achievement (Hmieleski & Baron, 2008). In addition to that, individuals who have been positively influential in their (McGee & Peterson, 2017). However, an individual who is operative in some

entrepreneurial activities does not consequently perform high in other tasks, as entrepreneurial self-efficacy is a division-specific policy (Bandura, 1977). Entrepreneurial self-efficacy has been designed by McGee et al. (2009) with five assignment-specific dimensions, which are prospecting, scheming, marshaling, accomplishing-people, and accomplishing-monetary. Searching/prospecting self-efficacy is the dimension that embraces entrepreneurial intention and opportunity recognition most sufficiently, as it encompasses the progress of entrepreneurial notion and the detection of entrepreneurial opportunities (McGee et al., 2009).

2.3.2. OPPORTUNITY RECOGNITION

According to Shane and Venkataraman (2000, p. 220), entrepreneurial opportunities are commonly comprehended as “situations in which new goods, services, raw materials, and organizing methods can be introduced and sold at greater than their cost of production”. In general, they indicate “the chance to meet a market need (or interest or want) through a creative combination of resources to deliver superior value” (Ardichvili et al., 2003, p. 108). Such settings could occur as market and customer requests are unsatisfied, or resources are not used effectively, which probably may occur when amendment happens or knowledge on specific concepts gets enhanced. Shane and Venkataraman (2000) debate that “although the discovery of an opportunity is a necessary condition for entrepreneurship, it is not sufficient. Subsequent to the discovery of an opportunity, a potential entrepreneur must decide to exploit the opportunity” (p. 222)

First, beyond investigation, attentiveness, and earlier knowledge, a further element – the scope of an entrepreneurs’ network – has currently gained alertness and arises to capture a significant part in OR. As the network of an entrepreneur widens, the opportunities that arise through a network increase respectively. A relevant source of knowledge for entrepreneurs is their societal network, which assists the diversity of their cognizance and the deployment of their discerning scheme. Secondly, as

proposed in figure 1, new enterprises are not created by only creating a connection between occurrences, variances, or trends.

CHAPTER THREE

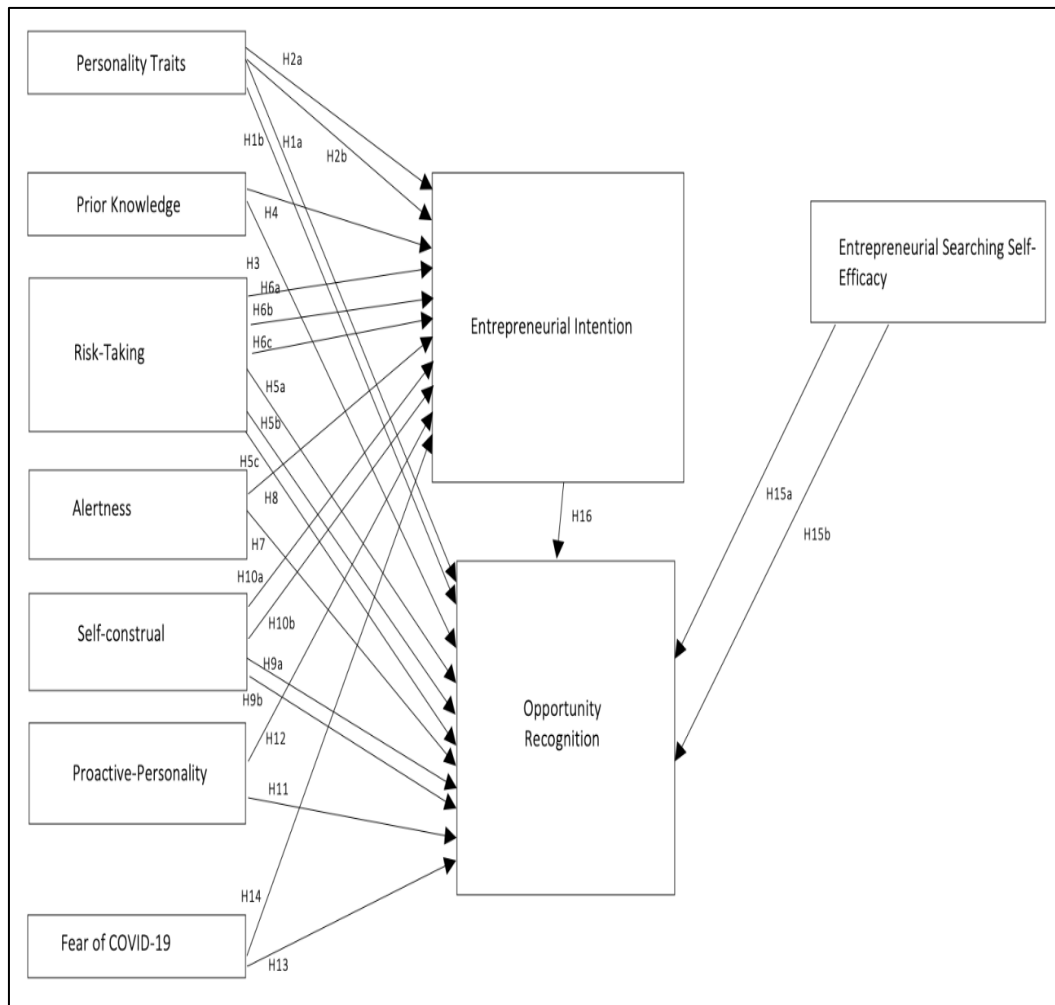
PROPOSED MODEL AND HYPOTHESES

This chapter introduces a model for entrepreneurship opportunity recognition and generates several hypotheses based on the theoretical associations described in the preceding chapters. First, the contrived model will be discussed in sum. The next part contains our hypotheses regarding entrepreneurial intention and its mediation effect and entrepreneurial searching self-efficacy as a moderator. Finally, it infers with the hypotheses related to possible factors affecting marketing-oriented entrepreneurs' opportunity recognition.

3.1. PROPOSED MODEL

To understand factors affecting a marketing-oriented entrepreneurs' opportunity recognition, a combination of different models is required. In the proposed model, while using the combination of several models, other structures were included to better comprehend their effects as proposed in Figure 3.1.

Figure 3.1. Proposed Model



Firstly, the Ten-Item Personality Inventory (TIPI), which has been recommended by Gosling et al. (2003) is adapted to briefly assess the Big Five personality dimensions that are (1) Extraversion, (2) Agreeableness, (3) Conscientiousness, (4) Emotional Stability, and (5) Openness to Experience. Apart from that, meta-analyses show that there is a specific personality image incorporated with an individuals' readiness or purpose to create a new venture (high conscience, receptiveness and extraversion, and low neuroticism; Zhao et al., 2010). Considering these outcomes, it could be proposed that the Big Five might also clarify individual distinctions in entrepreneurial performances exteriorly to business properties or start-up tendencies, such as opportunity recognition and exploitation, value creation, and innovation.

For this reason, the effect of these elements on entrepreneurial intention and opportunity recognition is aimed to be discussed in this research.

Shane (2000) stated that various entrepreneurs embody different combinations of prior knowledge. In the absence of prior knowledge, entrepreneurs could miss out on identifying opportunities to attain detection capabilities. The most significant components of managing an enterprise successfully are an entrepreneurs' capability to detect and retain prime opportunities and to act immediately at the determining moment (Ardichvili et al., 2003, p. 117; Baron, 2006; Nicolaou et al., 2008; Shane, 2000; Shane & Venkataraman, 2000). Ardichvili et al. (2003) claimed that the perception of an opportunity may modify a business's progress. While acknowledging opportunities, entrepreneurial alertness is impacted by an individual's first-hand knowledge in work and education segments. Consequently, an immediate connection between prior knowledge, alertness and opportunity recognition can be found. The factor of prior knowledge and alertness is therefore integrated into the study.

Another factor that is being assessed and included in our study is risk-taking. The contemplation of risk attitude considered as a trait of personality has faced similarly progress as traits generally. As traits were originally specified as steady (i.e., situation-unalterable) personality traits that were suspected to be the outcome of biological distinctions or initial infancy experiences (Matthews & Gilliland, 1999), the observations conducted empirically of low correlations between characteristic-associated behavior in distinctive situations has caused more compound definitions that appreciate the situation-related determining factors of behavior whilst retaining commonality of how personality traits determine the course of behavior during situations (Mischel & Shoda, 1995).

Another factor being assessed is an individual's self-construal as it is a powerful source of shaping thought, values and beliefs, which lead to a more comprehensive elaboration of opportunities that are present in one's environment. Individuals can

deliberately and straightforwardly alter their latest conditions, comprising their societal surroundings (Buss, 1987, p. 1215; Diener et al., 1984). In addition to that, personal distinctions are available in an individual's propensity to act to affect their surroundings (Bateman & Crant, 1993). Bateman and Crant (1993) stated that a person with a typic proactive personality is rather unforced by situation-related forces and who influences environmental alteration.

As a result, the proposed model is a compilation of TIPI and Leutner, Shane, Ardichvili and Venkatraman, Krueger and Dickson, Theodore M. Singelis, Bateman and Crant approaches.

3.2. PERSONALITY TRAITS

Personality is a relevant predictor of jobholders' task achievement, as proven thoroughly by scale-interrelated effectivity researches (Chamorro-Premuzic et al., 2010; ONES et al., 2007). The character-achievement alliance is encountered among all vocational groups, executive standards, and capacity results (Barrick et al., 2001; BARRICK & MOUNT, 1991; Hurtz & Donovan, 2000). By contrast, awareness and, to some extent, Sentimental Endurance, have been incorporated with greater task achievement among many forms of labor, the connection between additional Big Five traits (e.g., Agreeableness, Extraversion, and Openness) and task achievement is more context-subordinate (Barrick et al., 2001). For instance, Extraversion prognosticates capacity merely in professions, which encounter societal connections, whilst Receptiveness (BARRICK & MOUNT, 1991, p. 22) and Compatibility (Salgado, 1997) only forecast instruction competence but not following task achievement. On the contrary, there are few compliances regarding the significance of character as a predictor of entrepreneurial performance (van Gelderen, 2008). Even though current meta-analytic researches did emphasize important conjunctions between character and entrepreneurship (Brandstätter, 2011), these results are confined to enterprise achievements (Hao Zhao et al., 2009) entrepreneurial purposes and vocational conditions (Zhao & Seibert, 2006). For

example, if entrepreneurship is specified about vocational conditions (i.e., enterprise ownership), data suggests that entrepreneurs lean towards scoring substantively higher on Awareness and Receptiveness and lower on Neuroticism and Compatibility compared to business executives (Zhao & Seibert, 2006). In addition to that, meta-analyses demonstrate that there is a specific characteristic profile incorporated with an individual's readiness or deliberation to create a new venture (high Awareness, Receptiveness and Extraversion, and low Neuroticism; Tok, 2011). Given these results, it may be recommended that the Big Five could also define personal differences in entrepreneurial conducts outside of enterprise ownership or start-up propositions, such as opportunity recognition and exploitation, innovation, and value generation. According to the examples given, enterprise owners reach lower scores on Receptiveness compared to business executives (Zhao & Seibert, 2006), however, Receptiveness is not incorporated to create a new enterprise. This outlines the requirement to studiously determine entrepreneurial results (possessing a business vs. aiming to create a new business), also what it signifies to be an entrepreneur. Certainly, limited features correspond to more particular entrepreneurial manners or results created higher correlations with enterprise creation and accomplishment concerning comprehensive, unsurpassed features in Rauch and Frese (2007) Meta-Analysis. In our research, confined characteristics have corresponded in virtue of an evaluation of knowledge, skills, and capabilities appropriate in entrepreneurship. These characteristics implied: Extraversion, Agreeableness, Conscientiousness, Emotional Stability, Openness to Experiences. The adjusted characteristics are probably more pressing associated with entrepreneurial accomplishment since they are based on definite memoranda that are assignment specific (Barrick, 2005; Rauch & Frese, 2007). In addition to that, adjusted characteristics establish specific deviations that concur to the forecasting of entrepreneurial achievements (Rauch & Frese, 2007; Tett et al., 2003). Regrettably, Rauch and Frese (2007) did not immediately examine the likening prognostic effectivity of the Big Five opposite limited traits, as they merely encompass Extraversion and Awareness in the study. In light of the incumbent vacancies in the literature referring to the confined denotation of entrepreneurship

(Hisrich et al., 2007), and contradictions concerning the relationship between character and entrepreneurship, the current research is an expansion of earlier literature through (a) implementation of a comprising determination of entrepreneurship as manners regarding opportunity recognition, exploitation, regeneration and value generation; (b) its examination of Big Five's effectivity to substantively forecast entrepreneurial achievement outside enterprise creation and achievement, (c) its investigation of whether limited characteristics forecast exceptional deviation in entrepreneurial achievement results past comprehensive characteristics have been declared for. The factor personality traits has contributed with two dimensions which are extravert and emotional stability.

Considering the statements given, the following hypotheses was tested:

H1a: Personality traits extravert has an impact on opportunity recognition.

H1b: Personality traits emotional stability has an impact on opportunity recognition.

H2a: Personality traits (extravert) has an impact on entrepreneurial Intention.

H2b: Personality traits (emotional stability) has an impact on entrepreneurial intention.

3.3. PRIOR KNOWLEDGE

Shane (2000) segmented prior knowledge into three distinct forms, involving industry knowledge, service market knowledge, and client question knowledge. He retained that the cause that groundbreaking entrepreneurs are capable to depict new opportunities is due to the prior knowledge that enables them to direct and act upon newly acquired information, therefore enhancing opportunity recognition. Von Hippel (1994) also recommended that individuals will observe things that they are already intimate with.

Prior knowledge can be accumulated through personal education, learning, working, and starting a new enterprise, and this knowledge is of benefit for personal understanding, inferring, and explaining. It is difficult to replicate this kind of information, knowledge, and experience in others. Based on interviews conducted with several entrepreneurs, Ardichvili et al. (2003, p. 110) introduced the model for an opportunity detection chronology, which argues that integrating entrepreneurial attentiveness, societal connections, prior knowledge of industries and clients is the requirement for efficiently detecting opportunities. They also declare how a person's work knowledge, individual experience, and scholastic background cause each person owning varied prior knowledge, that afterwards influences this person's attentiveness and detection of opportunities. Prior knowledge is therefore a mix of work knowledge, individual experience, non-work associated experiences, event experiences, and industry-related experiences. According to a follow-up study conducted by Ardichvili et al. (2003, p. 119) presented that entrepreneurs should take benefit from entrepreneurial attentiveness, prior knowledge, individual characteristics, and risk-taking attitudes to propose innovative solutions. These solutions can solve client issues, as well as enhance contentment and organizational achievements. Consequently, these entrepreneurs attain more knowledge about clients, technology, and industries. During this process, attained knowledge can endorse entrepreneurs with the recognition and acknowledgment of opportunities. Phillips and Tracey (2007) suggested that two forms of prior knowledge will influence opportunity recognition. Firstly, there is knowledge regarding a specific area of concern with which the entrepreneur is passionate. A sense of passion and contentedness inspires entrepreneurs to spend much more time and determination to observe and learn so that they can improve their entrepreneurial competencies. The alternative form of knowledge, which aggregates over years through practice, is entirely different. This form of knowledge is acquired through counsel or recommendations from others. Ardichvili et al. (2003) proposed that richness of prior knowledge will have an impact on entrepreneurial attentiveness. Two types of knowledge exist; one form occurs due to individual denotation, and the alternative form is considered as business knowledge, encompassing prior

knowledge of industries, ways to conduct industries, and customer concerns. The variety of this prior knowledge straightforwardly influences entrepreneurial attentiveness, opportunity recognition, and affirmation. Simultaneously, the two forms of prior knowledge have obvious ramifications on entrepreneurial attentiveness. As stated by Corbett (2007), detecting entrepreneurial opportunities necessitates individuals not alone to own some sort of prior knowledge, but also to have discerning capabilities to permit them to appraise and use that knowledge. Ardichvili et al. (2003) found out that the product of schooling and practice is prior knowledge, which can improve entrepreneurial attentiveness and recognition of opportunities. Shane (2000) suggests that prior knowledge is a crucial element that can affect opportunity recognition. This suggests that previous experience and attentiveness can influence a person's mindfulness and recognition of opportunities. As a result, individuals generate several trends for additional growth and argumentative qualities for evaluation.

Considering the statements given, the following hypotheses was tested:

H3: Prior knowledge has an impact on opportunity recognition.

H4: Prior knowledge has an impact on entrepreneurial intention.

3.4. RISK-TAKING

According to some researchers, risk-taking could be more beneficially projected in the risk-return context of precarious assortment implemented from finance, for instance, the Capital Asset Pricing Model (Markowitz, 1991) and its versions and generalizations (Inman et al., 1997; Sarin & Weber, 1993). Identified perilousness is approached as a variable, which can deviate between people and as a feature of index and correlation (Af WÅhlberg, 2001) according to psychological risk-return frameworks. They divide observed manner (i.e., evident risk-attitude) into an analysis of advantages and disadvantages together with an assessment between observed perks and hazards, with an individual-specific readiness to exchange

entities of return for objects of risk (i.e., preference towards apprehended risk) that is accepted to be comparatively consistent across situations and spheres (Weber & Hsee, 1998; Weber & Milliman, 1997). This offers several ways in which traits of the decision-maker and the situation can influence selections faced in risky situations. Obvious risk-taking by the identical individual in two circumstances might deviate, for instance, because the decision-maker observes the hazards and perks to deviate in scope in the two areas, during his/her mindset towards observed risk is essentially the same for both (Weber & Hsee, 1998; Weber & Milliman, 1997). Empirical examinations have proven methodical cultural, group, and cultural distinctions in sense of the hazardousness of risky choice possibilities (Bontempo et al., 1997; Slovic, 1998; Weber & Hsee, 1998). A lower number of researches have also shown group distinctions in the cognition of perks. The factor risk-taking has contributed with three dimensions, which are recreational, ethical, and financial.

Considering the statements given, the following hypotheses was tested:

H5a: Risk-taking (recreational) has an impact on opportunity recognition.

H5b: Risk-Taking (ethical) has an impact on opportunity recognition.

H5c: Risk-Taking (financial) has an impact on opportunity recognition.

H6a: Risk taking (recreational) has an impact on entrepreneurial intention.

H6b: Risk-taking (ethical) has an impact on entrepreneurial intention.

H6c: Risk-Taking (financial) has an impact on entrepreneurial intention.

3.5. ALERTNESS

Alertness has become essential in terms of currently evolving domains of “opportunity” in entrepreneurship studies. Some of these studies state that either opportunities are spotted, or they are drafted. One other strategy divides it into the three domains of opportunity recognition, detection, and generation (Sarasvathy, 2003). Our study involves especially opportunity recognition. Studies on entrepreneurial attentiveness was primarily generated by (Douhan et al., 2007), who identified individuals who were more attentive as having an “aerial” that allows recognition of openings with confined hints. Kaish and Gilad (1991) spotted vigilant individuals as having an “exceptional willingness” in regularly examining the environment prepared to detect opportunities. Afterwards, Kirzner (2017) stated that attentiveness encompasses constructive and resourceful operation and could “impact the type of transactions that will be entered into future market periods” (1999, p.10). Latest studies have proceeded to enhance statements that attentiveness includes a proactive attitude based on several discerning capabilities and procedures such as prior knowledge and experiences, model recognition, information handling skills, and societal collaborations (Ardichvili et al., 2003; Baron, 2006; Gaglio & Katz, 2001). The article of McMullen and Shepherd (2006) is pivotal regarding these attempts, as it states that entrepreneurship basically comprises action. McMullen and Shepherd (2006) argue that attentiveness is not entrepreneurial until it includes evaluation and an action. “To act on the possibility that one has identified an opportunity worth pursuing” is the heart of being an entrepreneur (McMullen & Shepherd, 2006, p. 132)

Considering the statements given, the following hypotheses was tested:

H7: Alertness has an impact on opportunity recognition.

H8: Alertness has an impact on entrepreneurial intention.

3.6. SELF-CONSTRUAL

Socio-cultural standards, values, and perceptions are vigorous strengths in modeling an individual's conception of self (Lipsedge, 1988; Shweder & Bourne, 1982; Triandis, 1989). Many prospects of self-image are impacted by culture, however, the emphasis in our research will be on what individuals "persuasion about the affiliation between the self and others, and particularly, the standard to which they see themselves as detached from others or as interrelated with others" (Markus & Kitayama, 1991, p. 226). Self-interpretation is designed here as a consolidation of deliberations, emotions, and activities regarding one's relations to others, and the self as unambiguous from others. The subsequent depiction of independent and interdependent self-interpretations is consolidated from Markus and Kitayama (1991). The constructs are debated segregated and dramatically. Certainly, in individuals, what appears to be rare here subsist only as aptitudes of differing forces. An interdependent self-image is specified as an "adjustable, diverse" self that underlines (a) extrinsic, common characteristics such as statuses, roles, and affiliations, (b) affiliation and adjustment, (c) studying one's suitable position and engrossing in applicable operation, and (d) being oblique in communicating and "interpreting others' thoughts". Furthermore, both self and others are not detached from the case, nor are formed by it. Origins of self-respect for the interdependent self-construction are the even, familiar interactions and the capacity to respond to different circumstances. Consistent interhuman affiliations and the capability to align to several circumstances are sources of self-respect for the interdependent self-image. Markus and Kitayama (1991) stated that these two forms of self are illustrated in Western (individualist) and Asian (collective) norms. It is suggested that individuals have independent and interdependent self-images, which can be evaluated.

Independent self-image is specified as a "limited, consistent, enduring" self, which is detached from societal coherence. The unification of features recomposing an independent self-image encompasses a focus on (a) inward capabilities, ideas, and

emotions, (b) being exceptional and revealing the self, (c) recognizing inward features and encouraging one's objectives, and (d) being straightforward in communicating. An individual's mental features are most noticeable for the independent self-image in governing manners and are accepted, both the agent and watcher, to be diagnostic of the agent (Markus & Kitayama, 1991, p. 227). The self-construal factor has contributed in form of two dimensions, which are self-construal independent and self-construal interdependent.

Considering the statements given, the following hypotheses was tested:

H9a: Self-construal (independent) has an impact on opportunity recognition.

H9b: Self-construal (interdependent) has an impact on entrepreneurial intention.

H10a: Self-construal (independent) has an impact on entrepreneurial intention.

H10b: Self-construal (interdependent) has an impact on entrepreneurial intention.

3.7. PROACTIVE PERSONALITY

Individuals may alter their existing situations, like societal settings, deliberately and explicitly (Buss, 1987; Diener et al., 1984). Additionally, personality variations occur in one's propensity to act to affect their surroundings. Bateman and Crant (1993) determined an individual with a generic proactive character as one who is comparatively unconventional by situation-related strengths and who influences environmental alteration. They treated a proactive character as a resilient mindset towards proactive actions. As stated by Bateman and Crant, individuals who score high in proactivity, recognize opportunities, demonstrate decisiveness, and sustain until they cause convincing modification. They convert their organizations' missions, detect, and resolve issues, and take the responsibility to have an influence. Individuals who score lower in proactivity are inactive and retroactive; they lean

towards aligning with conditions instead of changing them. Earlier studies have shown that proactive characters are the result of several demeanors. Bateman and Crant (1993) argued that proactive characters are perfectly related to attendee's contribution to community attendance operations. Proactive people treat their work and professions in another way compared to less proactive individuals. Proactive people choose and conceptualize circumstances that improve the probability of high scores in job achievements (Crant, 1995). The likelihood of the engagement of these people in career administration activities such as attaining information about jobs and enterprises, receiving funds and support, scanning, and overcoming barriers in career paths (Ashford & Black, 1996; Morrison, 1993; Rauch & Frese, 2007).

Considering the statements given, the following hypotheses was tested:

H11: Proactive Personality has an impact on opportunity recognition.

H12: Proactive personality has an impact on entrepreneurial intention.

3.8. FEAR OF COVID-19

Fear has been the most frequently used psychological impact on individuals when referred to as COVID-19. The psychological aspect is described as an inconvenient state of feeling, which is initiated through the notion of menacing stimulations (de Hoog et al., 2008). Exceptional circumstances such as pandemic breakouts can dispose of fear among many individuals. The aspect of fear has caused individuals to commit suicide since they thought they were positive even though autopsies declared that they were not (Goyal et al., 2020; Griffiths & Mamun, 2020). The concept of fear is frequently studied as a construct of psychology and has caused the evolution of many psychometric scales in order to evaluate an individual's score of fear. Another consequence of the pandemic outbreak was found in the economy and individuals' choices of career paths as uncertainty has emerged consequently. It is stated that in the absence of knowing the degree of fear due to COVID-19,

referring to several differentiating groups it is challenging to detect if specific programs are required to know the target and how to approach it. By stating the importance of changes that have been caused by COVID-19, it is crucial to point out the feelings of individuals.

Considering the statements given, the following hypotheses was tested:

H13: Fear of covid-19 has an impact on opportunity recognition.

H14: Fear of covid-19 has an impact on entrepreneurial intention.

3.9. ENTREPRENEURIAL SEARCHING SELF-EFFICACY

A great number of researches conducted on entrepreneurial commitment, purpose, and manner involve entrepreneurial self-efficacy (ESSE) as a descriptive variable. As there is comprehensive conformity among investigators on the significance of involving ESEE in a purposiveness model, contradictions are still present in the definition and evaluation of ESSE. Two explicit but connected forms of study on entrepreneurial self-efficacy are apparent in the literature. The first form studies the part of self-efficacy while enterprise creation processes, whereas the other form investigates its part during enterprise growth processes. In the section of enterprise creation processes, a segment of resuming denotation is apprehending individual distinctions in self-efficacy for various subgroups, comprising male and female entrepreneurs (Van Auken et al., 2006), entrepreneurs and executives (Krecar & Coric, 2013; Setiawan, 2014), high-tech entrepreneurs and innovator and efficient and inefficient entrepreneurs (Markman & Baron, 2003). One of the early contributions in analysis on ESE included its part in the entrepreneurial deliberation emergence. Boyd and Vozikis (1994) upgrade Bird's (1988) framework of entrepreneurial deliberations where they suggested that self-efficacy was a significant facilitator in detecting both the forces of entrepreneurial deliberations and the probability that those deliberations could lead to entrepreneurial actions. N.

F. Krueger et al. (2000) correlated self-efficacy with presumed viability and the creation of entrepreneurial deliberations, as Chandler and Jansen (1992), McNally et al. (2014) Kuyken et al. (2008) utilized self-efficacy to define employment selection deliberations. Entrepreneurial self-efficacy for creating a new business has a significant role in enhancing the probability of start-up activity, according to the meta-analysis conducted by Rauch and Frese (2007).

A general observation attained from several types of research, which have investigated immediate implications of self-efficacy on the development of entrepreneurial deliberations aggravate to a result that individuals with greater scores in entrepreneurial self-efficacy have better deliberations. The factor ESSE has contributed in form of two dimensions (ESSE-coping with unexpected challenges) and ESSE-developing new product and market opportunities.

Considering the statements given, the following hypotheses was tested:

H15a: ESSE (coping with unexpected challenges) has an impact on opportunity recognition.

H15b: ESSE (developing new product and market opportunities) has an impact on opportunity recognition.

3.10 ENTREPRENEURIAL INTENTION

For instance, correspondent to a meta-analysis consisting of 422 pieces of research conducted by Sheeran (2002), 28% of the deviations in literal conduct was due to intentions. Moreover, multiple studies have proofed that an affirmative relationship between entrepreneurial intention and enterprise creation can be found (Kautonen et al., 2013; N. F. Krueger et al., 2000). Similarly, N. Krueger (2009) states that entrepreneurial intention was related to greater entrepreneurial conduct.

Considering the statements given, the following hypothesis was tested:

H16: Entrepreneurial intention has an impact on opportunity recognition.

CHAPTER FOUR

RESEARCH DESIGN AND METHODOLOGY

The fourth chapter is examining the research design and methodology used in this study. Firstly, the research objective is introduced followed by an examination of the research design. Afterward, the operationalization of variables is shown. The development of the questionnaire and its design are presented and evaluated in detail, after which questionnaire administration and data collection are stated. Finally, the data analysis method and sampling are included.

4.1. RESEARCH OBJECTIVE

The prime goal of this study is to analyze based on experiencing the contingent key determinants influencing opportunity recognition. Subsequently, the impact of entrepreneurial intention and entrepreneurial searching self-efficacy is examined ensued by both of their consequences on opportunity recognition. Detecting the factors influencing entrepreneurs' opportunity recognition will generate a guideline for individuals to pursue entrepreneurship as a career. As the number of individuals who aspire to become entrepreneurs increases, the study will set the ground for evaluating the possibilities that may arise due to the examined factors. The concept of entrepreneurship is entirely based on an individual's capabilities, which is why it is crucial to integrate multiple segments that evaluate an individual from various points of view. In the proposed model, the influence of each contingent key determinant on entrepreneurial intention and entrepreneurial searching self-efficacy are both hypothesized. As discussed before, another significant goal of this research is to outline the factors influencing entrepreneurial intention and entrepreneurial

searching self-efficacy alongside their moderating and mediating effects on opportunity recognition.

4.2. RESEARCH DESIGN

This research is grouped as descriptive as the connection between key determinants, entrepreneurial intention, and entrepreneurial searching self-efficacy is aimed to be assessed together with their impacts on opportunity recognition. To provide a detailed description, an in-depth survey format is applied, which enables us to examine multiple key factors explicitly. In addition to that, utilizing a survey technique creates possibilities to improve the results of the research from a managerial perspective (Swaminathan, Fox, & Reddy, 2001).

4.3. OPERATIONALIZATION OF THE VARIABLES

After examining the literature, it is obvious that single-item scales are questioned because of their low tenacity (Churchill, 1979). Furthermore, as recommended by Lash et al. (1983) to undertake a statistical approach at least three items per concept should be applied. Therefore, in this research, a multi-item scale is implemented. The variables of the study are evaluated according to an individual's self-view. All factors are evaluated by using seven-point Likert scales (Strongly Disagree, Disagree, Somewhat Disagree, Neither Agree nor Disagree, Somewhat Agree, Agree, Strongly Agree/Extremely Unlikely, Moderately Unlikely, Somewhat Unlikely, Not sure, Somewhat Likely, Moderately Likely, Extremely Likely) excluding demographic questions in the questionnaire. Thereby, the participants are asked to mark how strongly they agree or disagree with those statements. Previous studies have created a ground for all factors and evaluation items, to build on earlier

literature. Various standards have been taken into consideration so that a qualified measurement could be implemented, and invalid scales eliminated (Hattie, 1985)

This section will provide a presentation of each factor and its measurement together with earlier studies, which served as a base.

4.3.1. Fear of covid-19

To evaluate the impacts of covid-19, respondents are asked to mark how strongly they agree or disagree with each statement. A six-item scale and a seven-point Likert scale by McCoach, Gable, and Madura (2013) have been used where 1= “strongly disagree” and 7= “strongly agree”. These items are provided in Table 4.1.

Table 4.1. Operationalization of Fear of covid-19

Statement	Source
I am most afraid of coronavirus-19.	McCoach (2013)
It makes me uncomfortable to think about coronavirus-19.	McCoach (2013)
My hands become clammy when I think about coronavirus-19.	McCoach (2013)
When watching news and stories about coronavirus-19 on social media, I become nervous or anxious.	McCoach (2013)

I cannot sleep because I'm worrying about getting coronavirus-19.	McCoach (2013)
My heart races or palpitates when I think about getting coronavirus-19.	McCoach (2013)

4.3.2. Personality Traits

To evaluate the impacts of personality traits, respondents are asked to mark how strongly they agree or disagree with each statement. A ten-item scale and a seven-point Likert scale by Gosling, Rentfrow, and Swann (2003) have been used where 1= “strongly disagree” and 7= “strongly agree”. These items are provided in Table 4.2.

Table 4.2. Operationalization of Personality Traits

Statement	Source
Extraverted, enthusiastic.	Gosling (2003)
Critical, quarrelsome.	Gosling (2003)
Dependable, self-disciplined.	Gosling (2003)
Anxious, easily upset.	Gosling (2003)
Open to new experiences, complex.	Gosling (2003)
Reserved, quiet.	Gosling (2003)
Sympathetic, warm.	Gosling (2003)
Disorganized, careless.	Gosling (2003)

Calm, emotionally stable.	Gosling (2003)
Conventional, uncreative.	Gosling (2003)

4.3.3. Prior Knowledge

To evaluate the impacts of prior knowledge, respondents are asked to mark how strongly they agree or disagree with each statement. An eleven-item scale and a seven-point Likert scale by Shane (2000) have been used where 1= “strongly disagree” and 7= “strongly agree”. These items are provided in Table 4.3.

Table 4.3. Operationalization of Prior Knowledge

Statement	Source
Before starting an enterprise, I should have actually engaged in product manufacturing and had service experience.	Shane (2000)
Before starting an enterprise, I should understand this industry.	Shane (2000)
Before starting an enterprise, I should have market-related knowledge of producing goods and services.	Shane (2000)
Before starting an enterprise, I should have a certain degree of understanding of the standardization of the process of products and services.	Shane (2000)

Before starting an enterprise, I should have some understanding of the customer's doubts for this industry.	Shane (2000)
Before starting an enterprise, I should know how to make customers willing to use our products.	Shane (2000)
Before starting an enterprise, I should know how to interact with my customers.	Shane (2000)
Before starting an enterprise, I should know how to interact with my stakeholders.	Shane (2000)
Before starting an enterprise, I should understand the importance of technology for this industry.	Shane (2000)
Before starting an enterprise, I should have access to the core technology of this industry.	Shane (2000)
Before starting an enterprise, I should have access to technology that the general public is not familiar with.	Shane (2000)

4.3.4. Risk-Taking

To evaluate the impacts of prior risk-taking, respondents are asked to mark how strongly the statement it is likely or unlikely. A twenty-eight-item scale and a seven-

point Likert scale by Weber, Blais, and Betz (2002) have been used where 1= “extremely unlikely” and 7= “extremely likely”. These items are provided in Table 4.4.

Table 4.4. Operationalization of Risk-Taking

Statement	Source
Admitting that your tastes are different from those of a friend.	Weber (2002)
Going camping in the wilderness.	Weber (2002)
Betting a day's income at the horse races.	Weber (2002)
Investing 10% of your annual income in a moderate growth mutual fund.	Weber (2002)
Drinking heavily at a social function.	Weber (2002)
Taking some questionable deductions on your income tax return.	Weber (2002)
Disagreeing with an authority figure on a major issue.	Weber (2002)
Betting a day's income at a high-stake poker game.	Weber (2002)
Passing off somebody else's work as your own.	Weber (2002)
Going down a ski run that is beyond your ability.	Weber (2002)

Investing 5% of your annual income in a very speculative stock.	Weber (2002)
Going whitewater rafting at high water in the spring.	Weber (2002)
Betting a day's income on the outcome of a sporting event.	Weber (2002)
Revealing a friend's secret to someone else.	Weber (2002)
Driving a car without wearing a seat belt.	Weber (2002)
Investing 10% of your annual income in a new business venture.	Weber (2002)
Taking a skydiving class.	Weber (2002)
Riding a motorcycle without a helmet.	Weber (2002)
Choosing a career that you truly enjoy over a more secure one.	Weber (2002)
Speaking your mind about an unpopular issue in a meeting at work.	Weber (2002)
Sunbathing without sunscreen.	Weber (2002)
Bungee jumping off a tall bridge.	Weber (2002)
Piloting a small plane.	Weber (2002)

Walking home alone at night in an unsafe area of town.	Weber (2002)
Moving to a city far away from your extended family.	Weber (2002)
Starting a new career in your mid-thirties.	Weber (2002)
Leaving your young children alone at home while running an errand.	Weber (2002)
Not returning a wallet you found that contains \$200.	Weber (2002)

4.3.5. Alertness

To evaluate the impacts of alertness, respondents are asked to mark how strongly they agree or disagree with each statement. An eight-item scale and a seven-point Likert scale by Kirzner (1973), and McMullen and Shepherd (2006) have been used where 1= “strongly disagree” and 7= “strongly agree”. These items are provided in Table 4.5.

Table 4.5. Operationalization of Alertness

Statement	Source
I have frequent interactions with other to acquire new information.	Kirzner (1973, 1979) M., S. (2006)
I always keep an eye out for new business Ideas when looking for information.	Kirzner (1973, 1979) M., S. (2006)
I read news, magazines, or trade publications regularly to acquire new information.	Kirzner (1973, 1979) M., S. (2006)

I browse the internet every day.	Kirzner (1973, 1979) M., S. (2006)
While going about day-to-day activities, I try to look for new business ideas.	Kirzner (1973, 1979) M., S. (2006)
I am an avid information seeker.	Kirzner (1973, 1979) M., S. (2006)
I am always actively looking for new information.	Kirzner (1973, 1979) M., S. (2006)
I regularly seek information from new business development resource centers.	Kirzner (1973, 1979) M., S. (2006)

4.3.6. Self-Construal

To evaluate the impacts of self-construal, respondents are asked to mark how strongly they agree or disagree with each statement. A twenty-four-item scale and a seven-point Likert scale by Cross and Markus (1991), Yamaguchi (1994) Bhawuk and Brislin (1992) have been used where 1= “strongly disagree” and 7= “strongly agree”. These items are provided in Table 4.6.

Table 4.6. Operationalization of Self-Construal

Statement	Source
I have respect for the authority figures with whom I interact.	C. & M (1991) Y. (1994) B. & B. (1992)

It is important for me to maintain harmony within my group.	C. & M (1991) Y. (1994) B. & B. (1992)
My happiness depends on the happiness of those around me.	C. & M (1991) Y. (1994) B. & B. (1992)
I would offer my seat in a bus to my professor.	C. & M (1991) Y. (1994) B. & B. (1992)
I respect people who are modest about themselves.	C. & M (1991) Y. (1994) B. & B. (1992)
I will sacrifice my self-interest for the benefit of the group I am in.	C. & M (1991) Y. (1994) B. & B. (1992)
I often have the feeling that my relationship with others are more important than my own accomplishments.	C. & M (1991) Y. (1994) B. & B. (1992)
I should take into consideration my parents' advice when making education/career plans.	C. & M (1991) Y. (1994) B. & B. (1992)
It is important to me to respect decisions made by the group.	C. & M (1991) Y. (1994) B. & B. (1992)
I will stay in a group if they need me, even when I'm not happy with the group.	C. & M (1991) Y. (1994) B. & B. (1992)
If my brother or sister fails, I feel responsible.	C. & M (1991) Y. (1994) B. & B. (1992)

Even when I strongly disagree with group members, I avoid an argument.	C. & M (1991) Y. (1994) B. & B. (1992)
I'd rather say 'No' directly, than risk being misunderstood.	C. & M (1991) Y. (1994) B. & B. (1992)
Speaking up during a class is not a problem for me.	C. & M (1991) Y. (1994) B. & B. (1992)
Having a lively imagination is important to me.	C. & M (1991) Y. (1994) B. & B. (1992)
I am comfortable with being singled out for praise or rewards.	C. & M (1991) Y. (1994) B. & B. (1992)
I am the same person at home that I am at school.	C. & M (1991) Y. (1994) B. & B. (1992)
Being able to take care of myself is a primary concern for me.	C. & M (1991) Y. (1994) B. & B. (1992)
I act the same way no matter who I am with.	C. & M (1991) Y. (1994) B. & B. (1992)
I feel comfortable using someone's first name soon after I meet them, even when they are much older than I am.	C. & M (1991) Y. (1994) B. & B. (1992)
I prefer to be direct and forthright when dealing with people I have just met.	C. & M (1991) Y. (1994) B. & B. (1992)
I enjoy being unique and different from	C. & M (1991) Y. (1994)

others in many respects.	B. & B. (1992)
My personal identity independent of others, is very important to me.	C. & M (1991) Y. (1994) B. & B. (1992)
I value being in good health above everything.	C. & M (1991) Y. (1994) B. & B. (1992)

4.3.7. Proactive-Personality

To evaluate the impacts of proactive personality, respondents are asked to mark how strongly they agree or disagree with each statement. A ten-item scale and a seven-point shortened Likert scale by Bateman and Crant (1993) have been used where 1= “strongly disagree” and 7= “strongly agree”. These items are provided in Table 4.7.

Table 4.7. Operationalization of Proactive Personality

Statement	Source
I am constantly on the lookout for new ways to improve my life.	Bateman & Crant (1993)
Wherever I have been, I have been a powerful force for constructive change.	Bateman & Crant (1993)
Nothing is more exciting than seeing my ideas turn into reality.	Bateman & Crant (1993)
If I see something I don't like, I fix it.	Bateman & Crant (1993)
No matter what the odds, I believe in something,	Bateman & Crant (1993)

I will make it happen.	
I love being a champion for my ideas, even against others' opposition.	Bateman & Crant (1993)
I excel at identifying opportunities.	Bateman & Crant (1993)
I am always looking for better ways to do things.	Bateman & Crant (1993)
If I believe in an idea, no obstacle will prevent me from making it happen.	Bateman & Crant (1993)
I can spot a good opportunity before others can.	Bateman & Crant (1993)

4.3.8. Entrepreneurial Intention

To evaluate the impacts of entrepreneurial intention, respondents are asked to mark how strongly they agree or disagree with each statement. A six-item scale and a seven-point Likert scale by Liñán and Chen (2009), have been used where 1= “strongly disagree” and 7= “strongly agree”. These items are provided in Table 4.8.

Table 4.8. Operationalization of Entrepreneurial Intention

Statement	Source
I am ready to do anything to be an entrepreneur.	Liñán and Chen (2009)
My professional goal is to become an entrepreneur.	Liñán and Chen (2009)
I will make every effort to start and run my own firm.	Liñán and Chen (2009)
I am determined to create a firm in the future.	Liñán and Chen (2009)
I have very seriously thought of starting a firm.	Liñán and Chen (2009)
I have the firm intention to start a firm some day.	Liñán and Chen (2009)

4.3.9. Opportunity Recognition

To evaluate the impacts of opportunity recognition, respondents are asked to mark how strongly they agree or disagree with each statement. A five-item scale and a seven-point Likert scale by Watson, Clark, and Tellegen (1988), have been used where 1= “strongly disagree” and 7= “strongly agree”. These items are provided in Table 4.9.

Table 4.9. Operationalization of Opportunity Recognition

Statement	Source
I am always alert to business opportunities.	Watson (1988)
I research potential markets to identify business opportunities.	Watson (1988)
I search systematically for business opportunities.	Watson (1988)
I look for information about new ideas on products or services.	Watson (1988)
I regularly scan the environment for business opportunities.	Watson (1988)

4.3.10. Entrepreneurial Searching Self-Efficacy

To evaluate the impacts of entrepreneurial searching self-efficacy, respondents are asked to mark how strongly they agree or disagree with each statement. A twenty-three-item scale and a seven-point Likert scale by DeNoble, Ehrlich, and Singh (2007), have been used where 1= “strongly disagree” and 7= “strongly agree”. These items are provided in Table 4.10.

Table 4.10. Operationalization of Entrepreneurial Searching Self-Efficacy

Statement	Source
I can identify market opportunities for new Products and services.	DeNoble (1999)
I can discover new ways to improve existing products.	DeNoble (1999)
I can identify new areas for potential growth.	DeNoble (1999)
I can design products that solve current problems.	DeNoble (1999)
I can create products that fulfil customers' unmet needs.	DeNoble (1999)
I can introduce product concepts to the market in a timely manner.	DeNoble (1999)
I can determine what the business will look like in the future.	DeNoble (1999)
I can create a working environment that let's people be their own boss.	DeNoble (1999)
I can develop a working environment that encourages people to try new things.	DeNoble (1999)
I can encourage people to take initiatives and responsibilities for their ideas and decisions, regardless of outcome.	DeNoble (1999)

I can form partner or alliance relationships with others.	DeNoble (1999)
I can develop and maintain favorable relationships with potential investors.	DeNoble (1999)
I can develop relationships with key people who have access to financial resources.	DeNoble (1999)
I can identify potential sources of funding for investment.	DeNoble (1999)
I can articulate the vision and values of my business.	DeNoble (1999)
I can inspire others to embrace the vision and values of my business.	DeNoble (1999)
I can formulate a set of actions in pursuit of opportunities.	DeNoble (1999)
I can work productively under continuous stress, pressure and conflict.	DeNoble (1999)
I can tolerate unexpected changes in business conditions.	DeNoble (1999)
I can persist in the face of adversity.	DeNoble (1999)
I can recruit and train key employees.	DeNoble (1999)

I can develop contingency plans to backfill key technical staff.	DeNoble (1999)
I can identify and build management teams.	DeNoble (1999)

4.4. QUESTIONNAIRE DEVELOPMENT AND DESIGN

To establish an effective questionnaire for this research, firstly, various research articles and other forms of literature sources have been examined so that the required data could be attained, and a questionnaire was created. The questionnaire that has been applied in this research is a well-structured one, which means that a common form of questions is used for all participants, consisting of close-ended and fixed-alternative questions, except for one open-ended question where participant state their occupation.

The questionnaire is composed of nine sections and 134 questions in total, where the first question is regarding the participants opinion on becoming an entrepreneur in marketing at some point in the future, six questions were used to assess the participants' degree of fear of covid-19, ten questions to understand the personality traits that respondents associate themselves with, eleven questions on prior knowledge and to what extent they agree or disagree with statements that describe prior knowledge and its necessity before starting an enterprise, 28 questions on risk and how respondents perceive different levels of risk and would act in those described situations, the concept of alertness was evaluated through eight questions that pointed out the importance of being alert and always keep an eye out for new business opportunities, the self-construal of respondents was examined with the help of 24 questions referring to several occasions that can be faced either in their personal or work life's, ten questions were used to attain insight on their proactive personality through statements that emphasized their ambitiousness, six questions related to entrepreneurial intention, meaning that how convinced the respondents

are in order to become entrepreneurs, five questions were applied for opportunity recognition, and 23 for entrepreneurial searching self-efficacy. Seven questions were regarding respondents' demographic features (gender, age, education level, work-experience, parenthood, income level, occupation). Lastly, one question was designed to attain data on whether the participants had a chance to work from their homes during the covid-19 pandemic. Skipping or leaving a question unanswered was not allowed in the questionnaire format so that gaps in the data were prevented. The questionnaire was developed in two languages Turkish and English, where the final versions can be found in Appendix B and C.

4.5. QUESTIONNAIRE ADMINISTRATION AND DATA COLLECTION

The foundation of this study is the answers given by the respondents in the questionnaire. To build the questionnaire type, a trustworthy and popular survey website was used. After the questionnaire was developed multiple outlets were used to collect information, such as social media profiles and e-mail platforms.

To prevent any misunderstandings, at the very beginning of the questionnaire, a description of why and by whom this questionnaire is being used was declared in detail. Details included that the data acquired will not be shared or distributed among other organizations other individuals and will only provide a source for academic research. In case of questions, the participants were assisted with an e-mail, which they can use in need. The timeframe for completing the questionnaire was estimated to be 10-13 minutes. At the end of the questionnaire, the respondents received a thank you acknowledgments for completion and participation. The collection of the data took approximately two weeks.

4.6. SAMPLING

At the beginning of the questionnaire, respondents were asked to assess and declare their opinion on affects, that covid-19 causes for them personally. Afterwards, a specific question regarding entrepreneurship in marketing was asked in order to attain data on how many participants would be interested in entering this field in particular. The questionnaire was not limited by any element as everyone who aspires to become an entrepreneur in marketing could fulfil and achieve their goal.

According to several sources in literature, it is suggested that the sample size should be large so that necessary predictions can be made and a more comprehensive analyses can be conducted (Lash, Cook, Hepworth, Wall, & Warr, 1983; Maxwell, 2000).

Out of 317 participants who started to answer the questionnaire all of them finished answering the questions. 164 of the respondents declared that they would like to become entrepreneurs in marketing at some point in their lives in the future. No questions were left out, which contributed to the analyses of all values provided.

4.7. DATA ANALYSES

Descriptive analyses, factor analyses, reliability analyses, correlation analyses and regression analyses were the statistical analysis methods used in this research. In order to depict the demographic profile of participants, descriptive analyses are used. Factor analyses and reliability analyses were conducted to determine the factors and to comprehend whether the acquired data is reliable or not. Additionally, correlation analyses are deployed to demonstrate the context between dependent and independent variables. At last, to determine the declaring power of independent variables on dependent variables, regression analyses are applied. The 20.0 version of Statistical Package for Social Sciences is used to analyze the data. Firstly, the

data collected through the questionnaire is exported to Excel and forwarded to the SPSS program to analyze the data.

CHAPTER FIVE DATA

ANALYSES AND RESULTS

In the fifth chapter, the data that has been collected through the surveys is being assessed and findings are declared in detail. Firstly, the rates of respondents' attitude towards becoming entrepreneurs in marketing at any time in their future and whether the respondents had a chance of working from home during covid-19 are illustrated, followed by the demographic profile of the respondents. Secondly, the findings of factor analyses for each item are being demonstrated. Finally, the findings of correlation analysis and regression analysis are being declared.

5.1. Entrepreneurship in Marketing

Data in the context of entrepreneurship in marketing can be seen in Table 5.1.

Table 5.1. Respondents intention to become entrepreneurs in marketing

Entrepreneurship in Marketing	Frequencies	Sample%
Yes	164	51.7%
No	153	48.3%

317 respondents participated in the survey and 164 of them declared that they would like to become entrepreneurs in marketing at any time in their lives in the future.

5.2. Demographic Profile

Demographic profile of the respondents can be seen in Table 5.2.

Table 5.2. Demographic profile of respondents

Characteristics	Frequencies	
		Sample%
Gender		
Female	191	60.3%
Male	126	39.7%
Age (in years)		
Under 18	7	2.2%
18-24	61	19.2%
25-34	121	38.2%
35-44	67	21.1%
45-54	44	13.9%
55-64	13	4.1%
65+	4	1.3%
Education Level		
Less than high school degree	19	6.0%
High school graduate	71	22.4%
Bachelor	161	50.8%
Masters	50	15.8%
Doctorate	6	1.9%
Post Doctorate	1	0.3%
Other	9	2.8%
Work Experience (in years)		
None	36	11.4%
5 years or below	114	36.0%
6-10 years	47	14.8%
11-15 years	48	15.1%
16-20 years	31	9.8%
Over 21	41	12.9%
Parenthood		

Yes	133	42.0%
No	184	58.0%
Personal Monthly Income		
0-2500 TL	92	29.0%
2500-5000 TL	96	30.3%
5000 TL and more	129	40.7%
Occupation		
Public sector	69	21.8%
Private sector	212	66.9%
Own business	13	4.1%
Unemployed / looking for job	7	2.2%
Housewife	4	1.3%
Retired	5	1.5%
Student	7	2.2%
Home office / distance working opportunity during Covid-19		
Yes	156	49.2%
No	161	50.8%

Out of 317 respondents, 60.3% of them are females and 39.7% are males. The scale of age variegates from under eighteen years to more than sixty-five years, where 2.2% are under eighteen years old, 19.2% between eighteen and twenty-four years old, 38.2% between twenty-five and thirty-four, 21.1% between thirty-five and forty-four years, 13.9% between forty-five and fifty-four, 4.1% between fifty-five and sixty-four and 1.3% above sixty-five.

In terms of education level, 6.0% of respondents answered less than high school degree, 22.4% are high school graduates, 50.8% answered bachelor, 15.8% masters, 1.9% doctorate, 0.3% post doctorate and 2.8% stated their education level as other.

Another demographic scale was the respondents' years of work experience, where 11.4 % have none, 36.0% have five years or below, 14.8% have between six and

ten years of experience, 15.1% have eleven to fifteen years, 9.8% have between sixteen to twenty years and 12.9% have more than twenty-one years of work experience.

Respondents were also asked about their parenthood, where 42.0% have answered with yes and 58.0% have answered with no.

Regarding the respondents' personal monthly income, it varies from less than 2500 TL to more than 5000TL, where 29.0% have answered less than 2500 TL, 30.3% have answered between 2500 TL and 5000 TL, and 40.7% have answered with more than 5000 TL.

Respondents were allowed to manually write their occupation in the survey as an open-ended question, where 21.8% stated their occupation in public sector, 66.9% in private sector, 4.1% of the respondents run a business, 2.2% of the respondents are unemployed, 1.3% of them are housewives, 1.% are retired, and 2.2% are students.

Finally, as this study has been conducted during a pandemic, it is interesting to know whether the respondents had a chance to work from home, where 49.2% answered yes and 50.8% answered no.

5.3. Factor Analysis

To find out the variable sets that are highly connected, also called factors, the factor analyses is being applied (Jr, Black, Babin, & Anderson, 2009). Generally, factor analyses are executed to find out whether the same constructs obtained from

previous studies can be obtained with different data sets or to inspect the relationship between substance categories and constructs obtained from experience (Jr, Black, Babin, & Anderson, 2009). In order to see whether the data is applicable for factor analyses, sampling adequacy is assessed (Durmus, 2021).

The appropriateness of the data is being understood through the Keiser-Meyer-Olkin (KMO) and Bartlett's test. The results of KMO demonstrate that the data used during the analysis is a congenial compilation of variables. The lower limit of KMO is suggested to be 0.50 is general (Jr, Black, Babin, & Anderson, 2009). The upper limit for Bartlett's test is commonly agreed upon 0.05 and illustrated the statistical significance of the inter-coherence between variables (Jr, Black, Babin, & Anderson, 2009).

As stated by Hair et al. (2010), linearity is explained as the occurrence of a single construct declaring a set of items. It is argued that linearity is crucial when the proposed model is build-up by more than two constructs (Hair et al., 2010). To assure linearity, Hattie (1985) suggests that items with factor loadings should not be lower than 0.50. In case of assured linearity, reliability analyses are conducted. The most used scale for reliability is Cronbach's alpha, according to Netemeyer et al. (2003). Although there is no absolute standard regarding the limits of Cronbach's alpha, Nunnally and Bernstein (1994) suggest that it is ought to be at least 0.70.

In this research, the findings of KMO and Bartlett's test are considered satisfactory. The findings of factor analyses and reliability analyses are demonstrated in the follow-up sections.

5.3.1. Factor and Reliability Analyses for Fear of Covid-19

KMO and Bartlett's test findings were contenting with KMO = 0.790, χ^2 Bartlett's test = 709.580 and p = 0.000.

Table 5.3. KMO and Bartlett's Test Results for Fear of Covid-19

KMO and Bartlett's Test		Results
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.790
Bartlett's Test of Sphericity	Approx. Chi-Square	709.580
	df	15
	Sig.	0.000

The diagonals of the anti-image correlation matrix were all over 0.50 supporting the involvement of each item in the factor analyses. Afterwards, principal component matrix and varimax rotation to the data sets were applied. To test the internal permanence, reliability analysis is employed, and Cronbach's alpha is valuated as 0.814. Therefore, the factor analyses findings for fear of corona-19 is illustrated in Table 5.4 where total explained variance is shown to be 50.942%.

Table 5.4. Factor Analysis Findings for Fear of Covid-19

Factor Item	Factor Loading	% Variance	Reliability (Cronbach's Alpha)
coron_0001	0.716	50.942	0.814
coron_0002	0.717		
coron_0003	0.685		
coron_0004	0.752		
coron_0005	0.703		
coron_0006	0.753		

5.3.2. Factor and Reliability Analyses for Personality Traits

KMO and Bartlett's test findings were contenting with KMO = 0.577, χ^2 Bartlett's test = 171.783 and p = 0.000.

Table 5.5. KMO and Bartlett's Test Results for Personality Traits

KMO and Bartlett's Test		Result
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.577
Bartlett's Test of Sphericity	Approx. Chi-Square	171.783
	df	10
	Sig.	0.000

The diagonals of the anti-image correlation matrix were all over 0.50, however, third, fourth, ninth, sixth and tenth item could not pass component analysis and varimax rotation tests, therefore these items have been removed. The rotated component matrix in which pertra_0003, pertra_0004, pertra_0009, pertra_0006, and pertra_0010 are removed are demonstrated in Table 5.6.

Table 5.6. Rotated Component Matrix for Personality Traits

	Component	
	1	2
pertra_0001	0.823	
pertra_0007	0.759	
pertra_0005	0.711	
pertra_0002		0.816
pertra_0008		0.732

Afterwards, in order to test the internal consistency, reliability analysis is applied, and Cronbach's alpha is estimated. As a result of the Cronbach's alpha for pertra_0002 and pertra_0008 was 0.357, the second factor has been removed from further analyses. The results of item total statistics are provided in Table 5.7.

Table 5.7. Item Total statistics for Personality Traits

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
pertra_0001	11.1073	4.526	0.523	0.440
pertra_0007	10.5489	6.071	0.467	0.638
pertra_0005	10.8738	5.345	0.389	0.543

Consequently, the factor analyses result for personality traits is provided in Table 5.8 where total variance explained is found to be 10.145% and Cronbach's alpha is estimated as 0.643.

Table 5.8. Factor Analyses Results for Personality Traits

Factor Item	Factor Loading	% Variance	Reliability (Cronbach's Alpha)
pertra_0001	0.806	10.145	0.643
pertra_0007	0.768		
pertra_0005	0.666		

5.3.3. Factor and Reliability Analyses for Prior Knowledge

KMO and Bartlett's test findings were contenting with KMO = 0.896, χ^2 Bartlett's test = 1681.856 and p = 0.000.

Table 5.9. KMO and Bartlett's Test Results for Prior Knowledge

KMO and Bartlett's Test		Result
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.896
Bartlett's Test of Sphericity	Approx. Chi-Square	1681.856
	df	28
	Sig.	0.000

The diagonals of the anti-image correlation matrix were all over 0.50, however, first, fourth, and eleventh items could not pass component analysis and varimax rotation tests, therefore these items have been removed. The component matrix in which prior_0001, prior_0004, and prior_0011 are removed and demonstrated in Table 5.10.

Table 5.10. Component Matrix for Prior Knowledge

	Component
	1
prior_0007	0.854
prior_0006	0.844
prior_0008	0.826
prior_0005	0.806
prior_0009	0.806
prior_0010	0.802
prior_0003	0.785
prior_0002	0.661

Afterwards, in order to test the internal consistency, reliability analysis is applied, and Cronbach's alpha is estimated. The results of item total statistics are provided in Table 5.11.

Table 5.11. Item Total statistics for Prior Knowledge

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha If Item Deleted
prior_0002	42.0126	45.962	0.588	0.917
prior_0003	41.7760	44.953	0.733	0.901
prior_0005	41.7224	46.638	0.738	0.900
prior_0006	41.6688	46.229	0.778	0.897
prior_0007	41.3975	47.133	0.781	0.898
prior_0008	41.5205	47.497	0.745	0.900
prior_0009	41.4953	48.738	0.730	0.902
prior_0010	41.6467	46.932	0.722	0.902

As a result, the factor analyses findings for prior knowledge are presented in Table 5.12., where total variance explained is given as 60.328% and Cronbach's alpha is estimated as 0.913.

Table 5.12. Factor Analyses Results for Prior Knowledge

Factor Item	Factor Loading	% Variance	Reliability (Cronbach's Alpha)
prior_0007	0.854	60.328	0.913
prior_0006	0.844		
prior_0008	0.826		
prior_0005	0.806		
prior_0009	0.806		
prior_0010	0.802		
prior_0003	0.785		
prior_0002	0.661		

5.3.4. Factor and Reliability Analyses for Risk-Taking

KMO and Bartlett's test findings were contenting with KMO = 0.858, χ^2 Bartlett's test = 1391.802 and p = 0.000.

Table 5.13. KMO and Bartlett's Test Results for Risk-Taking

KMO and Bartlett's Test		Result
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.858
Bartlett's Test of Sphericity	Approx. Chi-Square	1391.802
	df	55
	Sig.	0.000

The diagonals of the anti-image correlation matrix were all over 0.50, however, the first, fourth, fifth, seventh, eleventh, fourteenth, fifteenth, sixteenth, eighteenth, nineteenth, twentieth, twenty-first, twenty-fourth, twenty-fifth, twenty-seventh, and twenty-eight items could not pass component analysis and varimax rotation tests, therefore these items have been removed. The rotated component matrix in which risk_0001, risk_0004, risk_0005, risk_0007, risk_0011, risk_0014, risk_0015, risk_0016, risk_0018, risk_0019, risk_0020, risk_0021, risk_0024, risk_0025, risk_0026, risk_0027, and risk_0028 are removed is demonstrated in Table 5.14. The reason why we attained three factors is that risk-taking was grouped into three through the scale that is being used in the survey.

Table 5.14. Rotated Component Matrix for Risk-Taking

	Component		
	1	2	3
risk_0017	0.843		
risk_0022	0.794		
risk_0023	0.750		
risk_0012	0.745		
risk_0002	0.649		
risk_0010	0.617		
risk_0003		0.869	
risk_0013		0.856	
risk_0008		0.818	
risk_0006			0.834
risk_0009			0.787

Afterwards, principal component matrix and varimax rotation to the data sets were applied. To test the internal permanence, reliability analysis is employed, and Cronbach's alpha is valuated. To test the internal permanence, reliability analysis is employed, and Cronbach's alpha is valuated.

Table 5.15. Item Total Statistics for Risk-Taking

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha If Item Deleted
risk_0002	18.2082	73.545	0.559	0.842
risk_0012	18.2839	71.476	0.640	0.827
risk_0010	19.1767	74.102	0.583	0.837
risk_0017	18.1798	66.230	0.722	0.811
risk_0022	18.9842	66.959	0.705	0.814
risk_0023	18.6814	71.237	0.613	0.832
risk_0006	1.6751	2.100	0.446	.
risk_0009	2.5647	3.544	0.446	.
risk_0003	4.1987	11.217	0.712	0.819
risk_0008	4.1830	10.947	0.726	0.806
risk_0013	3.8896	9.757	0.761	0.775

As a result, the factor analyses findings for risk-taking are presented in Table 5.16., where total variance explained is given as 98.731 % for the first factor, 8.075 % for the second factor and 22.352 % for the third factor and Cronbach's alpha is estimated as 0.852 for the first factor, 0.602 for the second factor and 0.858 for the third factor.

Table 5.16. Factor Analyses Results for Risk-Taking

Factor Item	Factor Loading	% Variance	Reliability (Cronbach's Alpha)
risk_0002	0.637	98.731	0.852
risk_0012	0.671		
risk_0010	0.714		
risk_0017	0.699		
risk_0022	0.738		
risk_0023	0.631		
risk_0006	0.639	8.075	0.602
risk_0009	0.559		
risk_0003	0.616	22.352	0.858
risk_0008	0.539		
risk_0013	0.534		

5.3.5. Factor and Reliability Analyses for Alertness

KMO and Bartlett's test findings were contenting with KMO = 0.864, χ^2 Bartlett's test = 1113.575 and p = 0.000.

Table 5.17. KMO and Bartlett's Test Results for Alertness

KMO and Bartlett's Test		Results
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.864
Bartlett's Test of Sphericity	Approx. Chi-Square	1113.575
	df	28
	Sig.	0.000

The diagonals of the anti-image correlation matrix were all over 0.50 supporting the involvement of each item in the factor analyses. Afterwards, principal component matrix and varimax rotation to the data sets were applied. To test the internal permanence, reliability analysis is employed, and Cronbach's alpha is valuated as 0.864. Therefore, the factor analyses findings for alertness are illustrated in Table 5.18. where total explained variance is shown to be 80.944 %.

Table 5.18. Factor Analyses Findings for Alertness

Factor Item	Factor Loading	% Variance	Reliability (Cronbach's Alpha)
alert_0007	0.816	80.944	0.864
alert_0006	0.787		
alert_0005	0.755		
alert_0002	0.730		
alert_0003	0.712		
alert_0008	0.696		
alert_0004	0.689		
alert_0001	0.659		

5.3.6. Factor and Reliability Analyses for Self-Constraint

KMO and Bartlett's test findings were contenting with KMO = 0.744, χ^2 Bartlett's test = 498.883 and p = 0.000.

Table 5.19. KMO and Bartlett's Test Results for Self-Constraint

KMO and Bartlett's Test		Results
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.744
Bartlett's Test of Sphericity	Approx. Chi-Square	498.883
	df	21

	Sig.	0.000
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The diagonals of the anti-image correlation matrix were all over 0.50, however, the third, sixth, seventh, eighth, ninth, tenth, eleventh twelfth, thirteenth, fourteenth, fifteenth, sixteenth, eighteenth, twentieth, twenty-tooth, twenty-third and twenty-fourth items could not pass component analysis and varimax rotation tests, therefore these items have been removed. The rotated component matrix in which selfcon_0003, selfcon_0006, self_0007, selfcon_0008, selfcon_0009, selfcon_0010, selfcon_0011, selfcon_0012, selfcon_0013, selfcon_0014, selfcon_0015, selfcon_0016, selfcon_0018, selfcon_0020, selfcon_0022, selfcon_0023, and selfcon_0024 are removed is demonstrated in Table 5.20. The reason why we attained three factors is that risk-taking was grouped into three through the scale that is being used in the survey.

Table 5.20. Rotated Component Matrix for Self-Construal

	Component	
	1	2
selfcon_0002	0.785	
selfcon_0001	0.751	
selfcon_0005	0.740	
selfcon_0004	0.692	
selfcon_0019		0.861
selfcon_0017		0.819
selfcon_0021		0.658

Afterwards, principal component matrix and varimax rotation to the data sets were applied. To test the internal permanence, reliability analysis is employed, and Cronbach's alpha is valuated. As a result of that selfcon_0021 is removed since Cronbach's alpha was 0.703 and when selfcon_0021 is deleted it would be 0.751. The results of item total statistics are provided in Table 5.21.

Table 5.21. Item Total Statistics for Self-Construal

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha If Item Deleted
selfcon_0001	17.4416	9.437	0.534	0.676
selfcon_0002	17.0568	9.801	0.578	0.651
selfcon_0004	17.0946	9.415	0.484	0.710
selfcon_0005	16.6688	10.551	0.539	0.677
selfcon_0017	10.2744	7.282	0.536	0.590
selfcon_0019	10.3249	6.847	0.640	0.452
selfcon_0021	10.4164	8.978	0.397	0.751

As a result, the factor analyses findings for self-construal are presented in Table 5.22., where total variance explained is given as 16.022 % for the first factor, 8.978 % for the second factor and Cronbach's alpha is estimated as 0.737 for the first factor, and 0.751 for the second factor.

Table 5.22. Factor Analyses Findings for Self-Construal

Factor Item	Factor Loading	% Variance	Reliability (Cronbach's Alpha)
selfcon_0017 selfcon_0019	0.605 0.601	8.978	0.751
selfcon_0001 selfcon_0002	0.655 0.690	16.022	0.737

selfcon_0004	0.626		
selfcon_0005	0.676		

5.3.6. Factor and Reliability Analyses for Proactive Personality

KMO and Bartlett's test findings were contenting with KMO = 0.900, χ^2 Bartlett's test = 1591.989 and p = 0.000.

Table 5.23. KMO and Bartlett's Test Results for Proactive Personality

KMO and Bartlett's Test		Results
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.900
Bartlett's Test of Sphericity	Approx. Chi-Square	1591.989
	df	45
	Sig.	0.000

The diagonals of the anti-image correlation matrix were all over 0.50 supporting the inclusion of each item in the factor analysis. Then principal component analysis and varimax rotation to the data sets were employed. To test the internal consistency, reliability analysis is applied, and Cronbach's alpha is estimated as 0.905. Consequently, the factor analyses result for system quality is provided in Table 5.24. where total variance explained is found to be 86.979%.

Table 5.24. Factor Analyses Results for Proactive Personality

Factor Item	Factor Loading	% Variance	Reliability (Cronbach's Alpha)
proactive_0001	0.773	86.979	0.905
proactive_0009	0.765		
proactive_0008	0.764		
proactive_0006	0.747		
proactive_0002	0.746		
proactive_0005	0.744		
proactive_0003	0.740		
proactive_0004	0.731		
proactive_0007	0.719		
proactive_0010	0.641		

5.3.6. Factor and Reliability Analyses for Entrepreneurial Intention

KMO and Bartlett's test findings were contenting with KMO = 0.894, χ^2 Bartlett's test = 2179.901 and p = 0.000.

Table 5.25. KMO and Bartlett's Rest Results for Entrepreneurial Intention

KMO and Bartlett's Test		Results
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.894
Bartlett's Test of Sphericity	Approx. Chi-Square	2179.901
	df	15
	Sig.	0.000

The diagonals of the anti-image correlation matrix were all over 0.50 supporting the inclusion of each item in the factor analysis. Then principal component analysis and varimax rotation to the data sets were employed. To test the internal consistency, reliability analysis is applied, and Cronbach's alpha is estimated as 0.949. Consequently, the factor analyses result for proactive personality is provided in Table 5.26. where total variance explained is found to be 103.537%.

Table 5.26. Factor Analyses Results for Entrepreneurial Intention

Factor Item	Factor Loading	% Variance	Reliability (Cronbach's Alpha)
entint_0004	0.942	103.537	0.949
entint_0003	0.935		
entint_0006	0.931		
entint_0005	0.907		
entint_0002	0.880		
entint_0001	0.746		

5.3.7. Factor and Reliability Analyses for Opportunity Recognition

KMO and Bartlett's test findings were contenting with KMO = 0.887, χ^2 Bartlett's test = 1447.641 and p = 0.000.

Table 5.27. KMO and Bartlett's Test Results for Opportunity Recognition

KMO and Bartlett's Test		Results
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.887
Bartlett's Test of Sphericity	Approx. Chi-Square	1447.641
	df	10
	Sig.	0.000

The diagonals of the anti-image correlation matrix were all over 0.50 supporting the inclusion of each item in the factor analysis. Then principal component analysis and varimax rotation to the data sets were employed. In order to test the internal consistency, reliability analysis is applied, and Cronbach's alpha is estimated as 0.941. Consequently, the factor analyses result for proactive personality is provided in Table 5.28. where total variance explained is found to be 58.558%.

Table 5.28. Factor Analyses Results for Opportunity Recognition

Factor Item	Factor Loading	% Variance	Reliability (Cronbach's Alpha)
oppor_0002	0.929	58.558	0.941
oppor_0003	0.919		
oppor_0005	0.912		
oppor_0004	0.884		
oppor_0001	0.853		

5.3.8. Factor and Reliability Analyses for Entrepreneurial Searching Self-Efficacy

KMO and Bartlett's test findings were contenting with KMO = 0.917, χ^2 Bartlett's test = 2426.238 and p = 0.000.

Table 5.29. KMO and Bartlett's Test Results for Entrepreneurial Searching Self-Efficacy

KMO and Bartlett's Test		Results
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.917
Bartlett's Test of Sphericity	Approx. Chi-Square	2426.238
	df	45

	Sig.	0.000
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The diagonals of the anti-image correlation matrix were all over 0.50 however, eight, ninth, tenth, eleventh, twelfth, thirteenth, fourteenth, fifteenth, sixteenth, seventeenth, twenty-one, twenty-two, and twenty-third items could not pass component analysis and varimax rotation tests, so it is removed. The rotated component matrix in which *effic_0008*, *effic_0009*, *effic_0010*, *effic_0011*, *effic_0012*, *effic_0013*, *effic_0014*, *effic_0015*, *effic_0016*, *effic_0017*, *effic_0021*, *effic_0022*, and *effic_0023* are removed is provided in Table 5.30.

Table 5.30. Rotated Component Matrix for Entrepreneurial Searching Self-Efficacy

	Component	
	1	2
<i>effic_0003</i>	0.888	
<i>effic_0006</i>	0.880	
<i>effic_0002</i>	0.874	
<i>effic_0005</i>	0.869	
<i>effic_0007</i>	0.849	
<i>effic_0004</i>	0.848	
<i>effic_0001</i>	0.777	
<i>effic_0020</i>	0.606	
<i>effic_0019</i>	0.599	0.631
<i>effic_0018</i>	0.533	0.625

Afterwards, principal component matrix and varimax rotation to the data sets were applied. To test the internal permanence, reliability analysis is employed, and Cronbach's alpha is valuated. The results of item total statistics are provided in Table 5.31.

Table 5.31. Item Total Statistics for Entrepreneurial Searching Self-Efficacy

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha If Item Deleted
effic_0001	29.0568	71.244	0.739	0.946
effic_0002	28.6688	70.469	0.856	0.936
effic_0003	28.7445	69.824	0.868	0.935
effic_0004	28.8959	71.176	0.808	0.940
effic_0005	28.8707	70.075	0.840	0.937
effic_0006	28.8107	71.129	0.842	0.937
effic_0007	28.8328	71.222	0.803	0.940
effic_0018	10.2208	6.350	0.568	0.712
effic_0019	9.7003	7.888	0.662	0.576
effic_0020	9.2334	9.192	0.545	0.709

5.4. CORRELATION ANALYSES

To assure whether there is a relationship between the independent constructs a correlation analysis is conducted. According to the academic literature, a correlation between constructs should not be over 0.85 if the constructs have discriminant validity (Lin & Hsieh, 2009). Nevertheless, as stated by Jr, Black, Babin, and Anderson (2009), correlations that score higher than 0.85 could be accepted in case of supported distinction through different theories or analyses. Results of Pearson correlation can be seen in Table 5.32.

Table 5.32. Correlation Analysis Results

	FOC	PK	RTRecreational	RTEthical	RTFinancial	ALERT	SCIndependent	SCInterdependent	PAP	PTEX
FOC	1									
PK	.159**	1								
RTRecreational	-.119*	.189**	1							
RTEthical	-.019	-.072	.293**	1						
RTFinancial	.056	-.002	.395**	.394**	1					
ALERT	.188**	.349**	.196**	-.013	.081	1				
SCIndependent	.092	.131*	-.018	-.128*	-.060	.328**	1			
SCInterdependent	.192**	.421**	.152**	-.150**	.008	.399**	.273**	1		
PAP	.193**	.424**	.272**	-.048	.098	.667**	.327**	.417**	1	
PTEX	.167**	.269**	.213**	-.013	.079	.366**	.304**	.331**	.431**	1

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

As seen on table 5.32, the highest correlation was detected between alertness PTEX (Personality Traits Extravert) and PAP (Proactive Personality) with $r= 0.431$. The second highest correlation was detected between PAP and SCInterdependent (Self-Construal Interdependent) with $r= 0.417$. Next, a correlation of $r= 0.394$ was found between RTFinancial (Risk-Taking Financial) and RTEthical (Risk-Taking Ethical). Other correlations were detected between PK (Prior Knowledge) and FOC (Fear of Covid-19) ($r=0.159$), RTRecreational (Risk-Taking Recreational) and Prior Knowledge ($r=0.189$), RTEthical (Risk-Taking Ethical) and RTRecreational (Risk-Taking Recreational) ($r=0.293$), SCIndependent (Self-Construal Independent) and ALERT (Alertness) ($r=0.328$), SCInterdependent (Self-Construal Interdependent) and SCIndependent (Self-Construal Independent) ($r= 0.273$). These correlations are however classified as weak in statistics (>0.50) ((Durmus, 2021).

For the effectiveness of research, a clear association between independent variables, in other words, multicollinearity, is something to be eliminated. When the association between independent variables is below 0.80, according to Kalaycı (2010), then multicollinearity can be avoided. However, to ensure the distinguishing validity of structures, r values that are similar to 0.80 require further consideration. Therefore, to test multicollinearity, variance inflation factor (VIF) outcomes are tested before the removal of constructs. According to Mason and Perreault (199), a multicollinearity problem is predicted when the VIF value of a variable is above 10.

5.5. REGRESSION ANALYSES

Regression analyses are performed with the aim of finding the effect of independent variables on dependent variables. In this study, linear regression analyses with the stepwise method are performed to test the hypotheses proposed in the conceptual model. In the following pages, the effects of these studies are clarified.

5.5.1. Multiple Regression Analysis for Personality Traits, Prior Knowledge, Risk Taking, Alertness, Self-Constraint, Proactive Personality, Fear of Covid-19, and Entrepreneurial Intention

Taking entrepreneurial intention as the dependent variable and personality traits (extravert), prior knowledge, risk taking (recreational-ethical-financial), alertness, self-construal (independent-interdependent), proactive personality, and fear of covid-19 as the independent variable, a multiple regression analysis is conducted, and both VIF and tolerance values are examined.

Coefficient of determination, in other words, R squared, the value can be found under model summary results in Table 5.34. R squared is used to show to what extent the dependent variable is explained by independent variables. R squared increases with the high number of independent variables, therefore in that case Kalaycı (2010) advises to consider adjusted R squared. In this model 32.9% of the entrepreneurial intention, in other words, the dependent variable is explained by independent variables.

To test whether there is autocorrelation. Durbin Watson coefficient is used. Durbin Watson value can be between 0 and 4 where “0” representing positive autocorrelation and “4” representing no autocorrelation among the variables. In general, the Durbin Watson value is expected to be between 1.5 and 2.5 (Kalaycı, 2010). In this model, the DW coefficient is found to be 1.993 meaning there is no autocorrelation. The last row of Table 5.33. should be examined since the stepwise regression method is applied.

Table 5.33. Model Summary of Regression Analysis Between Personality Traits, Prior Knowledge, Risk Taking, Alertness, Self-Construal, Proactive Personality, Fear of Covid-19 and Entrepreneurial Intention

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.535 ^a	.286	.284	1.43494	
2	.564 ^b	.318	.314	1.40507	
3	.573 ^c	.328	.322	1.39666	
4	.581 ^d	.337	.329	1.38928	1.993

a. Predictors: (Constant), ALERT

b. Predictors: (Constant), ALERT, PAP

c. Predictors: (Constant), ALERT, PAP, RTethical

d. Predictors: (Constant), ALERT, PAP, RTethical, PTEX

e. Dependent Variable: EI

ALERT= Alertness

PAP= Proactive Personality

RTethical= Risk-taking Ethical

PTEX= Personality traits extravert

EI= Entrepreneurial Intention

The results of the variance study, in other words, ANOVA, can be found in Table 5.34. To assess whether the model is significant or not, ANOVA is applied (Kalaycı, 2010). The overall model explanatory capacity is found to be 32.9% ($R=0.581$, $R^2=0.329$, $F=39.718$, $p=0.000$).

Table 5.34. Anova Results of Regression Analysis Between Personality Traits, Prior Knowledge, Risk Taking, Alertness, Self-Construal, Proactive Personality, Fear of Covid-19 and Entrepreneurial Intention

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	260.219	1	260.219	126.377	.000 ^b

	Residual	648.605	315	2.059		
	Total	908.825	316			
2	Regression	288.920	2	144.460	73.173	.000 ^c
	Residual	619.904	314	1.974		
	Total	908.825	316			
3	Regression	298.264	3	99.421	50.968	.000 ^d
	Residual	610.560	313	1.951		
	Total	908.825	316			
4	Regression	306.637	4	76.659	39.718	.000 ^e
	Residual	602.187	312	1.930		
	Total	908.825	316			

a. Dependent Variable: EI

b. Predictors: (Constant), ALERT

c. Predictors: (Constant), ALERT, PAP

d. Predictors: (Constant), ALERT, PAP, RTEthical

e. Predictors: (Constant), ALERT, PAP, RTEthical, PTEX

ALERT= Alertness

PAP= Proactive Personality

RTEthical= Risk-Taking Ethical

PTEX= Personality Traits Extravert

Coefficients can be found in Table 5.35. In this table, the B value shows the tendency of variables whereas the Beta value is used to show the importance of each independent variable on the dependent variable (Kalaycı, 2010). The impact of the independent variable on the dependent variable is expected to be higher when the beta value is higher (Kalaycı, 2010). T value, on the other hand, shows the significance of each variable where a significance level below 0.05 is found to be statistically significant (Kalaycı, 2010). As explained earlier. VIF values are used to ensure about multicollinearity problem.

The VIF values for this regression model range between 1.000 and 1.949, and the tolerance values range between 0.513 and 1.000. Since there is no VIF value exceeding ten and the tolerance values are higher than 0.10, it can be concluded that collinearity among variables is within a considerable range.

In this model, alertness with $\beta = 0.357$, proactive personality with $\beta = 0.210$, Risk-Taking-Ethical with $\beta = 0.101$, and Personality Traits Extravert with $\beta = 0.107$ are found to be statistically significant (sig. Values below 0.05) on entrepreneurial intention.

Table 5.35. Coefficients of Regression Analysis Between Personality Traits, Prior Knowledge, Risk Taking, Alertness, Self-Construal, Proactive Personality, Fear of Covid-19 and Entrepreneurial Intention

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.406	.373		1.086	.278		
	ALERT	.807	.072	.535	11.242	.000	1.000	1.000
2	(Constant)	-.744	.474		-1.570	.117		
	ALERT	.567	.094	.376	6.007	.000	.555	1.802
	PAP	.434	.114	.239	3.813	.000	.555	1.802

3	(Constant)	-1.046	.491		-2.130	.034		
	ALERT	.561	.094	.372	5.984	.000	.554	1.804
	PAP	.447	.113	.246	3.947	.000	.553	1.808
	RTEthical	.121	.055	.102	2.189	.029	.997	1.003
4	(Constant)	-1.498	.534		-2.803	.005		
	ALERT	.539	.094	.357	5.734	.000	.547	1.828
	PAP	.381	.117	.210	3.259	.001	.513	1.949
	RTEthical	.121	.055	.101	2.189	.029	.997	1.003
	PTEX	.171	.082	.107	2.083	.038	.803	1.245

a. Dependent Variable: EI

Considering the proposed hypotheses, it can be concluded that H2a, H6b, H8 and H12 hypotheses are supported and H2b, H4, H6a, H6c, H10a, H10b and H14 are not supported according to these results. Alertness for instance is found to be the most important factor with a positive effect on entrepreneurial intention. The second most positively influential factor on entrepreneurial intention is proactive personality which is followed by personality traits extravert as the third most important factor. Finally, the last influential factor is risk-taking-ethical. All these factors are found to be positively influential on entrepreneurial intention.

5.5.2. Multiple Regression Analysis for Personality Traits, Prior Knowledge, Risk Taking, Alertness, Self-Construal, Proactive Personality, Fear of Covid-19, and Opportunity Recognition

Taking Opportunity recognition as the dependent variable and personality traits (extravert), prior knowledge, risk taking (recreational-ethical-financial), alertness, self-construal (independent-interdependent), proactive personality, and fear of covid-19 as independent variables, a multiple regression analysis is run and both VIF and tolerance values are examined.

Coefficient of determination, in other words R squared, value can be found under model summary results in Table 5.36. In this model 41.8% of the opportunity recognition, in other words dependent variables, is explained by independent variables. In this model DW coefficient is found to be 2.015 meaning there is no autocorrelation. The last row of Table 5.37 should be examined since stepwise regression method is applied.

Table 5.36. Model Summary of Regression Analysis Between Personality Traits, Prior Knowledge, Risk Taking, Alertness, Self-Construal, Proactive Personality, Fear of Covid-19 and Opportunity Recognition

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.641 ^a	.411	.409	1.17647	
2	.649 ^b	.421	.418	1.16781	2.015

a. Predictors: (Constant), ALERT

b. Predictors: (Constant), ALERT, RTRecreational

c. Dependent Variable: OPP

ALERT= Alertness

RTRecreational= Risk-Taking Recreational

OPP=Opportunity

Analysis of variance, in other words ANOVA, results can be found in Table 5.37.

The overall explanatory power of model is found to be 41.8% (R=0.649, R²=0.418, F=114.365, p=0.000)

Table 5.37. Anova Results of Regression Analysis Between Personality Traits, Prior Knowledge, Risk Taking, Alertness, Self-Construal, Proactive Personality, Fear of Covid-19 and Opportunity Recognition

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	304.182	1	304.182	219.77	.000 ^b
	Residual	435.986	315	1.384	2	
	Total	740.168	316			
2	Regression	311.939	2	155.970	114.36	.000 ^c
	Residual	428.229	314	1.364	5	
	Total	740.168	316			

a. Dependent Variable: OPP

b. Predictors: (Constant), ALERT

c. Predictors: (Constant), ALERT, RTRecreational

ALERT= Alertness

RTRecreational= Risk-Taking Recreational

The VIF values for this regression model range between 1.000 and 1.040 and the tolerance values range between 0.961 and 1.000. Since there is no VIF value exceeding 10 and the tolerance values are greater than 0.10, it can be concluded that collinearity among variables are within considerable range.

In this model alertness with $\beta = 0.621$, and Risk-Taking Recreational with $\beta = 0.104$, are found to be statistically significant (sig values below 0.05) on opportunity recognition.

Table 5.38. Coefficients of Regression Analysis Between Personality Traits, Prior Knowledge, Risk Taking, Alertness, Self-Construal, Proactive Personality, Fear of Covid-19, and Opportunity Recognition

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.192	.306		.627	.531		
	ALERT	.872	.059	.641	14.825	.000	1.000	1.000
2	(Constant)	-.025	.317		-.079	.937		
	ALERT	.845	.060	.621	14.176	.000	.961	1.040
	RTRrecreational	.096	.040	.104	2.385	.018	.961	1.040

a. Dependent Variable: OPP

Considering the proposed hypotheses, it can be expressed that hypotheses H5a and H7 are supported and H1a, H1b, H3, H5b, H5c, H9a, H9b, H11, and H13 are not supported according to these results. Alertness, for example, is found to be the most important factor with a positive effect on opportunity recognition. The second most positively influential factor on opportunity recognition is risk-taking recreational. These two factors are found to be positively influential on opportunity recognition.

5.5.3. Simple Regression Analysis for Entrepreneurial Intention and Opportunity Recognition

Taking opportunity recognition as the dependent variable and entrepreneurial intention as the independent variable, a simple regression analysis is run and both VIF and tolerance values are examined. Coefficient of determination, in other words R squared, value can be found under model summary results in Table 5.39. In this model 53.5% of opportunity recognition, in other words dependent variable, is explained by entrepreneurial intention. In this model DW coefficient is found to be 1.908 meaning there is no autocorrelation.

Table 5.39. Model summary of Regression Analysis Between Entrepreneurial Intention and Opportunity Recognition

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.732 ^a	.537	.535	1.04357	1.908

a. Predictors: (Constant), EI

b. Dependent Variable: OPP

EI= Entrepreneurial Intention

OPP= Opportunity Recognition

Analysis of variance, in other words ANOVA, results can be found in Table 5.40.

The overall explanatory power of model is found to be 53.5% (R=0.732, R²=0.535, F=364.649, p=0.000).

Table 5.40. Anova Results of Regression Analysis Between Entrepreneurial Intention and Opportunity Recognition

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	397.119	1	397.119	364.649	.000 ^b
	Residual	343.049	315	1.089		

	Total	740.168	316			
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a. Dependent Variable: OPP

b. Predictors: (Constant), EI

EI= Entrepreneurial Intention

OPP= Opportunity Recognition

In this model entrepreneurial intention with $\beta = 0.732$ is found to be statistically significant (sig value below 0.05) on opportunity recognition.

Table 5.41. Coefficients of Regression Analysis Between Entrepreneurial Intention and Opportunity Recognition

Model		Unstandardized Coefficients		Standardized Coefficient	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.647	.167		9.883	.000
	EI	.661	.035	.732	19.096	.000

a. Dependent Variable: OPP

Considering the proposed hypothesis, it can be expressed that H16 is supported according to these results. Entrepreneurial intention is found to be the most important factor with a positive effect on opportunity recognition.

5.5.4. Simple Regression Analysis for Entrepreneurial Searching Self-Efficacy and Opportunity Recognition

Taking opportunity recognition as the dependent variable and entrepreneurial searching self-efficacy as the independent variable, a simple regression analysis is run and both VIF and tolerance values are examined. Coefficient of determination, in other words R squared, value can be found under model summary results in Table 5.42. In this model 55.0% of opportunity recognition, in other words dependent

variable, is explained by ESSECOP-DEV. In this model DW coefficient is found to be 1.893 meaning there is no autocorrelation.

Table 5.42. Model Summary of Regression Analysis Between Entrepreneurial Searching Self-Efficacy and Opportunity Recognition

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.743 ^a	.552	.550	1.02719	1.893

a. Predictors: (Constant), ESSECOP, ESSEDEV

b. Dependent Variable: OPP

ESSECOP= Entrepreneurial Searching Self-Efficacy developing new product and market opportunities

ESSEDEV= Entrepreneurial Searching Self-Efficacy coping with unexpected challenges

Analysis of variance, in other words ANOVA, results can be found in Table 5.43.

The overall explanatory power of model is found to be 55.0% (R=0.732, R²=0.550, F=193.753, p=0.000).

Table 5.43. Anova Results of Regression Analysis Between Entrepreneurial Searching Self-Efficacy and Opportunity Recognition

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	408.863	2	204.431	193.75	.000 ^b
	Residual	331.305	314	1.055	3	
	Total	740.168	316			

a. Dependent Variable: OPP

b. Predictors: (Constant), ESSECOP, ESSEDEV

ESSECOP= Entrepreneurial Searching Self-Efficacy developing new product and market opportunities

ESSEDEV= Entrepreneurial Searching Self-Efficacy coping with unexpected challenges

In this model ESSEDEV with $\beta = 0.722$ is found to be statistically significant (sig value below 0.05) on opportunity recognition, whereas ESSECOP is found to be insignificant with $\beta = 0.038$.

Table 5.44. Coefficients of Regression Analysis Between Entrepreneurial Searching Self-Efficacy and Opportunity Recognition

Model		Unstandardized Coefficients		Standardized Coefficient	t	Sig.
		B	Std. Error			
1	(Constant)	.605	.242		2.498	.013
	ESSEDEV	.792	.049	.722	16.056	.000
	ESSECOP	.044	.052	.038	.844	.399

a. Dependent Variable: OPP

Considering the proposed hypothesis, it can be expressed that H15b is supported and H15a is not supported according to these results. ESSEDEV is found to be the most important factor with a positive effect on opportunity recognition.

Table 5.45. Test Results of the Hypotheses

Hypotheses	Results
H1a: Personality traits extravert has an impact on opportunity recognition.	Not Supported
H1b: Personality traits emotional stability has an impact on opportunity recognition.	Not Supported

H2a: Personality traits (extravert) has an impact on entrepreneurial Intention.	Supported
H2b: Personality traits (emotional stability) has an impact on entrepreneurial intention.	Not Supported
H3: Prior knowledge has an impact on opportunity recognition.	Not Supported
H4: Prior knowledge has an impact on entrepreneurial intention.	Not Supported
H5a: Risk-taking (recreational) has an impact on opportunity recognition.	Supported
H5b: Risk-taking (ethical) has an impact on opportunity recognition.	Not Supported
H5c: Risk-taking (financial) has an impact on opportunity recognition.	Not Supported
H6a: Risk-taking (recreational) has an impact on entrepreneurial intention.	Not Supported
H6b: Risk-taking (ethical) has an impact on entrepreneurial intention.	Supported
H6c: Risk-taking (financial) has an impact on entrepreneurial intention.	Not Supported
H7: Alertness has an impact on opportunity recognition.	Supported
H8: Alertness has an impact on entrepreneurial intention.	Supported
H9a: Self-construal (independent) has an impact on opportunity recognition.	Not Supported
H9b: Self-construal (interdependent) has an impact on opportunity recognition.	Not Supported

H10a: Self-construal (independent) has an impact on entrepreneurial intention.	Not Supported
H10b: Self-construal (interdependent) has an impact on entrepreneurial intention.	Not Supported
H11: Proactive personality has an impact on opportunity recognition.	Not Supported
H12: Proactive personality has an impact on entrepreneurial intention.	Supported
H13: Fear of covid-19 has an impact on opportunity recognition.	Not Supported
H14: Fear of covid-19 has an impact on entrepreneurial intention.	Not Supported
H15a: ESSE (coping with unexpected challenges) has an impact on opportunity recognition.	Not Supported
H15b: ESSE (developing new product and market opportunities) has an impact on opportunity recognition.	Supported
H16: Entrepreneurial intention has an impact on opportunity recognition.	Supported

CHAPTER SIX

DISCUSSION AND CONCLUSION

The last chapter will be providing the results and managerial implications in detail. Firstly, the discussion of findings will be presented followed by theoretical and managerial implications. Lastly, the limitations of this research and suggestions for future study areas will be provided.

6.1 DISCUSSION

The main objective of this research is to identify factors influencing the recognition of opportunities by marketing-oriented entrepreneurs as well as to investigate the influence of entrepreneurial intention on recognition of opportunities and self-efficacy of entrepreneurial quest on recognition of opportunities. The meaning of this research is to outline different approaches and comprising other important determinants to the proposed model to analyse their effects altogether. According to the results of this study, some factors are encountered to be influential on entrepreneurs' opportunity recognition.

According to the results, alertness is the most significant factor that has a positive impact on opportunity recognition. In line with earlier studies (Howden, 2013, p. 239; Lassalle & McElwee, 2016) the significant effect of alertness on opportunity recognition is proven based on experience. Risk-taking recreational on the other hand is found to be the second most important influential factor on opportunity recognition. By reviewing earlier studies (Bontempo, Bottom, & Weber, 1997; Slovic, 1998; Weber & Hsee, 1998), risk-taking is considered as significant for opportunity recognition. The effect of other potential constructs on opportunity

recognition, namely personality traits, prior knowledge, self-construal, proactive personality, fear of covid-19 and entrepreneurial searching self-efficacy are not supported. The overall explanatory power of model is found to be 41.8%.

When it comes to the effects of personality traits, prior knowledge, proactive personality, risk-taking, alertness, self-construal and fear of covid-19 on entrepreneurial intention, which has the role of meditating between these drivers and opportunity recognition, the findings show that the most influential factor is alertness as proven by earlier studies studies (Bontempo, Bottom, & Weber, 1997; Slovic, 1998; Weber & Hsee, 1998), the second most significant factor is proactive personality as reviewed by earlier studies (Neneh, 2018, p. 194; Seibert, Crant, & Kraimer, 1999, p. 424). The third most important influential factor resulted as personality traits extravert, which was discussed by other studies before (Leutner, Ahmetoglu, Akhtar, & Chamorro-Premuzic, 2014). The last influential factor that has been attained through analysis is risk-taking ethical (Bontempo, Bottom, & Weber, 1997; Slovic, 1998; Weber & Hsee, 1998). The effect of other potential constructs on entrepreneurial intention, namely prior knowledge, self-construal, and fear of covid-19 are not supported. The overall model explanatory capacity is found to be 32.9%

In addition to that, after analysis, it was proven that entrepreneurial intention has a significant positive impact on opportunity recognition as reviewed by earlier studies (Asante & Affum-Osei, 2019). In this model 53.5% of opportunity recognition was explained by entrepreneurial intention.

Lastly, it has been proven that entrepreneurial searching self-efficacy does have a significant influence on opportunity recognition as shown by earlier studies as well (Asante & Affum-Osei, 2019; McGee, Peterson, Mueller, & Sequeira, 2009). The overall explanatory power of model is found to be 55.0%.

6.2 THEORETICAL IMPLICATIONS

The findings of this study introduce some theoretical implications to the existing academic literature. Firstly, it enhances research on entrepreneurs' opportunity recognition by providing a synthesized perspective on entrepreneurial intention and entrepreneurial searching self-efficacy. This synthesis is obtained by combining different approaches along with other individual constructs. The results show that entrepreneurial intention and opportunity recognition are mostly affected by some factors, namely alertness, risk-taking, personality traits, self-construal, proactive personality and entrepreneurial searching self-efficacy.

Finally, along with the factors affecting entrepreneurial intention and opportunity recognition, this study also synthesized the relationship between entrepreneurial searching self-efficacy and opportunity recognition. The findings reveal that when these two factors measured together, it is seen that entrepreneurial intention and entrepreneurial searching self-efficacy are positively influential on opportunity recognition.

6.3 PRACTICAL IMPLICATION

By evaluating a temperate mediation effect of personality traits, prior knowledge, proactive personality, self-construal, fear of covid-19, ESSE and risk-taking on OR, the results show a number of contributions. Firstly, the research conveys a clarification as well as empirical evidence for how and when these factors affect OR (Mueller & Thomas, 2001). It defined and analyzed the capability to recognize entrepreneurial opportunity as a behavioral consequence of aspiring marketing-oriented entrepreneurs. This enhances earlier studies on personality variables that

effect entrepreneurial behaviors such as recognizing entrepreneurial opportunity (Antonicic, Bratkovic kregar, Singh, & Denoble, 2015; Ardichvili, Cardozo, & Ray, 2003). Furthermore, by these findings, we see that people's personality variables have an impact on key entrepreneurial behaviors, such as OR.

Secondly, unified with social-cognitive theory (Bandura, 1977; McGee, Peterson, Mueller, & Sequeira, 2009) the research shows a worthwhile moderating role of ESSE. The positive relationship between entrepreneurial intention and OR, as well as the positive relation between entrepreneurial intention and OR through reinforces when ESSEDEV was positively significant (McGee & Peterson, 2017; Wennberg, Pathak, & Autio, 2013). This suggests that self-efficacy is crucial in the opportunity recognition process of marketing-oriented aspiring entrepreneurs.

Third, by the sample, the resent study lower the retrospective biases that have confused earlier studies on OR. The difference between the current study and other extant studies is that they have continuously used existing entrepreneurs while analyzing OR, who could have been influenced by their environment and firm, whereas this study has used aspiring entrepreneurs who might become entrepreneurs in the future at some point.

Finally, the results regarding ESSE and opportunity recognition have significant feasible implications for aspiring entrepreneurs. It is proven that ESSE plays a significant role when it comes to recognizing opportunities and that aspiring entrepreneurs who trust in themselves and their capabilities can become successful entrepreneurs through certain activities that they are willing to undertake (McGee & Peterson, 2017; McGee, Peterson, Mueller, & Sequeira, 2009; Wennberg, Pathak, & Autio, 2013). Thus, it is reasonable for aspiring entrepreneurs to believe in their capability of performing OR activities. Furthermore, state agencies, such as company support offices can use these ESSE findings in order to develop specific task units and train or create self-reliance among aspiring entrepreneurs (Bandura, 1977).

6.4. LIMITATIONS AND SUGGESTIONS FOR FUTURE RESEARCH

Even though this study provides some practical implications, the findings should be examined in light of several limitations. First, this research is based on cross-sectional data, which is why a longitudinal study could enhance findings and provide more information on the concept and if these factors could be unified in the future. Second, sample has been attained in Turkey, where the number of individuals becoming entrepreneurs is very high, however, the number of entrepreneurs remaining successful is very low. In further studies, different populations may serve for enhancement through different areas.

A further limitation can be the presence of a pandemic called covid-19 during the time of data collection, which might have blocked respondents due to financial worries. If this study would be repeated after the pandemic, the results might differ. Possible influential factors in this study have been chosen and taken from earlier studies and have been unified as one model, which could lead to potential factors being excluded, which is why future studies could include different factors in the model leading to different outcomes. As the time was limited, the sample size consisted of only 317 respondents, which is why a generalization can not be made and a larger group must be used.

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APPENDICES

APPENDIX A: ABBREVIATIONS AND RESULTS

Construct Abbreviation	Written-out
FOC	Fear of covid-19
PK	Prior Knowledge
RTRecreational	Risk-Taking Recreational
REthical	Risk-Taking Ethical
RTFinancial	Risk-Taking Financial
ALERT	Alertness
SCIndependent	Self-Construal Independent
SCInterdependent	Self-Construal Interdependent
PAP	Proactive Personality
EI	Entrepreneurial Intention
OPP	Opportunity Recognition
ESSE	Entrepreneurial Searching Self-Efficacy
ESSEDEV	Entrepreneurial Searching Self-Efficacy: Developing new product and market opportunities.
ESSECOP	Entrepreneurial Searching Self-Efficacy: Coping with unexpected challenges
PTEX	Personality Traits Extravert

Construct & Items	Statements	Results
Fear of Covid-19 (coron)		
coron_0001	I am most afraid of coronavirus-19.	Retained
coron_0002	It makes me uncomfortable to think about coronavirus-19.	Retained
coron_0003	My hands become clammy when I think about coronavirus-19.	Retained
coron_0004	When watching news and stories about coronavirus-19 on social media, I become nervous or anxious.	Retained
coron_0005	I cannot sleep because I'm worrying about getting coronavirus-19.	Retained
coron_0006	My heart races or palpitates when I think about getting coronavirus-19.	Retained
Personality Traits (pertra)		
pertra_0001	Extraverted, enthusiastic.	Retained
pertra_0002	Critical, quarrelsome.	Eliminated
pertra_0003	Dependable, self-disciplined.	Retained
pertra_0004	Anxious, easily upset.	Retained
pertra_0005	Open to new experiences, complex.	Retained
pertra_0006	Reserved, quiet.	Retained
pertra_0007	Sympathetic, warm.	Retained
pertra_0008	Disorganized, careless.	Eliminated
pertra_0009	Calm, emotionally stable.	Retained
pertra_0010	Conventional, uncreative.	Retained
Prior Knowledge (prior)	Before starting an enterprise...	

prior_0001	I should have actually engaged in product manufacturing and had service experience.	Eliminated
prior_0002	I should understand this industry.	Retained
prior_0003	I should have market-related knowledge of producing goods and services.	Retained
prior_0004	I should have a certain degree of understanding of the standardization of the process of products and services.	Eliminated
prior_0005	I should have some understanding of the customer's doubts for this industry.	Retained
prior_0006	I should know how to make customers willing to use our products.	Retained
prior_0007	I should know how to interact with my customers.	Retained
prior_0008	I should know how to interact with my stakeholders.	Retained
prior_0009	I should understand the importance of technology for this industry.	Retained
prior_0010	I should have access to the core technology of this industry.	Retained
prior_0011	I should have access to technology that the general public is not familiar with.	Eliminated
Risk-Taking (risk)		

risk_0001	Admitting that your tastes are different from those of a friend.	Eliminated
risk_0002	Going camping in the wilderness.	Retained
risk_0003	Betting a day's income at the horse races.	Retained
risk_0004	Investing 10% of your annual income in a moderate growth mutual fund.	Eliminated
risk_0005	Drinking heavily at a social function.	Eliminated
risk_0006	Taking some questionable deductions on your income tax return.	Retained
risk_0007	Disagreeing with an authority figure on a major issue.	Eliminated
risk_0008	Betting a day's income at a high-stake poker game.	Retained
risk_0009	Passing off somebody else's work as your own.	Retained
risk_0010	Going down a ski run that is beyond your ability.	Retained
risk_0011	Investing 5% of your annual income in a very speculative stock.	Eliminated
risk_0012	Going whitewater rafting at a high water in the spring.	Retained
risk_0013	Betting a day's income on the outcome of a sporting event.	Retained
risk_0014	Revealing a friend's secret to someone else.	Eliminated
risk_0015	Driving a car without wearing a seat belt.	Eliminated

risk_0016	Investing 10% of your annual income in a new business venture.	Eliminated
risk_0017	Taking a skydiving class.	Retained
risk_0018	Riding a motorcycle without a helmet.	Eliminated
risk_0019	Choosing a career that you truly enjoy over a more secure one.	Eliminated
risk_0020	Speaking your mind about an unpopular issue in a meeting at work.	Eliminated
risk_0021	Sunbathing without sunscreen.	Eliminated
risk_0022	Bungee jumping off a tall bridge.	Retained
risk_0023	Piloting a small plane.	Retained
risk_0024	Walking home alone at night in an unsafe area of town.	Eliminated
risk_0025	Moving to a city far away from your extended family.	Eliminated
risk_0026	Starting a new career in your mid-thirties.	Eliminated
risk_0027	Leaving your young children alone at home while running an errand.	Eliminated
risk_0028	Not returning a wallet you found that contains \$200.	Eliminated
Alertness (alert)		
alert_0001	I have frequent interactions with others to acquire new information.	Retained
alert_0002	I always keep an eye out for new business ideas when looking for information.	Retained

alert_0003	I read news- magazines, or trade publications regularly to acquire new information.	Retained
alert_0004	I browse the internet every day.	Retained
alert_0005	While going about day-to-day activities, I try to look for new business ideas.	Retained
alert_0006	I am an avid information seeker.	Retained
alert_0007	I am always actively looking for new information.	Retained
alert_0008	I regularly seek information from new business development resource centers.	Retained
Self-Construal (selfcon)		
selfcon_0001	I have respect for the authority figures with whom I interact.	Retained
selfcon_0002	It is important for me to maintain harmony within my group.	Retained
selfcon_0003	My happiness depends on the happiness of those around me.	Eliminated
selfcon_0004	I would offer my seat in a bus to my professor.	Retained
selfcon_0005	I respect people who are modest about themselves.	Retained
selfcon_0006	I will sacrifice my self-interest for the benefit of the group I am in.	Eliminated
selfcon_0007	I often have the feeling that my relationship with others are more	Eliminated

	important than my own accomplishments.	
selfcon_0008	I should take into consideration my parents' advice when making education/career plans.	Eliminated
selfcon_0009	It is important to me to respect decisions made by the group.	Eliminated
selfcon_0010	I will stay in a group if they need me, even when I'm not happy with the group.	Eliminated
selfcon_0011	If my brother or sister fails, I feel responsible.	Eliminated
selfcon_0012	Even when I strongly disagree with group members, I avoid an argument.	Eliminated
selfcon_0013	I'd rather say 'No' directly, than risk being misunderstood.	Eliminated
selfcon_0014	Speaking up during a class is not a problem for me.	Eliminated
selfcon_0015	Having a lively imagination is important to me.	Eliminated
selfcon_0016	I am comfortable with being singled out for praise or rewards.	Eliminated
selfcon_0017	I am the same person at home that I am at school.	Retained
selfcon_0018	Being able to take care of myself is a primary concern for me.	Eliminated
selfcon_0019	I act the same way no matter who I am with.	Retained
selfcon_0020	I feel comfortable using someone's first name soon after I meet them,	Eliminated


selfcon_0021	even when they are much older than I am. I prefer to be direct and forthright when dealing with people I've just met.	Eliminated
selfcon_0022	I enjoy being unique and different from others in many respects.	Eliminated
selfcon_0023	My personal identity independent of others, is very important to me.	Eliminated
selfcon_0024	I value being in a good health above everything.	Retained
Proactive Personality (proactive)		
proactive_0001	I am constantly on the lookout for new ways to improve my life.	Retained
proactive_0002	Wherever I have been, I have been a powerful force for constructive change.	Retained
proactive_0003	Nothing is more exciting than seeing my ideas turn into reality.	Retained
proactive_0004	If I see something I don't like, I fix it.	Retained
proactive_0005	No matter what the odds, I believe in something, I will make it happen.	Retained
proactive_0006	I love being a champion for my ideas, even against others' opposition.	Retained
proactive_0007	I excel at identifying opportunities.	Retained

proactive_0008	I am always looking for better ways to do things.	Retained
proactive_0009	If I believe in an idea, no obstacle will prevent me from making it happen.	Retained
proactive_0010	I can spot a good opportunity before others can.	Retained
Entrepreneurial Intention (entint)		
entint_0001	I am ready to do anything to be an entrepreneur.	Retained
entint_0002	My professional goal is to become an entrepreneur.	Retained
entint_0003	I will make every effort to start and run my own firm.	Retained
entint_0004	I am determined to create a firm in the future.	Retained
entint_0005	I have very seriously thought of starting a firm.	Retained
entint_0006	I have the firm intention to start a firm some day.	Retained
Opportunity Recognition (oppor)		
oppor_0001	I am alert to business opportunities.	Retained
oppor_0002	I research potential markets to identify business opportunities.	Retained
oppor_0003	I search systematically for business opportunities.	Retained
oppor_0004	I look for information about new ideas on products or services.	Retained

oppor_0005	I regularly scan the environment for business opportunities.	Retained
Entrepreneurial Searching Self-Efficacy (effic)		
effic_0001	I can identify market opportunities for new products and services.	Retained
effic_0002	I can discover new ways to improve existing products.	Retained
effic_0003	I can identify new areas for potential growth.	Retained
effic_0004	I can design products that solve current problems.	Retained
effic_0005	I can create products that fulfil customers' unmet needs.	Retained
effic_0006	I can introduce product concepts to the market in a timely manner.	Retained
effic_0007	I can determine what the business will look like in the future.	Retained
effic_0008	I can create a working environment that let's people be their own boss.	Eliminated
effic_0009	I can develop a working environment that encourages people to try new things.	Eliminated
effic_0010	I can encourage people to take initiatives and responsibilities for their ideas and decisions, regardless of outcome.	Eliminated
effic_0011	I can form partner or alliance relationships with others.	Eliminated

effic_0012	I can develop and maintain favorable relationships with potential investors.	Eliminated
effic_0013	I can develop relationships with key people who have access to financial resources.	Eliminated
effic_0014	I can identify potential sources of funding for investment.	Eliminated
effic_0015	I can articulate the vision and values of my business.	Eliminated
effic_0016	I can inspire others to embrace the vision and values of my business.	Eliminated
effic_0017	I can formulate a set of actions in pursuit of opportunities.	Eliminated
effic_0018	I can work productively under continuous stress, pressure, and conflict.	Retained
effic_0019	I can tolerate unexpected changes in business conditions.	Retained
effic_0020	I can persist in the face of adversity.	Retained
effic_0021	I can recruit and train key employees.	Eliminated
effic_0022	I can develop contingency plans to backfill technical staff.	Eliminated
effic_0023	I can identify and build management teams.	Eliminated

APPENDIX B: QUESTIONNAIRE IN ENGLISH
ENTREPRENEURS OPPORTUNITY RECOGNITION – OCTOBER
2020

 İstanbul Bilgi Üniversitesi LAUREATE INTERNATIONAL UNIVERSITIES	Survey no	
	Interviewer	
	Date	

Dear Respondents,

This survey is a part of our research, which we are conducting for academic purposes at Istanbul Bilgi University. The aim of our study is to investigate the factors affecting marketing-oriented entrepreneurs' opportunity recognition in the post-pandemic era. We very much appreciate your willingness to help.

There are no right or wrong answers.

All your answers will only be used for academic purposes. All the information collected in this survey will be kept entirely confidential. If you have any questions, you can contact us via busra.bulbul02@bilgi.edu.net

We much appreciate your help.

The survey takes approximately 8-10 minutes to finish.

Büşra Bülbül Çınar

Please indicate how much you agree with the following statements.

(1)	(2)	(3)	(4)	(5)	(6)	(7)
Str	Di	So	Ne	So	A	Str
on	sa	m	ith	me	gr	on
gly	gre	ew	er	wh	ee	gl
Dis	e	ha	Ag	at		y
agr		t	ree	Ag		A
ee		Di	No	ree		gr
		sa	r			ee
		gr	Di			
		ee	sa			
			gre			
			e			

Q1. I am most afraid of coronavirus-19.

Q2. It makes me uncomfortable to think about coronavirus-19.

Q3. My hands become clammy when I think about coronavirus-19.

Q4. When watching news and stories about coronavirus-19
on social media, I become nervous or anxious.

Q5. I cannot sleep because I am worrying about getting
coronavirus-19.

Q6. My heart races or palpitates when I think about getting
coronavirus-19.

Please indicate your opinion for the following question.

Q7. Do you intend to become an entrepreneur in marketing at any time in your life
in your future?

1>Yes 2>No

Please indicate how much you agree with the following statements for yourself. I see myself as.....

(1)	(2)	(3)	(4)	(5)	(6)	(7)
Str	Di	So	Ne	So	A	Str
on	sa	m	ith	me	gr	on
gly	gre	ew	er	wh	ee	gl
Dis	e	ha	Ag	at		y
agr		t	ree	Ag		A
ee		Di	No	ree		gr
		sa	r			ee
		gr	Di			
		ee	sa			
			gre			
			e			

Q8. Extraverted, enthusiastic

Q9. Critical, quarrelsome

Q10. Dependable, self-disciplined

Q11. Anxious, easily upset

Q12. Open to new experiences, complex.

Q13. Reserved, quiet.

Q14. Sympathetic, warm.

Q15. Disorganized, careless.

Q16. Calm, emotionally stable

Q17. Conventional, uncreative

Before starting an enterprise,...

Q18. I should have actually engaged in product manufacturing and had service experience.

Q19. I should understand this industry.

Q20. I should have market-related knowledge of producing goods and services.

Q21. I should have a certain degree of understanding of the standardization of the process of products and services.

Q22. I should have some understanding of the customer's doubts for this industry.

Q23. I should know how to make customers willing to use our products.

Q24. I should know how to interact with my customers.

Q25. I should know how to interact with my stakeholders.

Q26. I should understand the importance of technology for this industry.

Q27. I should have access to the core technology of this industry.

Q28. I should have access to technology that the general public is not familiar with.

(1)	(2)	(3)	(4)	(5)	(6)	(7)
Ext	M	So	No	So	M	Ex
re	od	m	t	me	od	tre
me	era	ew	sur	wh	era	m
ly	tel	ha	e	at	tel	el
Un	y	t		Lik	y	y
lik	Un	U		ely	Li	Li
ely	lik	nli			kel	ke
	ely	ke			y	ly
		ly				

Q29. Admitting that your tastes are different from those of a friend.

Q30. Going camping in the wilderness.

Q31. Betting a day's income at the horse races.

Q32. Investing 10% of your annual income in a moderate growth mutual fund.

Q33. Drinking heavily at a social function.

Q34. Taking some questionable deductions on your income tax return.

- Q35. Disagreeing with an authority figure on a major issue.
-
- Q36. Betting a day's income at a high-stake poker game.
-
- Q37. Passing off somebody else's work as your own.
-
- Q38. Going down a ski run that is beyond your ability.
-
- Q39. Investing 5% of your annual income in a very speculative stock
-
- Q40. Going whitewater rafting at a high water in the spring.
-
- Q41. Betting a day's income on the outcome of a sporting event.
-
- Q42. Revealing a friend's secret to someone else.
-
- Q43. Driving a car without wearing a seat belt.
-
- Q44. Investing 10% of your annual income in a new business venture
-
- Q45. Taking a skydiving class.
-
- Q46. Riding a motorcycle without a helmet.
-
- Q47. Choosing a career that you truly enjoy over a more secure one.
-
- Q48. Speaking your mind about an unpopular issue in a meeting at work.
-
- Q49. Sunbathing without sunscreen.
-
- Q50. Bungee jumping off a tall bridge.
-
- Q51. Piloting a small plane.
-
- Q52. Walking home alone at night in an unsafe area of town.
-
- Q53. Moving to a city far away from your extended family.
-
- Q54. Starting a new career in your mid-thirties.
-
- Q55. Leaving your young children alone at home while running an errand.
-
- Q56. Not returning a wallet you found that contains \$200.
-

(1)	(2)	(3)	(4)	(5)	(6)	(7)
Str	Di	So	Ne	So	A	Str
on	sa	m	ith	me	gr	on
gly	gre	ew	er	wh	ee	gl
Dis	e	ha	Ag	at		y
agr		t	ree	Ag		A
ee		Di	No	ree		gr
		sa	r			ee
		gr	Di			
		ee	sa			
			gre			
			e			

Q.57. I have frequent interactions with others to acquire new information.

Q58. I always keep an eye out for new business ideas when looking for information.

Q59. I read news- magazines, or trade publications regularly to acquire new information.

Q60. I browse the internet every day.

Q61. While going about day-to-day activities, I try to look for new business ideas.

Q62. I am an avid information seeker.

Q63. I am always actively looking for new information.

Q64. I regularly seek information from new business development resource centers.

Q65. I have respect for the authority figures with whom I interact.

Q66. It is important for me to maintain harmony within my group.

Q67. My happiness depends on the happiness of those around me.

Q68. I would offer my seat in a bus to my professor.

Q69. I respect people who are modest about themselves.

Q70. I will sacrifice my self-interest for the benefit of the group I am in.

Q71. I often have the feeling that my relationship with others are more important than my own accomplishments.

Q72. I should take into consideration my parents' advice when making education/career plans.

-
- Q73. It is important to me to respect decisions made by the group.
-
- Q74. I will stay in a group if they need me, even when I'm not happy with the group.
-
- Q75. If my brother or sister fails, I feel responsible.
-
- Q76. Even when I strongly disagree with group members, I avoid an argument.
-
- Q77. I'd rather say 'No' directly, than risk being misunderstood.
-
- Q78. Speaking up during a class is not a problem for me.
-
- Q79. Having a lively imagination is important to me.
-
- Q80. I am comfortable with being singled out for praise or rewards.
-
- Q81. I am the same person at home that I am at school.
-
- Q82. Being able to take care of myself is a primary concern for me.
-
- Q83. I act the same way no matter who I am with.
-
- Q84. I feel comfortable using someone's first name soon after I meet them even when they are much older than I am.
-
- Q85. I prefer to be direct and forthright when dealing with people I've just met.
-
- Q86. I enjoy being unique and different from others in many respects.
-
- Q87. My personal identity independent of others, is very important to me.
-
- Q88. I value being in a good health above everything.
-
- Q89. I am constantly on the lookout for new ways to improve my life.
-
- Q90. Wherever I have been, I have been a powerful force for constructive change.
-
- Q91. Nothing is more exciting than seeing my ideas turn into reality.
-
- Q92. If I see something I don't like, I fix it.
-
- Q93. No matter what the odds, I believe in something, I will make it happen.
-
- Q94. I love being a champion for my ideas, even against others' opposition.
-
- Q95. I excel at identifying opportunities.

-
- Q96. I am always looking for better ways to do things.
-
- Q97. If I believe in an idea, no obstacle will prevent me from making it happen.
-
- Q98. I can spot a good opportunity before others can.
-
- Q99. I am ready to do anything to be an entrepreneur.
-
- Q100. My professional goal is to become an entrepreneur.
-
- Q101. I will make every effort to start and run my own firm.
-
- Q102. I am determined to create a firm in the future.
-
- Q103. I have very seriously thought of starting a firm.
-
- Q104. I have the firm intention to start a firm some day.
-
- Q105. I am alert to business opportunities.
-
- Q106. I research potential markets to identify business opportunities.
-
- Q107. I search systematically for business opportunities.
-
- Q108. I look for information about new ideas on products or services.
-
- Q109. I regularly scan the environment for business opportunities.
-
- Q110. I can identify market opportunities for new products and services
-
- Q111. I can discover new ways to improve existing products.
-
- Q112. I can identify new areas for potential growth.
-
- Q113. I can design products that solve current problems.
-
- Q114. I can create products that fulfil customers' unmet needs.
-
- Q115. I can introduce product concepts to the market in a timely manner
-
- Q116. I can determine what the business will look like in the future.
-
- Q117. I can create a working environment that let's people be their own boss.
-
- Q118. I can develop a working environment that encourages people to try new things.
-
- Q119. I can encourage people to take initiatives and responsibilities for their ideas and decisions, regardless of outcome.

Q120. I can form partner or alliance relationships with others.

Q121. I can develop and maintain favorable relationships with potential investors.

Q122. I can develop relationships with key people who have access to financial resources.

Q123. I can identify potential sources of funding for investment.

Q124. I can articulate the vision and values of my business.

Q125. I can inspire others to embrace the vision and values of my business.

Q126. I can formulate a set of actions in pursuit of opportunities.

Q127. I can work productively under continuous stress, pressure, and conflict.

Q128. I can tolerate unexpected changes in business conditions.

Q129. I can persist in the face of adversity.

Q130. I can recruit and train key employees.

Q131. I can develop contingency plans to backfill technical staff.

Q132. I can identify and build management teams.

DEMOGRAPHIC INFORMATION

Q133. Gender

1>Female

2>Male

Q134. Age

1> Under 18

2> 18-24

3> 25-34

4> 35-44

5> 55-64

6> 55-64

7> 65+

Q135. Educational Level

1> Less than highschool degree

2> High school graduate

3> Bachelor

4> Masters

5> Doctorate

6> Post Doctorate

7> Other

Q136. Level of work experience

1> None

2> 5 years or below

3> 6-10 years

4> 11-15 years

5> 16-20 years

6> Over 21

Q137. Parenthood

1> Yes

2> No

Q138. Level of monthly personal income

1> 0-2500 TL

2> 2500-5000 TL

3> 5000 TL and more

Q139. Occupation

1> Open-ended question

Q140. Please indicate if you have a home office/distance working opportunity during Covid-19 at your current job.

1> Yes

2> No

APPENDIX C: QUESTIONNAIRE IN TURKISH

 İstanbul Bilgi Üniversitesi LAUREATE INTERNATIONAL UNIVERSITIES	Anket no	
	Anketör	
	Tarih	

Değerli katılımcı,

Bu anket, İstanbul Bilgi Üniversitesi'nde akademik amaçlarla yürüttüğümüz araştırmamızın bir parçasıdır. Çalışmamızın amacı, pandemi sonrası dönemde pazarlama odaklı girişimcilerin fırsatları tanımalarını etkileyen faktörleri incelemektir. Yardım etme isteğiniz için çok teşekkür ederiz.

Doğru ya da yanlış cevap yoktur.

Tüm cevaplarınız sadece akademik amaçlarla kullanılacaktır. Bu ankette toplanan tüm bilgiler tamamen gizli tutulacaktır. Herhangi bir sorunuz varsa busra.bulbul@bilgiedu.net adresinden bizimle iletişime geçebilirsiniz.

Yardımanız için çok teşekkür ederiz.

Anketin tamamlanması yaklaşık 8-10 dakika sürmektedir.

Büşra Bülbül Çınar

Lütfen aşağıdaki ifadelere ne kadar katıldığınızı belirtiniz.

(1)	(2)	(3)	(4)	(5)	(6)	(7)
Ke	Ka	Kı	Ne	Kı	Ka	Ke
sin	til	sm	Kat	sm	tılı	sin
lik	mı	en	ılıy	en	yo	lik
le	yo	Ka	oru	Ka	ru	le
Ka	ru	til	m	tılı	m	Ka
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yo		ru	ilm	---		
ru		---	----			
m						

Q1. Covid-19'dan çok fazla korkuyorum.

Q2. Covid-19'u düşünmek beni rahatsız ediyor.

Q3. Covid-19'u düşündüğümde ellerim terliyor

Q4. Sosyal medyada Covid-19 ile ilgili haberleri ve hikayeleri

izlerken gergin veya endişeli oluyorum.

Q5. Covid-19 kapma endişesi yaşadığım için uyuyamıyorum.

Q6. Covid-19 kapmayı düşündüğümde kalbim hızla çarpıyor.

Lütfen aşağıdaki soru için fikrinizi belirtiniz.

Q7. Gelecekte hayatınızın herhangi bir anında pazarlama alanında girişimci

olmayı düşünüyor musunuz?

1>Evet 2>Hayır

Lütfen aşağıdaki ifadelere ne kadar katıldığınızı belirtiniz.

Kendimiolarak görüyorum.

Q8. Dışa dönük, coşkulu.

Q9. Eleştirici, geçimsiz.

Q10. Güvenilir, disiplinli.

Q11. Kaygılı, kolayca üzülür.

Q12. Yeni deneyimlere açık, girişken.

Q13. İçine kapanık, sessiz.

Q14. Sempatik, sıcak.

Q15. Düzensiz, umursamaz.

Q16. Sakin, duygusal olarak dengeli.

Q17. Geleneksel, yaratıcı olmayan.

Bir girişime başlamadan önce olmalıyım.

Q18. fiilen ürün imalatı ile uğraşmış ve servis

tecrübesi edinmiş olmalıyım.

Q19. bu endüstriyi anlıyor olmalıyım.

Q20. pazarla ilgili mal ve hizmet üretimi bilgisine sahip olmalıyım.

Q21. ürün ve hizmet sürecinin standardizasyonuna ilişkin belirli

bir anlayışa sahip olmalıyım.

Q22. müşterinin bu sektörle ilgili şüphelerini biraz anlıyor olmalıyım.

Q23. müşterilerimizi ürünlerimizi kullanmaya istekli kılmayı biliyor

olmalıyım.

Q24. müşterilerimle nasıl etkileşim kuracağımı biliyor olmalıyım.

Q25. ortaklarımızla nasıl etkileşim kuracağımı biliyor olmalıyım.

Q26. bu endüstri için teknolojinin önemini anlıyor olmalıyım.

Q27. bu sektör için temel teknolojiye erişebiliyor olmalıyım.

Q28. genel halkın aşına olmadığı teknolojiye erişiyor olmalıyım.

(1)	(2)	(3)	(4)	(5)	(6)	(7)
Fa	Or	Kı	Em	Kı	Or	Fa
zla	ta	sm	in	sm	ta	zla
sy	de	en	değ	en	der	sy
la	rec	ola	ili	ola	ec	la
ola	ed	sılı	m	sı	ed	ola
sılı	e	k			e	sı
k	ola	dış			ola	
dış	sılı	1			sı	
1	k					
	dış					
	1					

Q29. Zevklerinizin bir arkadaşınızın zevklerinden farklı

olduğunu itiraf etmek.

Q30. Vahşi doğada kamp yapmak.

Q31. Bir günlük gelirinizin tümüyle at yarışı oynamak.

Q32. Yıllık gelirinizin %10'unu kısmen büyüme ihtimali olan bir yatırım fonuna yatırmak.

Q33. Sosyal bir etkinlikte yoğun bir şekilde içmek.

Q34. Gelir vergisi beyannamenizde bazı şüpheli kesintiler yapmak.

Q35. Büyük bir konuda otorite sahibi bir figürün düşüncesine katılmamak.

Q36. Bir günlük gelirinizin tümünü yüksek oranlı bir poker oyununa yatırmak.

Q37. Başkasının yaptığı bir işi kendi yaptığınız bir işmiş gibi göstermek.

Q38. Yeteneğinizin ötesinde olan bir kayak pistinden aşağı kaymak.

Q39. Yıllık gelirinizin %5'ini çok spekülatif bir hisse senedine yatırmak.

Q40. İlkbahar dolayısıyla yükselen sularda rafting yapmak.

Q41. Bir günlük gelirinizin tümünü bir spor bahissine yatırmak.

Q42. Bir arkadaşınızın sırrını başka birine ifşa etmek.

Q43. Emniyet kemeri takmadan araba kullanmak.

Q44. Yıllık gelirinizin %10'unu yeni bir iş girişimine yatırmak.

Q45. Paraşütle atlama dersi almak.

Q46. Kasksız motosiklete binmek.

Q47. Daha güvenli bir kariyer yerine gerçekten zevk alacağınız

bir kariyer seçmek.

Q48. İş yerinde bir toplantıda popüler olmayan bir konu hakkında

fikrinizi söylemek.

Q49. Güneş kremi kullanmadan güneşlenmek.

Q50. Bungee jumping yaparak bir köprüden atlamak.

Q51. Küçük bir uçağa pilotluk yapmak.

Q52. Kasabanın güvenli olmayan bir bölgesinde gece eve

yalnız yürümek.

Q53. Geniş ailenizden uzak bir şehre taşınmak.

Q54. Otuzlu yaşlarınızın ortasında yeni bir iş kariyerine başlamak.

Q55. Dışarıda bir işiniz varken küçük çocuklarınızı evde yalnız bırakmak.

Q56. Yerden bulduğunuz ve içinde 200\$ olan cüzdanı iade etmemek.

(1)	(2)	(3)	(4)	(5)	(6)	(7)
Ke	Ka	Kı	Ne	Kı	Ka	Ke
sin	til	sm	Kat	sm	tılı	sin
lik	mı	en	ılıy	en	yo	lik
le	yo	Ka	oru	Ka	ru	le
Ka	ru	til	m	tılı	m	Ka
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mı		yo	Kat	ru		vo
yo		ru	ılm	--		
ru		--	----			
m						

Q.57. Yeni bilgiler edinmek için sık sık başkalarıyla etkileşime girerim.

Q58. Bilgi ararken her zaman yeni iş fikirlerine dikkat ederim

Q59. Yeni bilgiler edinmek için düzenli olarak haberleri

dergileri veya ticari yayınları okurum.

Q60. Her gün internette tarama yapıyorum.

Q61. Günlük faaliyetlerin üstesinden gelirken yeni iş fikirleri

aramaya çalışıyorum.

Q62. Ben hırslı bir bilgi arayıcısıyım.

Q63. Her zaman aktif olarak yeni bilgiler arıyorum.

Q64. Düzenli olarak yeni iş geliştirme kaynak merkezlerinden bilgi arıyorum.

Q65. Etkileşimde bulunduğum otorite sahibi figürlere saygım var.

Q66. Grubum içinde uyumu sürdürmek benim için önemli.

Q67. Benim mutluluğum etrafımdakilerin mutluluğuna bağlıdır.

Q68. Profesörüme bir otobüste koltuğumu teklif ederdim.

Q69. Alçakgönüllü insanlara saygı duyarım.

Q70. İçinde bulunduğum grubun yararı için kişisel çıkarımı feda ederim.

Q71. Sıklıkla başkalarıyla olan ilişkimin kendi başarılarımdan daha

önemli olduğunu hissediyorum.

Q72. Eğitim/kariyer planları yaparken ebeveynlerimin tavsiyelerini dikkate almalıyım.

Q73. Grubun verdiği kararlara saygı duymak benim için önemlidir.

Q74. Gruptan memnun olmasam bile, bana ihtiyaçları varsa grupta kalmaya devam ederim.

Q75. Erkek veya kız kardeşim başarısız olursa, kendimi sorumlu hissediyorum.

Q76. Grup üyelerine kesinlikle katılmadığım zamanlarda bile tartışmalardan kaçınırım.

Q77. Yanlış anlaşılma riskini almaktansa doğrudan 'Hayır' demeyi tercih ederim.

Q78. Ders sırasında ne düşündüğümü açıkça söylemek benim için sorun değil.

Q79. Canlı bir hayal gücüne sahip olmak benim için önemli.

Q80. Övgü veya ödüller için seçilmekten memnunum.

Q81. Okulda ve evde aynı kişiyim.

Q82. Kendime bakabilmek benim için birincil meseledir.

Q83. Kiminle olursam olayım aynı şekilde davranırım.

Q84. Benden çok daha büyük olsalar bile, tanıştıktan hemen sonra o kişinin sadece adıyla hitap ederken kendimi rahat hissediyorum.

Q85. Yeni tanıştığım insanlarla ilgilenirken direkt ve açık sözlü olmayı tercih ederim.

Q86. Benzersiz ve birçok bakımdan diğerlerinden farklı olmaktan zevk alıyorum.

Q87. Başkalarından bağımsız kişisel kimliğim benim için çok önemli.

Q88. Sağlıklı olmaya her şeyin üzerinde değer veririm.

Q89. Sürekli hayatımı iyileştirmenin yeni yollarını ararım.

Q90. Nerede olursam olayım, yapıcı değişim için baskın bir güç olurum.

Q91. Fikirlerimin gerçeğe dönüşmesini görmekten daha heyecan verici bir şey olamaz.

Q92. Beğenmediğim bir şey görürsem, onu düzeltirim.

Q93. Olasılık ne olursa olsun, bir şeye inanırsam, onu gerçekleştiririm.

Q94. Fikirlerimin savunucusu olmayı seviyorum.

Q95. Fırsatları belirlemede çok iyiyim.

Q96. Her zaman bir şeyleri daha iyi yapmanın yollarını arıyorum.

Q97. Bir fikre inanırsam, onu gerçekleştirmeme hiçbir şey engel olmaz.

Q98. Başkaları yakalamadan önce ben iyi bir fırsat yakalayabilirim.

Q99. Girişimci olmak için her şeyi yapmaya hazırım.

Q100. Mesleki hedefim girişimci olmaktır.

Q101. Kendi firmamı kurmak ve yönetmek için her türlü çabayı göstereceğim.

Q102. Gelecekte bir firma kurmaya kararlıyım.

Q103. Bir firma kurmayı çok ciddi olarak düşündüm.

Q104. Bir gün bir firma kurmakta kararlıyım.

Q105. İş fırsatları konusunda her zaman tetikteyim.

Q106. İş fırsatlarını belirlemek için potansiyel pazarları araştırırım.

Q107. İş fırsatlarını sistematik olarak araştırırım.

Q108. Ürünler veya hizmetler hakkında yeni fikirler için bilgi arıyorum.

Q109. İş fırsatları için çevreyi düzenli olarak tarıyorum.

Q110. Yeni ürün ve hizmetler için pazar fırsatlarını belirleyebilirim.

Q111. Mevcut ürünleri iyileştirmenin yeni yollarını keşfedebilirim.

Q112. Potansiyel büyüme için yeni alanlar belirleyebilirim.

Q113. Güncel sorunları çözen ürünler tasarlayabilirim.

Q114. Müşterilerin karşılanmamış ihtiyaçlarını karşılayan

ürünler yaratabilirim.

Q115. Ürün konseptlerini zamanında piyasaya sunabilirim.

Q116. İşletmenin gelecekte nasıl görüneceğini belirleyebilirim.

Q117. İnsanların kendi kedinin patronları olmasına izin veren bir çalışma

ortamı yaratabilirim.

Q118. İnsanları yeni şeyler denemeye teşvik eden bir çalışma

ortamı geliştirebilirim.

Q119. İnsanları, sonucu ne olursa olsun fikirleri ve kararları için

inisiyatif ve sorumluluk almaya teşvik edebilirim.

Q120. Başkalarıyla ortak veya ittifak ilişkileri kurabilirim.

Q121. Potansiyel yatırımcılar ile olumlu ilişkiler geliştirebilir

ve sürdürülebilirim.

Q122. Finansal kaynaklara erişimi olan kilit kişilerle ilişkiler

geliştirebilirim.

Q123. Yatırım için potansiyel finansman kaynaklarını belirleyebilirim.

Q124. İşletmemin vizyonunu ve değerlerini ifade edebilirim.

Q125. İşletmemin vizyonunu ve değerlerini benimsemeleri

için başkalarına ilham verebilirim.

Q126. Fırsatların peşinde bir dizi eylem formüle edebilirim.

Q127. Sürekli stres, baskı ve çatışma altında üretken bir şekilde çalışabilirim.

Q128. İş koşullarında beklenmedik değişikliklere tolerans gösterebilirim.

Q129. Zorluklar karşısında dirençli kalabilirim.

Q130. Kilit çalışanları işe alabilir ve eğitebilirim.

Q131. Kilit teknik personelinin yerini doldurmak için acil durum planları geliştirebilirim.

Q132. Yönetim ekipleri belirleyebilir ve oluşturabilirim.

DEMOGRAFIK BİLGİLER

Q133. Cinsiyet

1> Kadın

2> Erkek

Q134. Yaşınız

1> Under 18

2> 18-24

3> 25-34

4> 35-44

5> 55-64

6> 55-64

7> 65+

Q135. En son bitirdiğiniz okul

1> İlk Veya Orta Okul Mezunu

2> Lise Mezunu

3> Lisans Mezunu

- 4> Yüksek Lisans Mezunu
- 5> Doktora Mezunu
- 6> Doktora Sonrası
- 7> Diğer

Q136. İş deneyiminiz

- 1> Yok
- 2> 5 yıl veya altı
- 3> 6-10 yıl
- 4> 11-15 yıl
- 5> 16-20 yıl
- 6> 21 ve üstü

Q137. Ebeveynlik

- 1> Evet
- 2> Hayır

Q138. Aylık kişisel geliniz

- 1> 0- 2500 TL
- 2> 2500-5000 TL
- 3> 5000 TL ve üstü

Q139. Mesleğiniz

- 1> Yoruma açık

Q140. Lütfen mevcut işinizde Covid-19 sürecinde bir home office/uzaktan çalışma fırsatınız olup olmadığını belirtiniz.

- 1> Evet
 - 2> Hayır
-

ETİK KURUL ALT KOMİTESİ DEĞERLENDİRME SONUCU

Bu bölüm lisansüstü tez araştırmaları için ilgili Etik Kurul alt komitesince doldurulacaktır.

Proje No: ____ - ____ - ____

Değerlendirme Tarihi: 27 Nisan 2020

Dr. Öğretim Üyesi Neşenur Altınöğne Ekici

İmza



Dr. Öğr. Üyesi Esra Arıkan

İmza



1.	Herhangi bir değişikliğe gerek yoktur. Veri toplama/uygulama başlatılabilir <input checked="" type="checkbox"/>
2.	Ret _____ Reddin gerekçesi:

ETİK KURUL DEĞERLENDİRME SONUCU

Bu bölüm İstanbul Bilgi Üniversitesi İnsan Araştırmaları Etik Kurulunca doldurulacaktır.

Proje No: ____ - ____ - ____

Değerlendirme Tarihi:

İmza

İmza

İmza

İmza

İmza

1.	Herhangi bir değişikliğe gerek yoktur. Veri toplama/uygulama başlatılabilir _____
2.	Ret _____