

الاستهلال

قال تعالى :

(فَتَبَسَّمْ ضَاحِكًا مِنْ قَوْلِهَا وَقَالَ رَبِّ أَوْزِعْنِي أَنْ أَشْكُرَ
نِعْمَتَكَ الَّتِي أَنْعَمْتَ عَلَيَّ وَعَلَى وَالِدَيَّ وَأَنْ أَعْمَلَ صَالِحًا
تَرْضَاهُ وَأَدْخِلْنِي بِرَحْمَتِكَ فِي عِبَادِكَ الصَّالِحِينَ)

صدق الله العظيم

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DEDICATION

I dedicate this dissertation to the spirit of my father, to my mother, to my brothers & sisters who always supported me, to my colleagues sharing learning and education & exchange of views. I dedicate also to all my teachers everywhere.

Thank you

Emad aldeen Essa

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LIST of CONTENT

Dedication.....	I
Acknowledgement.....	ii
List of Contents.....	iii
List of Tables	x
List of Figures	xii
List of Abbreviations	xv
Abstract	xv
Arabic Abstract.....	xvi

CHAPTER ONE: INTRODUCTION

1.0 Chapter overview	1
1.1 Introduction	2
1.2 Statement of Problem	3
1.3 Research Questions.....	7
1.4 Research Objectives	8
1.5 The Significance of the Study	9
1.6 Definitions and Descriptions of Terminologies.....	10
1.7 Organization of the Study Chapters	12

CHAPTER TWO: LITERATURE REVIEW

2.0 Chapter overview.....	14
1.1 The Entrepreneurship concept	14
1.1.1 Economic Perspective of entrepreneurship.....	15
1.1.2 Psychological Perspective of entrepreneurship.....	17
1.1.3 Trait Theory and the Behavioral Perspective	17
1.1.4 Process Perspective of entrepreneurship.....	20
1.1.5 Cognitive Perspective of entrepreneurship.....	21

1.1.6	Diversity of Definitions.....	22
2.2	Entrepreneur	24
2.3.2	Characteristics of entrepreneurs.....	28
2.4	The Benefits of Entrepreneurship.....	30
2.5	The Potential Drawbacks of Entrepreneurship.....	33
2.6	The Cultural Diversity of Entrepreneurship.....	36
2.7	Typologies of entrepreneurial motivation.....	38
2.11	entrepreneurial intentions.....	57
2.12	Summary of the chapter.....	60

CHAPTER THREE: RESEARCH METHODOLOGY

3.0	Chapter Overview.....	61
3.1	The Philosophical Grounding of Design Science Research (DSR)	61
3.1.1	Types of Research.....	63
3.2	An Introduction to Design Science Research	65
3.2.2	Design Science Evaluation.....	71
3.2.3	Theory Building.....	72
3.3.1	Exploratory Interview and In-depth Interview.....	74
3.3.2	Data Collection.....	75
3.4	Data Analysis.....	77
3.5	extension Theory and interview process.....	81
3.6	Interview process.....	82
3.7	Summary of the chapter.....	86

CHAPTER FOUR: RESEARCH FRAMEWORK AND HYPOTHESES DEVELOPMENT

4.0	Chapter Overview.....	88
4.1	Theory of reasoned Action and theory of planned behavior	88
4.2	Hypotheses Development.....	93

4.2.1 Hypothesis H1: There is a positive relationship between Subjective norms (SN) and entrepreneurial intention (EI)	93
4.2.2 Hypothesis H2: There is a positive relationship between Entrepreneurial attitude (EA) and entrepreneurial intention (EI)	94
4.2.3 Hypothesis H3: There is a positive relationship between Perceived control (PC) and entrepreneurial intention (EI)	95
4.2.4 Hypothesis H4: There is a positive relationship between Creativity (CREA) and entrepreneurial attitude (EA)	95
4.2.5 Hypothesis H5: There is a positive relationship between Perceived utility (PU) and entrepreneurial attitude (EA)	96
4.2.6 Hypothesis H6: There is a positive relationship between Self-confidence (SELF) and entrepreneurial attitude (EA)	97
4.2.7 Hypothesis H7: There is a positive relationship between Emotional competencies and entrepreneurial intentions.....	98
4.2.8 Hypothesis H8: There is a positive relationship between Emotional competencies component EC has a positive impact on entrepreneurial intention.....	100
4.2.9 Hypothesis H9: Perceived self-efficacy mediating the positively impact between personality traits and entrepreneurial intentions.....	101
4.2.10 Hypothesis H10: There is a positive relationship between Perceived career option and attitude.....	101
4.3 A research design.....	102
4.3.1 Sampling Procedure.....	102
4.3.2 Development of Questionnaire.....	103
4.4 Administration of the field works.....	105
4.5 Measurement of the Variables.....	105
4.6 Data Analysis Techniques.....	113

4.7	Summary of the chapter.....	115
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CHAPTER FIVE : DATA ANALYSIS AND FINDINGS

5.0	Chapter Overview.....	116
5.1	Descriptive Statistics.....	116
5.2	Response rate.....	120
5.2.1	Respondents Demographic Characteristics.....	122
5.3	Goodness of Measures	123
5.3.1	Exploratory factor analysis for entrepreneurship intention (EI).....	123
5.3.2	Convergent validity.....	123
5.3.3	Discriminant validity	124
5.3.4	Exploratory factor analysis for Emotional Competencies (EFA)	125
5.3.5	Discriminant validity.....	126
5.3.6	Exploratory factor analysis for Personality Traits (EFA).....	127
5.3.7	Discriminant validity.....	127
5.3.8	Exploratory factor analysis for Perceived career option (EFA).....	129
5.3.9	Exploratory factor analysis for Personality Dimensions (EFA).....	130
5.3.10	Discriminant validity	131
5.4	Measurement and Validation	132
5.4.1	Reliability Analysis.....	133
5.4.2	Validity.....	138
5.5.1	Measurement and Validation of (TPB)	140
5.5.2	Measurement and Validation of Emotional Competencies.....	141
5.5.3	Measurement and Validation of Personality Traits.....	145
5.5.4	Measurement and Validation of Personality dimensional.....	148
5.5.5	Measurement and Validation of Perceived career option.....	151
5.6	Modified of Research Framework and hypotheses.....	153

5.7	Descriptive Statistics of Variables.....	156
5.8	Correlation Analysis.....	156
5.9	Testing Model Fit and hypotheses testing.....	158
5.9.1	Hypotheses testing	159
CHAPTER SIX: DISCUSSION AND CONCLUSION		
6.0	Chapter Overview.....	198
6.1	Recapitulation of the Research Findings.....	198
6.2	Discussion	206
6.3	Major Outcomes of the Research	222
6.4	Implications of the Research.....	223
6.5.1	Limitations of the Research.....	224
6.5.2	Suggestions for Future Research.....	226
6.7	Conclusions	227
REFERENCES and APPENDIXS		
	List of References	228

LIST OF TABLES

Number	Table Title	Page NO
3.1	Philosophical Assumptions of Three Research Perspectives.....	63
3.2	Comparison of DSR Steps According to Literature.....	68
3.3	Distinctions between quantitative and qualitative data.....	78
3.4	Types of Processes for analyzing Qualitative Data.....	79
3.5	Interview outcome.....	82
3.6	Motivation of entrepreneurs in Sudan.....	85
3.7	factor success of entrepreneurship in Sudan.....	86
4.1	Entrepreneurial attitude (EA) Measurement.....	106
4.2	Subjective norms (SN) Measurement.....	106
4.3	Perceived Self-efficacy (SE) Measurement.....	107
4.4	Students' entrepreneurial intention (EI) Measurement.....	108
4.5	Creativity (CREA) Measurement.....	108
4.6	Perceived utility (PU) Measurement.....	109
4.7	Self-confidence (SELF) Measurement.....	109
4.8	Emotional competencies(EC) Measurement.....	110
4.9	Perceived Career option Measurement.....	111
4.10	Optimism Measurement.....	111
4.11	Innovativeness Measurement.....	112
4.12	Risk taking propensity Measurement.....	112
4.13	Locus of Control Measurement.....	112
5.1	Descriptive Statistics.....	118

5.2	Response rate of questionnaire.....	121
5.3	Respondents Demographic Characteristics.....	122
5.4	Exploratory factor analysis for TPB.....	124
5.5	Component Correlation Matrix.....	125
5.6	Exploratory factor analysis for Emotional Competencies.....	126
5.7	Component Correlation Matrix.....	127
5.8	Exploratory factor analysis for Personality Traits (EFA)	128
5.9	Component Correlation Matrix.....	129
5.10	Exploratory factor analysis for Perceived career option (EFA)	129
5.11	Exploratory factor analysis for Personality Dimensions.....	130
5.12	Component Correlation Matrix.....	131
5.13	Reliability Statistics.....	135
5.14	Construct-wise Reliability of Scales.....	137
5.15	Criteria of model fit.....	141
5.16	Model Fit Indices of entrepreneurial intention.....	142
5.17	Model Fit Indices of Emotional Competencies.....	144
5.18	Psychometric Properties of Emotional Competencies Scale.....	144
5.19	Model Fit Indices of Personality Traits.....	147
5.20	Psychometric Properties of Personality Traits Scale.....	147
5.21	Model Fit Indices of Personality.....	150
5.22	Psychometric Properties of Emotional Competencies Scale.....	150
5.23	Model Fit Indices of Perceived career option	152
5.24	Psychometric Properties of Perceived career option Scale.....	152
5.25	Restated Research Hypotheses.....	154

5.25	Descriptive Statistics to all variables.....	156
5.26	Person's Correlation Coefficient for All Variables.....	157
5.25	Model Fit Indices and Path Coefficients of TPB (Multi-dimensional) and entrepreneurial intention.....	164
5.26	Model Fit Indices and Path Coefficients of Self-Competencies (Multi-dimensional) and entrepreneurial intention.....	166
5.27	Model Fit Indices and Path Coefficients of TPB (Multi-dimensional) and entrepreneurial intention.....	167
5.28	Model Fit Indices and Path Coefficients of Career option and entrepreneurial intention.....	170
5.29	Model Fit Indices and Path Coefficients of Personality Traits (Multi-dimensional) and entrepreneurial intention.....	172
5.30	The Regression Path Coefficient and also the Standardized Path Coefficient between constructs in the model for mediation perceived career option	175
5.31	The Regression Path Coefficient for Indirect Effects for perceived career option.....	184
5.32	The Regression Path Coefficient and also the Standardized Path Coefficient between constructs in the model for mediation for personality....	184
5.33	Path Coefficient for Indirect Effects for personality	185
5.34	The Regression Path Coefficient and also the Standardized Path Coefficient between constructs in the model for mediation for subjective norms	188
5.35	Path Coefficient for Indirect Effects for subjective norms.....	189
5.36	The Regression Path Coefficient and also the Standardized Path Coefficient between constructs in the model for mediation for perceived.....	192
5.37	Path Coefficient for Indirect Effects for perceived.....	192

5.38	The Regression Path Coefficient and also the Standardized Path Coefficient between constructs in the model for perceived.....	193
5.39	Path Coefficient for Indirect Effects for perceived.	194

LIST OF FIGURES

Number	Figures Title	Page No
3.1	An inductive approach to research.....	64
3.2	A deductive approach to research.....	65
4.1	Theory of planned behavior. [Adopted from Mathieson (1991) and Ajzen (1991)	89
4.2	The Research Conceptual Framework.....	93
5.1	CFA Model for (TPB)	141
5.2	CFA Model for after Modified (TPB)	142
5.3	CFA Model for Emotional Competencies	143
5.4	CFA Model for Personality Traits.....	146
5.5	CFA Model for Personality.....	148
5.6	CFA Model for Personality after Modified.....	149
5.7	CFA Model for perceived career option.....	151
5.8	The Modified Conceptual Framework.....	153
5.9	Structural model estimation for self on Entrepreneurial Intention.....	162
5.10	Structural model estimation for self-personality on Entrepreneurial Intention.....	165
5.11	Structural model estimation for TPB on Entrepreneurial Intention.....	168
5.12	Structural model estimation for perceived career option on Entrepreneurial Intention.....	171
5.13	Structural model estimation for personality on Entrepreneurial Intention.....	173
5.14	mediation model.....	180
5.15	The Standardized Path Coefficient for mediations effect.....	183
5.16	The Standardized Path Coefficient for mediations effect to attitude and personality.....	186
5.17	The Standardized Path Coefficient for mediations effect for subjective norm.....	190
5.18	The Standardized Path Coefficient for mediations effect for perceived.....	194

List of Abbreviations

Abbreviation	Explanation
Entrepreneurial Attitude.....	EA
Subjective Norms.....	SN
Perceived Self-efficacy.....	SE
Entrepreneurial Intention	EI
Perceived Utility.....	PU
Self-confidence.....	SC
Emotional competencies.....	EC
Perceived Career option.....	PC
Optimism.....	OP
Innovativeness.....	IN
Risk taking propensity.....	RT
Locus of Control.....	LC
Creativity.....	CY
Need for Achievement.....	NAch

ABSTRACT

Entrepreneurship regarded as one of the major factors that positively influence the development of nations' economies and the well-being of societies. By creating more jobs, bringing innovation to the market, encouraging competitiveness and enhancing economic efficiencies. therefore the dissertation tries to answer the question What are the main motives lead Sudanese establishing own business in Sudan and successful management using a modified version of Ajzen's theory of planned behavior (TPB) as a conceptual model, using the mixed method in methodological choice and deductive as approach. The data collected through self-administered through interviews and questionnaire in seven universities in Sudan, using a convenience (non-probability) sampling. Used Structural equation modeling (SEM) using (AMOS V.25) overall response rate is 77%. The result of the study showed provide jobs to family members and job security considered the most important motivation. Then there is a positive relationship between Subjective Norm, self-efficacy, perceived career option, Perceived utility, Self-confidence, Optimism, Locus of control and entrepreneurial intention. It is hoped this study will inform practitioners and policymakers, entrepreneurs, and managers and Potential entrepreneur about entrepreneurship.

Key word: The Entrepreneurship, Entrepreneur, entrepreneurial intention (TPB)

المستخلص

تعتبر ريادة الأعمال أحد العوامل الرئيسية التي تؤثر بشكل إيجابي على تنمية اقتصادات الأمم ورفاه المجتمعات. من خلال خلق المزيد من فرص العمل ، وجلب الابتكار إلى السوق ، وتشجيع التنافسية وتعزيز الكفاءة الاقتصادية. لذلك تحاول هذه الأطروحة الاجابة على السؤال التالي ماهي الدوافع الرئيسية التي تقود السودانيين إلى تأسيس أعمالهم التجارية في السودان والنجاح في تلك الاعمال باستخدام النسخة المعدلة لـ (Ajzen) نظرية السلوك المخطط (TPB) كنموذج مفاهيمي ، وذلك باستخدام المنهج المختلط في (الكمي والنوعي). تم جمع البيانات عن طريق اشراف الباحث من خلال المقابلات الشخصية والاستبيانات في سبع جامعات في السودان ، عن طريق العينات غير الاحتمالية (العينة الميسرة). من خلال استخدام أسلوب نمذجة المعادلة الهيكلية (SEM) ومعدل الاستجابة كلي يقدر بـ (77%) وعبر استخدام برنامج (AMOS) أظهرت نتائج الدراسة ان توفير وظائف لأفراد الأسرة وكذلك الأمن الوظيفي يعتبران اهم الدوافع . وكذلك وجدت الدراسة ان هناك علاقة إيجابية بين المعايير الذاتية ، والفعالية الذاتية ، والخيار الوظيفي المدرك ، والفائدة المدركة ، والثقة بالنفس ، والتقاؤل ، وموضع الضبط علي نية تنظيم المشاريع. ومن المأمول أن تساعد هذه الدراسة الممارسين وصانعي السياسات ورواد الاعمال الفعلين والمديرين ورواد الاعمال المتوقعون على فهم فلسفة ريادة الأعمال في السودان.

الكلمات المفتاحية: ريادة الأعمال، رائد الاعمال، النية ريادة الأعمال (TPB)