

Young people's motivation to start entrepreneurial ventures - personal characteristics vs demographic characteristics (case study)

Научный руководитель – Dragičević - Radičević Tatjana

Petrovic N.¹, Veljić A.², Janošik M.³, Jauković Jocić K.D.⁴

1 - University Business Academy in Novi Sad, Нови-Сад, Serbia, *E-mail: nadjapetrovic98@gmail.com*;
2 - University Business Academy in Novi Sad, Нови-Сад, Сербия, *E-mail: ana.veljic@mef.edu.rs*; 3 -
University Business Academy in Novi Sad, Нови-Сад, Serbia, *E-mail: marija.janosik@mef.edu.rs*; 4 -
University Business Academy in Novi Sad, Нови-Сад, Сербия, *E-mail: kristina.jaukovic@mef.edu.rs*

Abstract- Motivation is one of the important concepts that permeates the way from idea to realization of entrepreneurial ventures, and motivation is the subject of various scientific disciplines. It is a concept with a wide range of definitions and theories. Statistics show that a large number of entrepreneurs, after a short operating period of collapse, and the reasons for this are bad judgment or market opportunities, lack of business skills, the absence of reality and insufficient motivation of entrepreneurs. There are different forms of motivation that determine whether an individual is defined to become an entrepreneur. It is interesting that today's entrepreneurs start implementing the idea before the age of 25, while this was not the case. In this age they still do not have experience in the implementation of a business enterprise, or dominated by their characteristics as entrepreneurs. Different motives in the determination of a young individual in starting entrepreneurial ventures. Studies of many authors have shown that they are equally important and environmental factors and personal characteristics. For these reasons it is necessary to conduct research among young people from 20 to 30 years to determine what is a stronger motivation for starting the enterprise, whether it comes to personal characteristics or environmental factors. A case study based on Harper's indicators show that the process of entrepreneurial activity is not necessarily on condition with ages, level of education, a model and measure professional support, and there are certain attributes that are common features which profiled successful entrepreneur and his idea. Environment that encourages young individual requires the support of the state of the market, but also its immediate surroundings. On the way from idea to realization is necessary to make a good assessment of existing ideas and make a plan on how to implement the idea in the work. This requires detailed preparation, analysis, selection strategies and rethinking the future of access to business entrepreneurial endeavor. Based on various research Harper, Hornoday's, and Gibb's, we can conclude that the motivation and the creation of entrepreneurial ventures depend on personal characteristics of the entrepreneur. It is hard to describe the general definition of entrepreneur, but is more acceptable definition through a number of characteristics. Goals of this research is to show that there is no correlation in the motives of young individuals (entrepreneurs) and the age, gender, family, ability. Key words: entrepreneur, motivation, idea, demographic structures, characteristic.