

عنوان مقاله:

Unveiling the Drive to Create : Exploring the Motivation of Lifestyle Entrepreneurs in Iran

محل انتشار:

مجله ایرانی مطالعات مدیریت, دوره 17, شماره 2 (سال: 1403)

تعداد صفحات اصل مقاله: 16

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خلاصه مقاله:

This research aims to identify the motivation of lifestyle entrepreneurs in Iran due to the fact that many opportunities in these areas have been used and exploited by entrepreneurs in Iran. This research has been done based on these opportunities and hopes for the prosperity of this type of entrepreneurship in Iran. This qualitative research was conducted in ۲۰۲۲. Due to the nature of qualitative research, this research used a purposeful sampling strategy and continued until reaching data saturation (۱۳ individuals). Data were collected through in-depth interviews, and the motivations for starting a business were discussed indirectly. The main result of this research is to identify the motivation of lifestyle entrepreneurs in Iran. Based on the theory of Ryan and Deci (۲۰۰۰), the motivations of lifestyle entrepreneurs were divided into two categories: Intrinsic and Extrinsic motivations. Intrinsic motivations: creating a business activity aligned with interests, following a dream, needing independence, gaining social status, and using individual capacities. Extrinsic motivations: social orientation, work-life balance, dissatisfaction with the previous job, and financial concerns. It should be noted that no such research has been conducted in Iran.

کلمات کلیدی:

Entrepreneurship, Lifestyle entrepreneurship, Lifestyle Entrepreneur, Entrepreneurs Motivation, Iran

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