MODEL PROSES
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Reconceptualizing Entrepreneurship: An Input-Output Perspective
Multidimensional Approach
(William B. Gartner)

The Individual

• need for achievement
• Locus of control
• Risk taking propensity
• Job satisfaction
• Previous work experience
• Entrepreneurial parents
• Age
• Education
Multidimensional Approach
(William B. Gartner)

The Environment

- Venture capital availability
- Presence of experienced entrepreneurs
- Technically skilled labor force
- Accessibility of suppliers
- Accessibility of customers or new markets
- Governmental influences
Multidimensional Approach
(William B. Gartner)

The Environment

- Proximity of universities
- Availability of land or facilities
- Accessibility of transportation
- Attitude of the area population
- Availability of supporting services
- Living conditions
Multidimensional Approach
(William B. Gartner)

The Organization

• Type of firm
• Entrepreneurial environment
• Partners
• Strategic variables (cost, differentiation, focus)
• Competitive entry wedges
Multidimensional Approach
(William B. Gartner)

The Process

• Locating a business opportunity
• Accumulating resources
• Marketing products and services
• Producing the product
• Building an organization
• Responding to government and society