

Entrepreneurial Motivations as Determinants of Youth Entrepreneurship Challenges: A Case of Business College in UAE

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Abstract

The research paper aims to investigate the main approaches on how to attract young people to the development of entrepreneurial activities through the factors of motivation. The study focused on youth groups (19-25 years) to motivate them to start up own business considering that youth entrepreneurship is a significant way to reduce unemployment rate in the future in a country where employability becomes an emerging issue in the nearest decade. The research was organized based on discussion cycles with the purpose of creating focus groups to find out what young people think and feel regarding doing business in the United Arab Emirates. For this reason, a qualitative approach has been adopted by conducting in-depth interviews with five focus groups. The study has identified the most important conditions of effective entrepreneurial activity.

Keywords: Youth, Entrepreneurship, Motivation, United Arab Emirates.

Introduction

In recent years, the concepts of innovation and entrepreneurship have become a common subject of scientific interest of a number of researchers. Numerous publications have discussed the dynamics of the sector, its role and advantages in the national economies and the need for state support. However, there is no final determination in defining entrepreneurship and business as well as the finding the roots of problem for the evaluation criteria of business success.

From one side, a modern UAE society focuses on responsible citizens building a career on self-initiative and self-realization of youth in the field of entrepreneurship. Indeed, some of the young people at the early stages of a career are already oriented on the basis of their own business. This fact demonstrates the coincidence of public demonstration and personally important values which attract the attention of researchers to study the internal controls of business activity. From another side, not everyone can and want to become an entrepreneur.

A division of the UAE national population by the level of their involvement in economic activity mirrors that about 55% of the UAE national population is economically inactive (Statistics 2016). Statistics reflects that 25% of the UAE nationals are students will adhere to the job market. From another perspective, 70% of UAE citizens age 35 and younger have a tendency to entrepreneurship (The Economics, 2013).

A number of studies found that the efficiency of business activity depends on the following psychological characteristics: the installation, motivation, risk, endurance and stamina, strategy of behavior in the case of failure, competitiveness and other personal characteristics. These characteristics determine whether a person has entrepreneurial abilities in the future or not. These studies suggest that mere economic competence is not enough to describe the phenomenon of entrepreneurship, identified and psychological criteria for a successful business (Hisrich, 1990; Chell, 1991; Cromie and Johns, 1983).

An important impetus for the business activity is the motivation of the individual. The problem of motivation of entrepreneurial has been largely discussed by Bosma (2012) and Kelley (2012). The studies compared the levels of entrepreneurial activity between countries and identified the factors that influence the level of entrepreneurial activity (Kelly, 2011).

Involving youth in entrepreneurship is one of the important tasks for the formation of the country's economy, as well as employment and solving numerous socio-economic issues of society. In the current environment, youth in the business has some advantages. Firstly, young people today opening a business, can get assistance and advice from the previous generation of entrepreneurs, the role of which can act as family and friends. Secondly, young people have the possibility of obtaining special knowledge which will give a significant advantage in the starting up of the business. Thirdly, a number of significant programs have been developed to support programs at the local and regional levels. State policy to support young entrepreneurs has been carried by the Government and private sector entities.

It needs to be admitted however, that in the national psychology of today, there are no practical studies concerning the internal controls of business and the specific activities of young people in doing business. Young people with an adequate level of education, pronounced organizational abilities, motivation, personal and professional growth, ready to take risk, today, are perhaps the most adventurous and creative part of the tomorrow's society. The extent to which young people will be motivated to entrepreneurship, determines the further development of society. In this regard, the important focus of the study is to research the level of motivation of business graduate students.

Literature Review

Definition of Entrepreneurship

The term "entrepreneurship" originated in France in the 17-18 centuries. Its introduction is mainly associated with the name of the French economist R. Cantillon. In his understanding, business is related to the risky nature of the gainful activity that can potentially stimulate economic progress by finding new and better ways to realize their business (Cantillon, 1952). Another scholar Jean-Baptiste Say (1996) pointed to the economic efficiency of the entrepreneur that takes the economic resources from the low to high performance. A true classic theory of entrepreneurship is considered by Joseph Schumpeter. In his book "The Theory of Economic Development" written in 1911, he argues that the main function of the entrepreneur is to be an innovator, to innovate and thus be a vehicle for economic development. "Produce - means to combine existing things in our field and power ... to make ... - then create other combinations of these things and forces" (Schumpeter, 1982). Unlike its predecessors for Schumpeterian entrepreneurship yield was insufficient to do with personal gain entrepreneur, but rather served as a mean of assessing the results. Thus, unlike a business, entrepreneurship was not closely associated with income and profit. Schumpeter's approach was developed by Peter Drucker (1985). He argued that "entrepreneurship involves managing which is different from existing". Thus Drucker does not consider any business development to be entrepreneurship. Expansion can be a routine process, is not paired with the transformation and innovation.

Herrington et al. (2009) discussed that an entrepreneur is one who may change a situation from low capacity into the higher productivity. Sathiyabama (2010) defines entrepreneurship as a process related to creating wealth by individuals or groups. The term small business owner is often used as a synonym for an entrepreneur (Aaltonen and Akola, 2014).

Thus, it is seen that the economists were the first to become interested in the phenomenon of entrepreneurship. For the most part, they sought to determine the role of the entrepreneur in the economic system and its influence on the economy. That is why the most common reproach against them is the reluctance to go beyond the functional approach in order to integrate their theory of the behavioral component of the entrepreneurial phenomenon. This, however, does not detract from their scientific contributions and this despite the fact that economists have been unable to come to a common definition of the entrepreneurial function. Some see entrepreneur «the one who takes the risk" (Cantillon, Say), "innovator" (Schumpeter, Drucker), "the one who finds opportunities for bargains", "distributor of limited enterprise limited resources (Casson).

Youth Entrepreneurship

Youth entrepreneurship plays an important role in solving economic and social problems, such as the creation of new jobs and reducing unemployment among young people. Worldwide, the rate of unemployment among young people is a major challenge for economic and social prosperity of the country. According to the World Economic Forum, young people count for 40% of the unemployed population of the world (Brister, 2013). Chigunta (2002) defines youth entrepreneurship as "the practical application of enterprising qualities, such as initiative, innovation, creativity and risk-taking into the work environment (either in self-employment or employment in small start-up firms), using the appropriate skills necessary for success in that environment and culture". In Europe, in 2013, the youth unemployment rate exceeded 24%, as

for example in Poland and Bulgaria the unemployment rate of young people was 28.4% and 27.1%, respectively. In other countries, the rate of unemployment particularly in Greece (57.6%), Spain (56.5%), Portugal (38.7%), Italy (37.1%), Slovakia (35.8 %). The lowest levels of about 5% are in Austria and Germany. Therefore, the shortage of jobs created a phenomena of forcing young people to move to self-employment and become "entrepreneurs by necessity" rather than "employers of choice" (Cleand, 2010).

An important problem is the definition of age limits for the description of a young entrepreneur. Studies carried out in different countries show that youth entrepreneurship varies depending on age. Chigunta (2002) proposes the following categorization of three (transitional) youth entrepreneurship phases:

Pre entrepreneurs. Young people aged 15-19 years preparing for entrepreneurship. Young people are going through a transitional period when they have to choose between home, work and training. As suggested by the Curtain (2000), this period includes several stages and is not limited to the issue of the educational institution and the device to work.

Budding entrepreneurs. Prospective entrepreneurs aged 20-25 years. These are young people who have some experience, business skills, earned the initial capital to open their own business. Thus, this group has 3 ways: 1) engage by generating a small income; 2) give up; 3) open the successfully functioning business. A key challenge for these young people is to increase the survival rates of new businesses.

Emergent entrepreneurs. Novice entrepreneurs aged 26-29 years. Such entrepreneurs already have significant entrepreneurial experience. This is their advantage over the budding entrepreneurs, enabling them to open a very viable business. The main challenge faced by these young people is to transform their businesses into commercial viability and competitiveness of small businesses.

In order to get a more extensive view of the potential entrepreneurs, scientists from New Zealand, Lewis and Massey (2003) conducted a study of the future of young entrepreneurs. Depending on the level of preparedness of young people and the level of intention to engage in entrepreneurial activity, the authors identify four different groups of potential young entrepreneurs (Lewis, 2003).

In 2013, the Global Entrepreneurship Monitor report (GEM) devoted to the problem of the status of global youth entrepreneurship. The researchers found that 9.5% of young people aged 18-24 years intend to set up their own business, 3.6% of young people already have their own business. UN Secretary General Ban Ki-moon recently stressed the need to solve the problem of rising unemployment among young people, in connection with the need to encourage and train young people to become entrepreneurs (Kew, 2013).

Key Motivational Characteristics of Entrepreneurial Success. Literature Observation.

A significant place in business psychology are occupied by publications on psychological characteristics of an entrepreneur. An analysis of the literature identifies those personality characteristics that are fundamental to entrepreneurial success. These include: motivational traits such as "motivation to achieve", "internal locus of control", "activity" and "self-sufficiency; cognitive skills, such as "focus on problem-solving", "uncertainty avoidance" and "risk appetite"; and social skills, such as "interpersonal reactivity", "confidence" (Caliendo, 2008).

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Authors	Results
Boone, Debrabander и Van Witteloostujin (1999)	Internal locus of control is an important feature of the entrepreneurship.
Brockhaus R. и Gasse (1985)	Most entrepreneurs have internal locus of control than the general population.
Brockhaus R. (1980)	Successful entrepreneurs have internal locus of control, and their families should prevail favorable relations.
Hansemark (1998)	The young people who participated in the entrepreneurial program have internal locus of control.

Table 1: Key findings of the study of locus of control in a group of entrepreneurs

Authors	Results
Kihlstrom and Laffont (1979)	Entrepreneurs tend to be more risk averse than others.
Iyigun and Owen (1998)	People are risk-averse, less likely to become entrepreneurs.
Stewart and Roth (2001)	Risk appetite is a sign of the individual, which should remain stable over time.
Begley and Boyd, Sexton and Bowman (1985, 1987)	High risk tolerance characteristic of entrepreneurs compared to non-entrepreneurs.
Wottawa and Gluminski (1992)	Risk appetite is an important and significant personality characteristics for successful entrepreneurship.
Smith and Miner (1983)	Have not revealed the difference between entrepreneurs and mom entrepreneurs.

Table 2: Key findings from risk appetite in the group of entrepreneurs

Authors	Results
Hansemark (1998)	Young people have a high motivation to achieve.
Babb and Babb (1992)	Motivation to achieve is one of the features that differentiate entrepreneurs from non-entrepreneurs
Rissal (1992)	Motivation to achieve is one of the seven most important factors in choosing a business career
Shaver and Scott (1991)	Motivation to achieve is really a measure of entrepreneurial behavior.
Johnson (1990)	Found a positive relationship between achievement motivation and entrepreneurship
Bonnett and Furnham (1991)	Young entrepreneurs have an internal locus of control and a strong belief in hard work than non-entrepreneurs, but no difference was found between groups in achievement motivation
Low and MacMillan (1988)	Have not set the differences in achievement motivation between entrepreneurs and non - entrepreneurs.

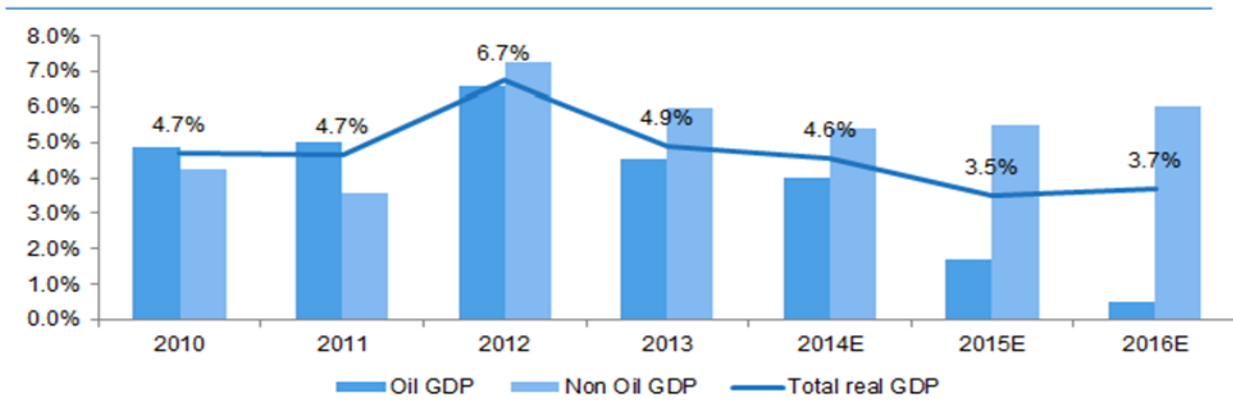
Table 3: Key findings of achievement motivation among entrepreneurs

United Arab Emirates: Innovation Ecosystem

The economy of the United Arab Emirates (UAE) has quickly gone from an economy based on oil to an innovative economy based on knowledge. In fact, high-tech industries and services now make up most of the UAE's GDP than the oil revenues, an increase from 32.1% in 2001 to 37.5% in 2012. Turning to the economy based on knowledge, and its diversified UAE positioning itself as a key player in the real estate, renewable energy and aviation; the country has also become a global center of trade and logistics, financial services and tourism. This was done at the expense of innovation and the pursuit of new developments.

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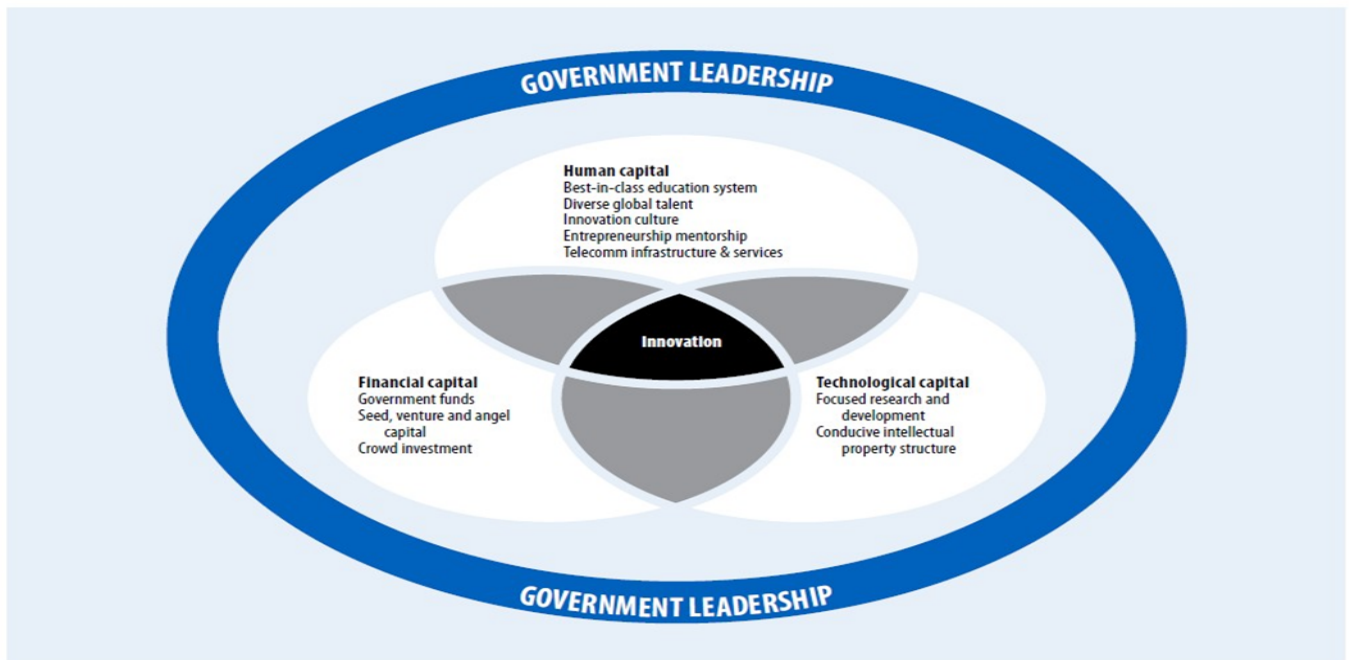
UAE's Real GDP Growth (% YoY)



Sources: IMF World Economic Report, October 2015, UAE National Bureau of Statistics, Aranca Research

The three pillars of the innovation ecosystem - it is human capital, financial capital and technological capital (Figure 1). UAE is actively working to promote innovation by means of targeted policies and initiatives aimed at the development of the human factor of the ecosystem, as well as key components of the human factor: the requirements of financial and technological capital.

Figure 1: The pillars of innovation in the UAE



Source: Strategy& analysis.

The government encourages innovation and cultural barriers to innovation, such as the fear of failure and unwillingness to take risks, can present serious difficulties. The number of such barriers in the UAE starts to decrease. Although, the work for government has historically been preferred by the native employment for UAE nationals, 71% of citizens of the United Arab Emirates age 35 years or younger at the moment tend to entrepreneurship (DIC, 2012). Women, in particular prefer entrepreneurship due of flexible working hours and the opportunity to work from home. In fact, the number of women entrepreneurs in the UAE involved in technology is higher than in other countries: women consist 35% of all such businesses in the region, compared to the global average of 10% (The Economist, 2013). The demographics of UAE reflects that the youth (age group 15 to 34 years of age) accounts for 42% of the total UAE national population, leading to a ‘youth bulge’ with a pool of approximately 400,000 young UAE nationals. Women account for approximately 50% of the UAE national youth population (National Bureau of Statistics, 2015).

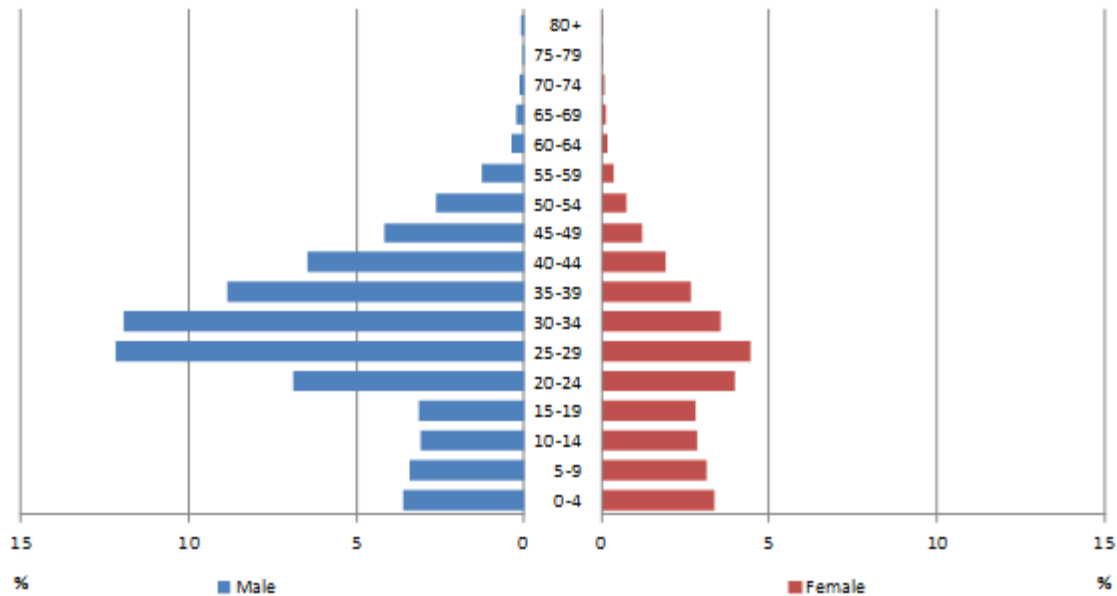


Diagram 1: Population pyramid for United Arab Emirates, 2010.

The presence of a large youth group in the demographic structure reflects a thesis that youth is an essential part of economy’s development now and in the future. This is directly related to UAE and GCC region where youth considers to be a significant section of population. UAE nationals account for 20% of the total population of the country and represent a size of approximately 1 million in the country (Statistics Agency, 2015).

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In this context, supporting entrepreneurship and employability among youth is becoming a critically important to meeting government strategic aims.

Methodology

The research objectives are to identify the major motivators of the focus groups (graduates of College of Business at Zayed University, UAE) to be future active participators in the business; ascertaining the presence or absence of motivation; determination of the main reasons that respondents contribute to the successful development of business in UAE.

Focus groups are commonly known as less structured interviews, but there is more to them than merely collecting similar data from many participants at once. A focus group is a group discussion on a particular topic organized for research purposes (Kitzinger, 1994). Focus groups are used for generating information on collective views, and the meanings that lie behind those views. They are also useful in generating a rich understanding of participants' experiences and beliefs (Morgan, 1998).

The research was conducted in December 2016 covering the sample of 60 students from College of Business. By organizing this study, the key aim was to get at the quantitative and qualitative indicators on the subject, i.e. identify those words, the parameters that the respondents use in relation to the entrepreneurship; what are the main problems in entrepreneurial activity, how motivated they are and whether they focus on environmental and economic orientation. That is why the method of focus groups has been identified as the most productive in order to achieve this goal. The group in-depth interview is one of the so-called "flexible" or qualitative research methods. Its task is to form a list of so-called "hypothesis of existence", i.e. a list of opinions, estimates or statements that exist in society and have a non-zero degree of proliferation.

The study in nature was a carefully planned action which included successive discussions cycle. The purpose of the focus group was to help open up the participants and to find out what young people think and feel about entrepreneurship in UAE. For this purpose 5 focus groups have been formed and conducted. Participants in the focus group data have become the face of adolescents who study in higher educational institution in Abu Dhabi mainly on economic specialties.

Results

This study proved that entrepreneurial activity is allowed (or at least, is not excluded) by young people from the horizon of their own life plans. 81% of young people agree that the creation of their own business deserves a consideration and do not exclude the possibility in the future to engage in it. However, only 28% of recipients clearly bind the next life and career plans with a business. Among them, 19% are family members of the existing "fathers entrepreneurs" - young people who want to continue the work of their parents and have the opportunity to use the parent capital to start business; 9% are the initiative, young people from the middle class which focused on business "as a profession."

51% of respondents expressed a positive attitude towards entrepreneurship but do not connect it directly to real life plans. As can be seen from the results of the study, specification of the issue of opening their own business reduces the number of people willing to engage into entrepreneurial activities. Among life's problems, to start own company is only on the third place. Employment is in first place, security and marriage on the second. To the question "How likely is it that you become an entrepreneur in the near future?" Only 26% of respondents pointed that as a high, 36% - the average, and 38% - low. These results reflect the real willingness of young people to engage in their own business. In general, the results allow to distinguish three groups of young people on the degree of relevance of entrepreneurship as a life perspective. The first group - "outsiders". These include the number of young people (38%) which showed a low relevance to their business prospects. With great certainty we can assert that these people do not become entrepreneurs. The second group includes "not clearly defined", i.e. this category (36%) includes young people who in principle do not exclude the likelihood to do business. We can assume that these respondents, having no alternative and inner intentions, willing to engage in business activities at a favorable socio-economic conditions.

"Advanced" should be attributed to the third group. It includes those young people (28%), which connect the next life and career plans with entrepreneurship. We can likely argue that this number is the most accurate reflection of the actual state of affairs.

In the study, the percentage of respondents who want to start their own entrepreneurial activity was analyzed in the context of different social characteristics. For a start it should be noted that during the analysis of the readiness to engage in entrepreneurial activity in the context of factors, marital status and education level of respondents that affect the probability of choosing entrepreneurship as a short life perspective has been discovered. At the same time it was found that gender differences affect the willingness of young people to engage in entrepreneurial activities.

The results show that males are more inclined towards entrepreneurship. This can be explained by the widespread social gender expectations. The role of "breadwinner" encourages male representatives to entrepreneurship. It was also revealed that the mere fact of living in the city or in rural areas does not affect the presence or absence of the respondent's willingness to entrepreneurship. However, the presence of entrepreneurs in the immediate environment (including relatives and friends) acts as a serious additional factor of motivation for entrepreneurial activity. Moreover, if the presence of entrepreneurs among friends or relatives plays the role of a positive example, the ownership of the company by parents provide live coverage of their own business from generation to generation.

Determine the level and degree of readiness of young people to engage in their own business case, let us proceed to specify the content of entrepreneurial activity were the respondents willing to engage. The results of the focus groups indicate that the most readily

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available niches for small and medium-sized businesses are trade (35%), maintenance services (27%) and real estate (21%). The last positions are occupied by organizing entertainment activities (9%), health care (5%) and industrial production (3%). Respondents quite realistic to note the types of business where they can earn fast capital and most importantly provide the possibility of entering into business without a large initial investments. It is important to indicate that potential young entrepreneurs offer a fairly traditional list of the desired types of entrepreneurial activity. This list is not visible youth specifics of business caused by the innovative potential respondents and the environmental and economic situation in the country.

The analysis revealed that potentially attractive quality sides of business associated by youth are not only inherent to entrepreneurship. Thus, the positions not directly related to the specifics of a particular business activity and lifestyle have been raised by the participants. Positions as "regular income" (35%) and "the possibility of self-realization" (20%) can also be obtained in other professional niches. The main attractive aspect inherent to the actual business activities, most of the respondents called "work for themselves and independence" (19%). Factor of labor freedom and independence is far ahead of other "pluses" of entrepreneurship. In addition, entrepreneurship is not bound by most of the respondents with the ability to get rich quick (only 9%). Sufficiently low rating (10%) has been received for the position of "social recognition" (prestige of the work, respect of others). It should be noted that only 7% of respondents noted "usefulness to society" as an attractive factor of entrepreneurship. This fact indicates the need for a focused and comprehensive work on the sharp increase in social prestige of entrepreneurship as a key resource of innovative and economic development of society. This may indicate a low social prestige of small and medium-sized businesses in spite of respectful attitude toward entrepreneurship by the majority of young people especially when compared, for example to a top management position in a large company.

The analysis of respondents' feedbacks made it possible to distinguish two groups of factors that contribute to the successful start of their own business activities: Environmental factors- These are the positions that are in relation to the subject of the nature of the external determination. In this case, the "real prospects of development of the country" (31%), support from the government "(28%) and Personal potential factors- It is included in the scope of capabilities and resources of the person, "the opening of a promising niche business development" (23%), "help from relatives, friends" (18%).

Another aspect that the study revealed is a significant difference of opinion between "not clearly defined" and "advanced" respondents regarding the basic conditions of the first steps in business. For the group "not clearly defined" respondents that are potentially ready to start their own entrepreneurial business, the actual problem is "how to start". They especially point to the need for support from the environment (the authorities, relatives, banks, etc.). For "advanced", i.e. those who are uniquely defined with a desire to do business, it is important to have the presence of "opening a promising niche of doing business" and "realistic prospect of development of the country." According to the respondents, the main reason which can negatively affect their decision to engage in their own business activities is the lack of finance for the "start". As noted by respondents, insufficient finance resources is a deterrent, while others do not go beyond external constraints and the "biographical situation." As a result, the problem of start-up capital is leading to a limited contingent of young entrepreneurs. Young people who have the ability and desire to engage in entrepreneurial activity face with insurmountable financial barriers.

The respondents specify some obstacles to entry to the market as economic unpredictability, high competition, and lack of development of entrepreneurial education. The evaluative aspect of entrepreneurship is not considered by young people as a way to get rich quick, as well as the achievement of social prestige. The main attraction side of the entrepreneurship by youth is called freedom - the possibility of autonomy in decision-making, creativity and lack of dependence on the owner. In general, all of the above suggests that the youth of UAE today has a certain attraction to entrepreneurship, to create their own business and actively engaged into. With the help of their own entrepreneurial activity, the youth plans to provide a decent financial situation and implement existing ideas and ambitions. Most of young people clearly distinguish those branches of knowledge that they need in the future to lead business activity. One of the questions in the focus group asked for those personal qualities that should have by a successful entrepreneur. The most important, according to the respondents is a systematic way of thinking; high creativity; availability of management skills and leadership qualities; high efficiency; the presence of positive attitudes; positive motivation; combination of social roles; adequate self-esteem; a high degree of self-control, organization and concentration; high resistance to stress.

According to the survey participants, not every young person who plans to engage in entrepreneurial activity has a full set of these properties and qualities. Therefore, to achieve the effect of involving young people in business, it is advisable within the framework of the educational environment to ensure the process of their formation and development. Among the facts that drive to become an entrepreneur, the following examples been noted: successful business activity (31%); targeted development of entrepreneurial thinking (25%); practical experience and knowledge (22%); the focus of training courses on the practical application (17%); other factors (5%), among which respondents noted: motivation of teachers to the practical orientation of their courses, interviews with the "experienced and successful entrepreneurs". Therefore, the respondents confirm the importance and necessity of inclusion in the educational process of all stages of the formation of entrepreneurial behavior.

Conclusions

Youth entrepreneurship in UAE is one of the key directions in the development of small business. Entrepreneurship and particularly entrepreneurship of young people in any society is a sign of progress. Youth entrepreneurship has an impact on the social, cultural and economic progress of any society.

The aim of the study was to examine the factors that motivate youth for being entrepreneurs and to start own business in the United Arab Emirates. The survey mainly focused on youth group representing business college graduates.

During the survey, entrepreneurship has been recognized as one of the most effective tools that accelerates the transition process of the country, especially the economy and socio-oriented sectors of modern UAE to an innovative way of development. A qualitatively new characteristics of the young business community: creativity, innovative thinking, social responsibility, creativity, independence, education are becoming the basic requirements of the time.

Youth entrepreneurship generates a significant impact on economy especially considering the fact of new jobs formation. The results indicate that the largest part of respondents agree that the creation of their own business. Among most important motivating factors are to have a self-

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realization, independent work and a possibility to increase income. It has been concluded that entrepreneurship is due to four components:

Risk taking: the entrepreneur should be prepared to assess the risk that threatens its business activities and take it for themselves. Taking risk also confirms the fact to start a new activity. The reward for the risk is its revenue.

Identification of market opportunities: the entrepreneur must be able to perceive and realize personal capabilities that were previously unnoticed by others;

Implementation of innovation: the introduction of new ideas, products or services, the management process to be developed in business models and introduced on the market;

Finding and making use of resources: the identification of potential and effective use of available key resources (financial, social and human) will allow the entrepreneur to create competitive advantages in the market.

The study concluded that the current state of development of motivation to engage youth entrepreneurship is characterized by a focus on the identification of socio-cultural and socio-economic factors contributing to the successful implementation of this process. The model of formation of youth motivation to engage into business activities is disclosed in the socio-cultural context that is specified on three complementary levels: family and relatives, government and public, and finally education and academia. Summarizing, it is possible to assume that higher education institutions and colleges first in the row to create the necessary social and cultural conditions in preparation for entrepreneurial activity. This model opens up the prospect of empirical studies aspects of pedagogical management of the process of motivation formation to engage in entrepreneurial activity of youth population.

Thus, modern education is represented as an essential tool to actualize a young person to focus on entrepreneurial and creative sources that give the opportunity of finding unique individuality, spiritual and creative freedom.

A dominant limitation of the study is the relatively small number of participants in the study considering the case of data and findings interpretation but a large avenue for the future research of this increasing phenomena.

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