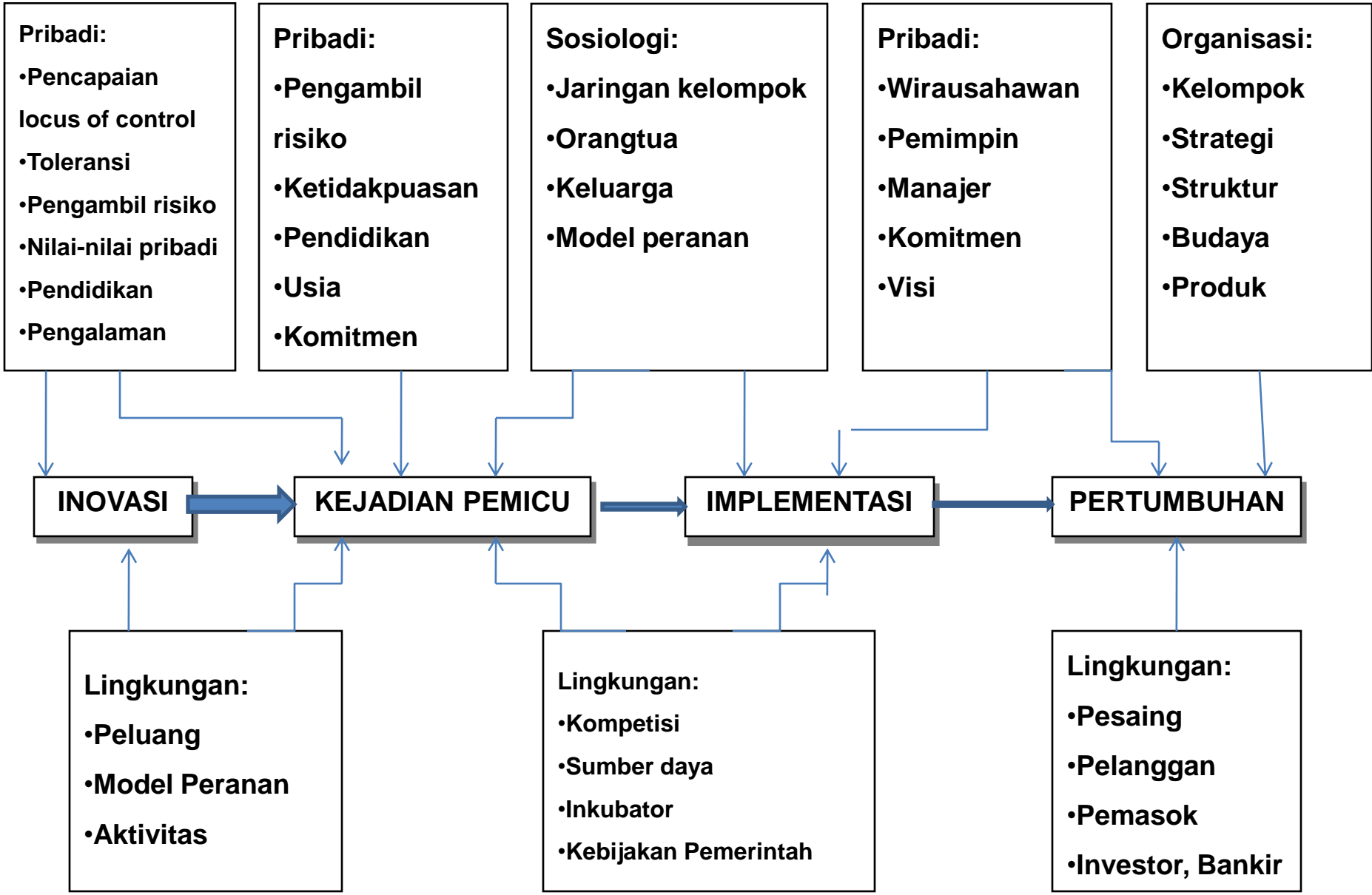
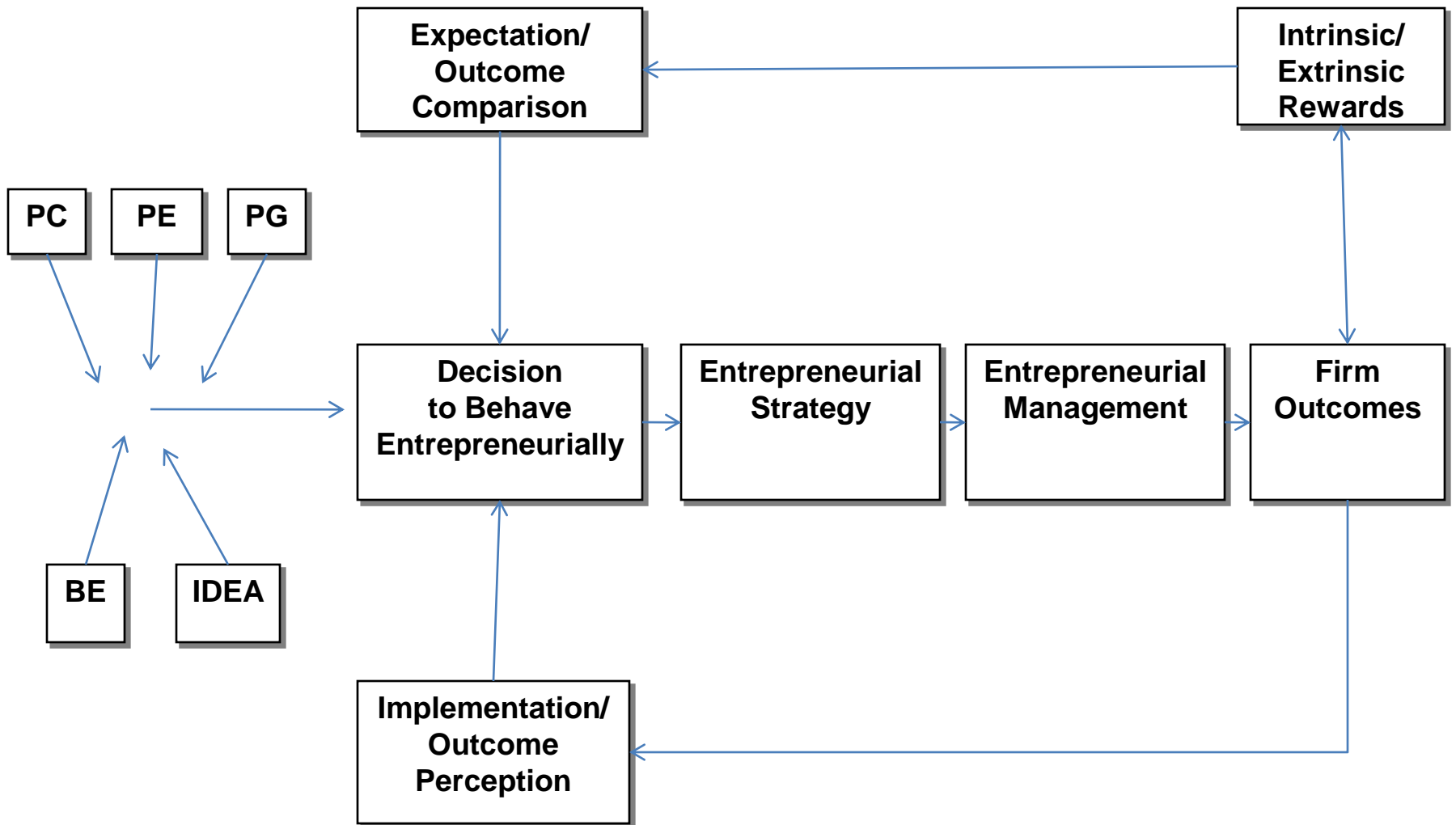
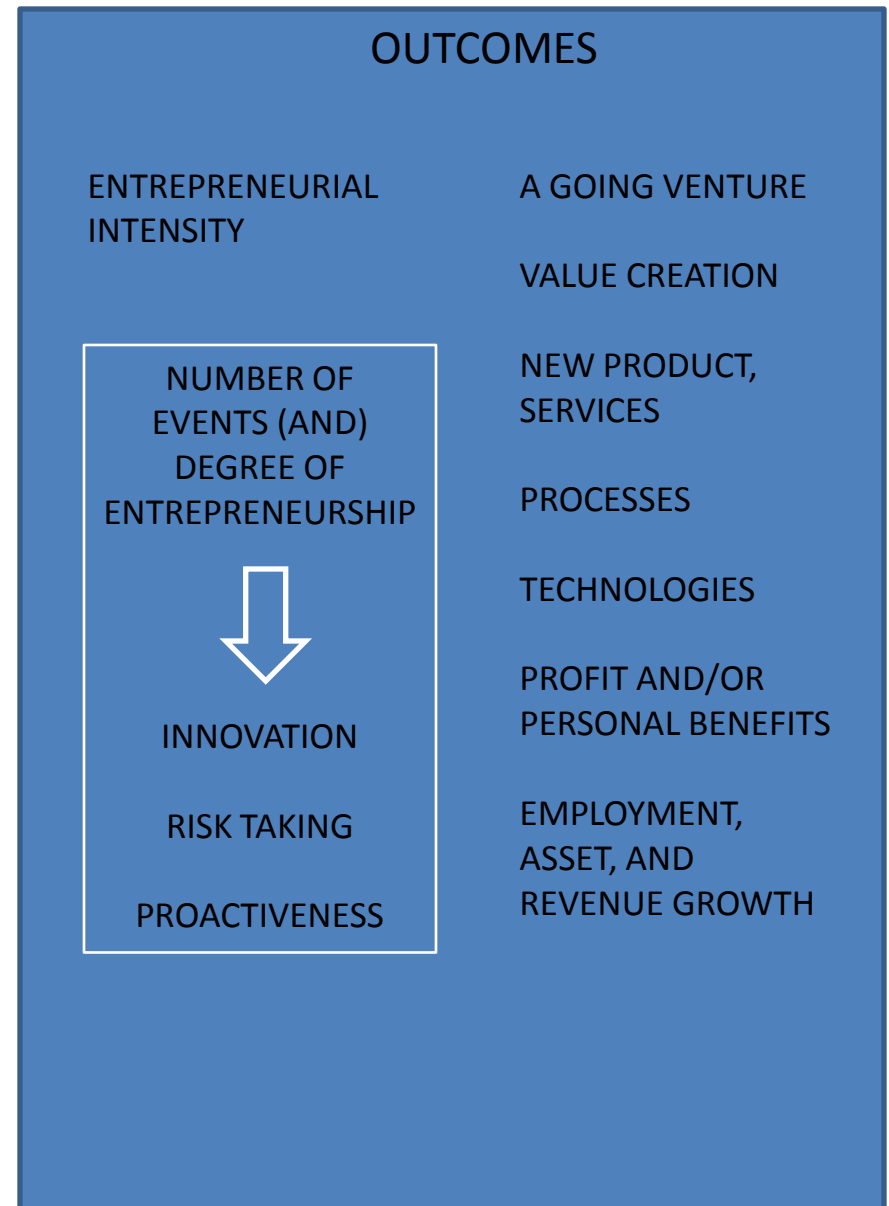
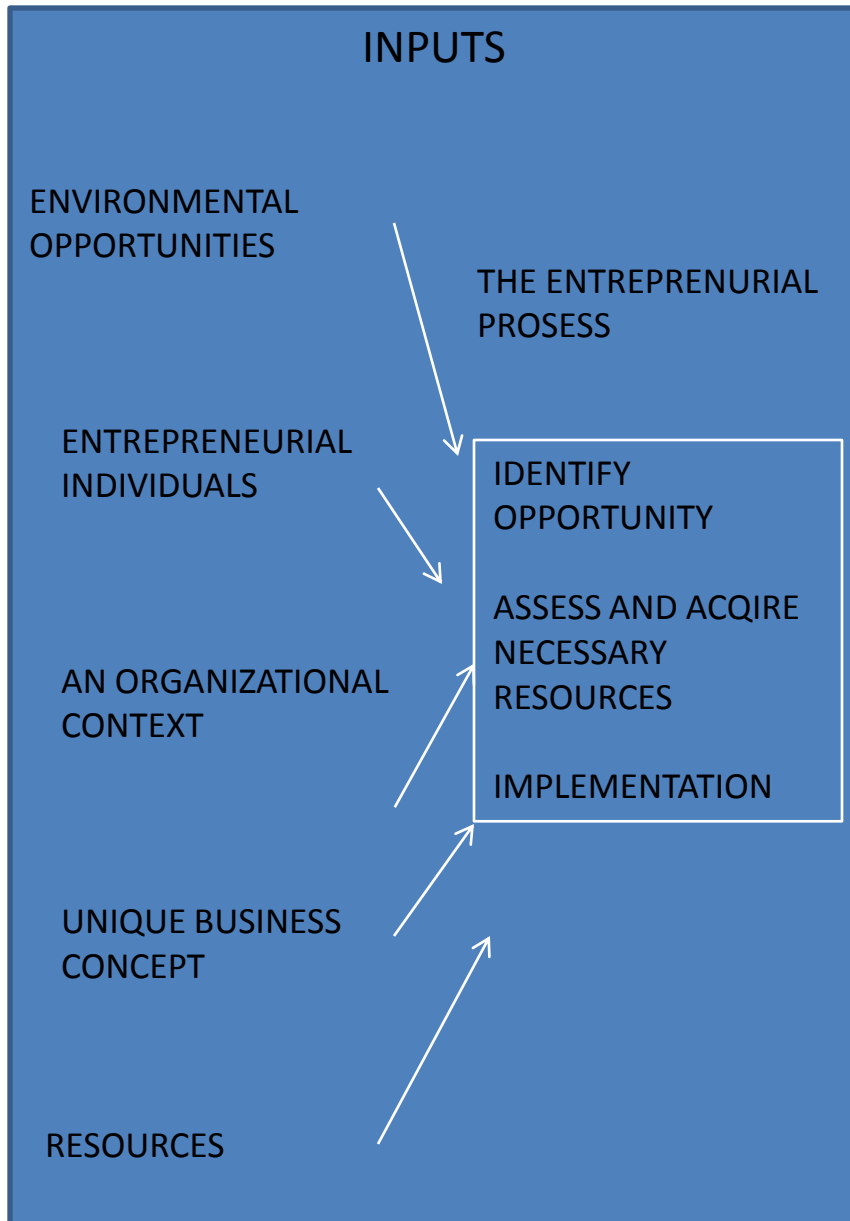


MODEL PROSES KEWIRAUSAHAAN





Douglas W. Naffziger, Jeffrey S. Hornsby, Donald F. Kuratko (1994)
A Proposed Research Model of Entrepreneurial Motivation



Michael h. Morris, P. Lewis, Donald L. Sexton (1994)

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