

Is Moderator Opportunity a Trigger Factor for the Contribution of Small Startup Business to the Mechanism Of Self-Organized Entrepreneur Behavior?¹

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Abstract

More and more people are motivated by one thing or the other to start a business. Globally, this entrepreneurship has become the main trend. Drawing on theories from entrepreneurship literature, this paper explore which mechanism factors contributes to startup business from outside and inside trigger factor ecosystem. Logistic regression analysis method was applied to predict the startup of a business in self-organized enterprise using market opportunity, accumulation of experience and entrepreneurial resources as predictors using 710 samples. The results from the entrepreneur indicate that startup trigger factors demonstrated that all the three variables have a significant contribution to the prediction survey. Market opportunity, experience of entrepreneur and own current resources. Intuition of inside triggers and Startup capital, market opportunities, general training by government from outside of the opportunities that entrepreneurs have, easily enable them to startup a business.

Keywords: Moderator opportunity, startup mechanism, self -organized entrepreneur behavior, trigger factor

1. Background

The driving force in recent times for the past ten years, and the foreseeable future, is entrepreneurship. Entrepreneurs are meeting our economic needs through the creation of thousands of new businesses every now and then. While bigger organizations have instituted widespread “downsizing” or “rightsizing” programs, job creation and economic growth has become the field of the new ventures and the entrepreneurs who create them.

New firms are vastly diverse, and much research focuses on the question of what makes a successful startup in terms of trigger factors. Globally, more young people between the ages of 25 and 34 years old are more likely to engage in entrepreneurship (Lévesque & Minniti, 2011). However, how to start a business right depends on the critical understanding of entrepreneurship factors that influence the ability of people to start a new business. This topic has gained the attention of most scholars. Some scholars have suggested that the education and technological shrewdness of university graduates equips them to start growth-oriented new businesses (Lüthje & Franke, 2003); Achtenhagen, Naldi et al. 2010(Achtenhagen, Naldi, & Melin, 2010). Many scholars have discussed the startup business from knowledge management, technology, innovation, capital application etc., but very few research have been done on integrated view on self-organized and startup business. One area that has received relatively more attention in the entrepreneurship literature is the triggers of business startup contributing to the mechanization of self-organized entrepreneur behavior? This paper explores which opportunity mechanism factors contribute to startup business from outside and inside trigger factor ecosystem.

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2. Literature Review

2.1 Self-organized startup.

Earlier authors of startup businesses like Vesper have presented information concerning success and non-success, as well as abstract schemes for analyzing and developing entrepreneurial action in order to offer strategies for business entry (Vesper, 1990).

Startup is the initial days in the life cycle of a business where the entrepreneur passages from the idea stage to acquiring financing, laying down the elementary structure of the business, and initiating operations or transaction(Blank, 2012). Startup generally happens from all types and sizes of organization.

Organization is a goal-directed social entity that is premeditated as a consciously structured and coordinated dynamic system connecting with the external environment(Santos & Eisenhardt, 2005), and can be classified into two broad categories. These are self-organization and external-organization (Zhang, 2015).

Key differences between the two classifications of organizations are whether the organization's directions come from inside the system or from outside the system. The organization with instructions from inside the system is called self-organization. Where there is some form of overall order arising from local interactions between parts of an initially disordered system. If the direction comes from outside the system it means, there are situation, procedures, and factors surrounding the organization that influence its activities and choices, and determine its opportunities and threats.

Self-Organization is a process that some form of global direction or coordination arises out of the local interaction between the mechanisms of an initially disordered system(Kelso, 1997). This process is impulsive. That is not directed or organized by any agent or subsystem inside or outside of the system; however, the laws followed by the process and its initial conditions may have been chosen or caused by an agent. Firstly based on natural fields scholars findings, gradually for med three different brunch main theories: the dissipative structure theory (Brogliato, Lozano, Maschke, & Egeland, 2007; Glansdorff & Prigogine, 1971),the synergetic and (Haken, 2004) catastrophe theory (Saari, 1977) but according to literature review, much has not been researched on in the area of startup business with self-organized theories.

This study based on self-organized principles would be applied to small startup fields³ in social science; hence the researchers gave the name: self-organized startup.

Self-organized startup

According to facts, Self-organized startup broadly happens in real life situations. One of Self-organized theories, for instance, Dissipative structure theory, predominantly studies the mechanism, circumstances and sequences of transformation of a system from chaos to order, and from low organized status to high-organized status, and has great procedure significance to the study of reason for evolution from a general logical perspective. The application of Prigogine's Dissipative Structure Theory helps in analyzing the essence of business startup and also acts as guidelines in the design of business startup (Glansdorff & Prigogine, 1971). In the process this part has already get further developments (Adam, 2013). Synergetic on the other hand is an interdisciplinary science explaining the construction and self-organization of patterns and structures in open systems far from thermodynamic equilibrium. It is originated by Hermann Haken (1993)(Haken, 2004), stimulated by the laser theory. Haken's analysis of the laser principles as self-organization of non-equilibrium systems paved the way at the end of the 1960s to the development of synergetic. Synergetic theory has already get further developments from researchers (Schiepek, Tominschek, & Heinzl, 2014).The third one catastrophic theory embraces the fact that different outcomes may occur even if it is the same process that corresponds to the same controlling causes and critical values; different new steady states may be achieved at different probabilities (Saunders, 1980). Generally catastrophe theory itself does not reveal the mechanism to produce catastrophe phenomenon. It just provides a reasonable mathematical model to describe the phenomenon of catastrophe in the real world, and classifies various catastrophic types' theory (Zeeman, 1976)).

³Cai Li, Muhammad Ovais Arshad, Teti Sumyati. Intellectual Capital Innovation of Small and Micro Enterprises from the Angle of Force Contribution to Regional Innovation Research in Jiangsu Province of China[J]. International Journal of Innovative Research & Development. May 2016 Vol.5(6), 267-274.

Global research practice and rich theoretical basis focus on the discussion of the result of multiple opportunities and challenges. There is the need to address two important problems: one is a reflection of what has been achieved "competence trap" (Levitt & March, 1988) the second is related to the poverty and the deterioration of the environment (Dorado & Ventresca, 2013) and innovation solutions. Scholars have extended a lot of new content from the aspects of social entrepreneurship, environmental entrepreneurship and sustainable theory. (McMullen & Shepherd, 2006) pointed out that the audience will bring a series of different results, such as the creation or destruction of social value. Scholars around the public record opportunities (Klein, 2008), the public record and cognitive tasks (Baker & Nelson, 2005), the new enterprise group behavior, (Brettel, Strese, & Flatten, 2012) new order to solve the resource dilemma of the new organization or public record and other discussions, derived from "opportunity faith" (Grégoire, Barr, & Shepherd, 2010), cognitive Pro social behavior, entrepreneurial theory content mercy. Domestic scholars have been making unremitting efforts to explore.

It is important in business startups entrepreneurship research to understand what motivates a person to start a business. Herron and Sapienza (Herron & Sapienza, 1992) indicated that motivation plays an important part in the creation of new organizations. They established that theories of organization creation that fail to address this notion are incomplete thus, emphasizing the rational perspectives to be successful entrepreneurs broadly; motivation could separate those individuals who positively evaluate opportunities from those who do not (S. A. Shane, 2003). Entrepreneurial motivation has been variously categorized as positive or negative (Deakins & Whittam, 2000).

2.2. Evolution of Self organized startup

The evolution of the self-organized startup is complicated engineering with different trigger types factors and processes, there are no fixed mode, but generally from factors and component findings then to correlation, process, and systematic evolution, from the lower level to the higher level, from simple to complicated, and from single to system development. Many scholars have important findings.

For example, from components speaking, startup usually comes in different practices and dimensions. Some of the tasks to building a startup is to acquire key skills, know-how, financial resources, and other elements to conduct research on the target audience. A startup is a "temporary organization designed to search for a repeatable and scalable business model (Blank, 2012). The application of Prigogine's Dissipative Structure Theory aids in analyzing the essence of business startup and also acts as guidelines in the design of business startups (Brogliato et al., 2007; Glansdorff & Prigogine, 1971). Synergetic on the other hand is an interdisciplinary science explaining the construction and self-organization of patterns and structures in open systems far from thermodynamic equilibrium (Haken, 1993). Catastrophic theory also embraces the fact that different outcomes may occur even if it is the same process that corresponds to the same controlling causes and critical values (Saunders, 1980).

Typically, a small startup will commence by building a first minimum viable product (MVP), a pattern, to validate, consider and develop new ideas or business thoughts (Ries, 2011). Additionally, startups initiators do research to develop their understanding of the ideas, technologies or business models and their commercial potential (Park, 2005). In another instance, business prototypes for startups are generally found through a "bottom-up" or "top-down" approach (Zettel, Maurer, Münch, & Wong, 2001). Companies can cease to be a startup firm as it passes through various milestones, such as becoming publicly traded on the stock market in an Initial Public Offering (IPO), or ceasing to exist as an autonomous entity via a merger or acquisition (Blank, 2012).

According to the present finding over the years evolutionary of the self-organized startup business have not united the process, it is the production of different government policies, market environment and condition of the players (Deakins & Whittam, 2000). For instance, Firms may also be unsuccessful and cease to operate completely, an outcome that is very likely for startups, given that they are developing disruptive innovations which may not function as anticipated and for which there may not be market demand, even when the product or service is finally developed acquisition (Ries, 2011).

Small Self-organized evolution is different from the national plan for startup businesses, which focuses on the giving of subsidies, or in prioritizing support or in some prioritized industries with discriminatory policies. This is different from the big size enterprises or corporations, in the evolutionary way with all kinds of support from the government or discriminatory industries such as monopolies and prioritized ones. Small Self-organized have their own special characteristic which is discussed below.

2. 3 Self-organized Business startup Characteristics Analysis

According to the traditionally life cycle, a new business usually proceeds through four phases: startup, rapid growth, maturity and decline(Stark, 2015).During the startup period personal and structural company goals are intimately knotted. For instance, the common sense of early-stage commercial entrepreneurship is often dependent on one or two individuals with inadequate managerial skills and experience, and accountability for success or failure rests directly on the shoulders of the entrepreneur. Especially, more proactive leadership contribute more for startup’s growth. The entrepreneur identifies the task to be done, and works from his pre-plan itinerary (Catlin & Matthews, 2001). This leadership style is usually effective so long as the business is small and the leader can manage all of its needs daily. There are different types of startup businesses that entrepreneur engage in, below are some few of them.

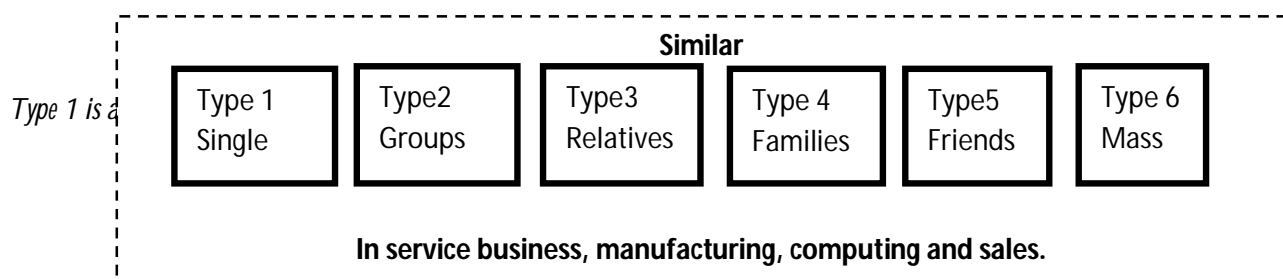
2.3.1Types of self-organized Startups

The right small business start-up for any individual depends on many factors, such as personal interests, capabilities, location, and expertise or start-up capital. In America, for instance, U.S. Census Bureau reports nearly 75⁴ percent of all U.S. businesses operated by entrepreneurial people, demonstrating the popularity and sustainability of small business startups. Some popular options for small business startups include services businesses, consulting, virtual services, product sales or manufacturing or freelance work.

Service businesses most often need less preliminary capital to start a business. This type of business can embrace an extensive range of services, such as personal assistant, home health care, chauffeur, gardening and landscape services or home repair, tutoring, and consultant. In computing fields, small and medium businesses operating with the Internet and home computers offer a nearly ceaseless choice of startups. Businesses like personal accounting, graphic design, freelance writing, research and marketing can typically use home computers and offer a nearly endless choice of startups. In manufacturing, Industrialized or assembly of products can be a lucrative choice for a small business start-up. As the manufacturing of an original product can be profitable, sub-contracting assembly work from larger manufacturers can also be productive. In small goods but big market, sales and marketing goods for a company or distributor can be a low-cost and cost-effective small business start-up idea. Many big companies hire or sub-contract autonomous sale people or small businesses to market and sell their products.

From above there are some similar and dissimilar types of the startups. Similar means single, groups, relatives, friends, families and mass. Dissimilar means there are different industries, different product, and competitive situation.

Figure 1 Similar type of startups



2, exhibits several members` groups of people coming together to form business. Type 3 is relative in a bloodline doing business. It can be any relatives coming together to form an enterprise. Type 4 is nuclear families forming businesses. For instance, couples, siblings or the nucleus family. Type 5 have friends coming together to form a business. The last type is Mass which constitute many individuals who do not know each other forming some business in reality or virtual organizations.

For most small businesses discussed above to be successful, the dissimilarities among different types of startup business, because of different types of environment, the ecosystem must be conducive. Why and how these organizations will be formed by self-organized mode? Some opportunity ecosystem is the most important reason.

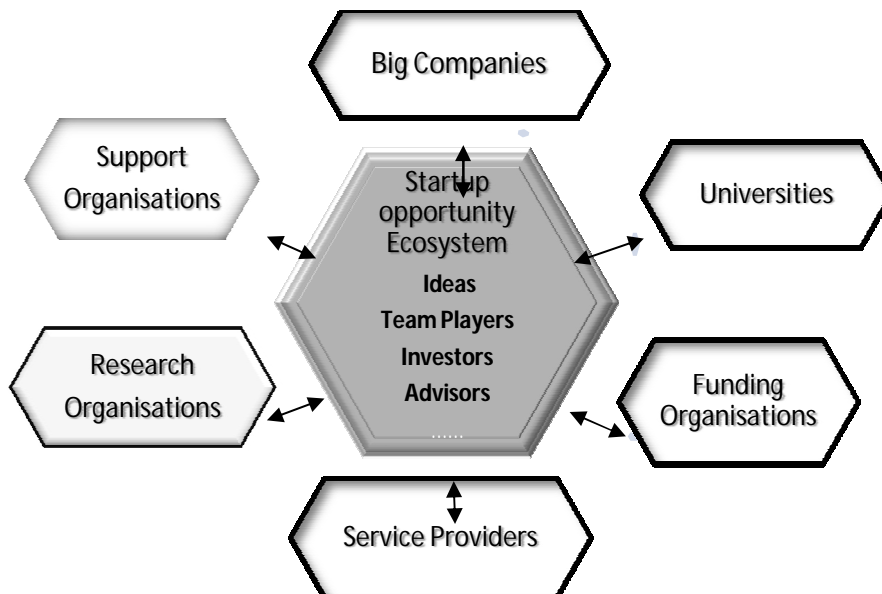
⁴<http://www.4-traders.com/news/U-S-Bureau-of-Census-Annual-Survey-of-Entrepreneurs-Webinar--23085731/>

2.3.2 Self-organized Startup Ecosystem

Generally for self organized startup, the magnitude and maturity of the startup ecosystem where the startup is launched and where it growth have an influence on the volume and success of the startups. Actually, opportunity is not a single trigger for startup business instead of eco system factors, which have different contribution for startup, they separately plays different roles, some play very vital roles others play less important roles in self organized ecosystem.

The startup opportunities ecosystem in different areas in china consist of different factors, some are the personalities and groups (entrepreneurs, venture capitalists, mentors, investors); institutions and organizations support (top research universities and institutes, for instance, entrepreneurship programs operated by universities and colleges and business schools, non-profit entrepreneurship support organizations, or government entrepreneurship programs and services, Chambers of commerce) business incubators and business accelerators and top-performing entrepreneurial firms and startups. In word opportunity ecosystem is varied. A region with all of these components is considered to be a "robust" entrepreneurship sources.

Figure 2. Self-organized Startup sources



Notes: The double arrow means the interaction between each other.

From the diagram above, startup opportunity ecosystem decided by Startup sources, which are manipulated by both external and internal factors, which are uncertain and unstable. Startup ecosystems are vibrant entities which progress from formation stages to periodic instability and then to recovering processes, and Spigel (Spigel, 2015) pointed out that Startup ecosystems can have different cultural environment and exhibit different things depending on the part of the world the entrepreneur is starting the business. The use of non-native peoples' knowledge and skills can also cause significant shifts in the ecosystem's functions. If here identifying the factors into internal and external aspect, Meyer and Crane (Meyer & Crane, 2010) revealed the internal factors operate as feedback channels inside any particular startup ecosystem. They not only control ecosystem processes, but are also controlled by them. While some of the resource inputs are generally controlled by external processes like financial atmosphere and market disturbance, the availability of resources within the ecosystem are manipulated by every organization's ability to contribute towards the ecosystem. People operating within ecosystem have a great interactive effect on the external factors like financial climate, government policies, etc. They also strongly correlate with the behavior of the self-organized entrepreneur, discussed below is.

2.4 Behavior of self-organized Entrepreneur

Successful entrepreneurs over the years have been characterized as individuals in startup who perceive and exploit opportunities; make swift decisions under uncertainty; are diligent, goal motivated, willing to take risks, and who perform extensive range of job responsibilities (Sarasvathy, 2009).

Earlier research has further acknowledged personality characteristics that are associated with the likelihood of becoming and finding success as an entrepreneur. Such characteristics include a need for achievement and self-sufficiency, innovativeness, a proactive personality, stress tolerance and a high level of control (Omoredede, Thorgren, & Wincent, 2015).

A number of characteristics associated with successful entrepreneurs are very comparable to the behaviors that constitute the "Type A" behavioral pattern. Individuals who exhibit this pattern are characterized as hard-driving, achievement-oriented, and competitive (Lee, Earley, & Hanson, 1988). Certain scopes of Type A behavior, such as a high need for achievement, high vigor levels, high job participation, and the skill to handle multiple projects concurrently, may produce better entrepreneurial performance. However, Type A behavior has also been associated with resentment and emotional unsteadiness, which can lead to interpersonal conflicts and obstruction if business success is fragile (Morrison, 1998).

The challenge in startup has very good correlation with personality and behavior of entrepreneur, which is how to deal with outlining and validating the business idea: for instance, for the need and the opportunity, the product or service offering, and the business model required to convey the offering to the target audience at a profit, etc. According to one⁵ of the project results findings the mechanism of the group entrepreneurship behavior, is an instance of outside power factor. In the case survey, some inside trigger factors are intuition, knowledge, ideas, capabilities, experience, personality, and own current resources. Outside trigger factors are general training by government/ organization, subsidies/special benefits, startup capital, support channels, special relationship, environmental climate or culture and market opportunity.

2.5 Factors that influence business startup

There are different factors of self-organized startup which have not been covered by any social researches. In this project, researchers have done categories of ecosystem factors into three types: opportunities, capital and experience.

2.5.1 Startup Opportunities

According to the findings, entrepreneurial opportunities are those circumstances in which new goods, services, raw materials, and startup methods can be introduced and sold at greater than their cost of production (Casson, 1982) recognizing opportunities is considered to be among the most important abilities of a successful entrepreneur (S. Shane & Venkataraman, 2000). A lot of people recognize opportunities related to the information that they already possess (Baron, 2006). This is because they have different pile up of facts which are generated through people's peculiar life experiences (S. Shane, 2000). As a result, entrepreneurs that have not been successful can be considered to have developed their knowledge, capabilities and experience in seeing the opportunities. (Hjorth, 2011) stressed that entrepreneurial failure reduces uncertainty that lead to the unearthing of new opportunities. Consequently not only successful experiences can increase the usefulness of opportunity recognition. Also failure intensifies the effectiveness of opportunity recognition.

Utilization of an opportunity is a decision to act upon a perceived opportunity, and the behaviors that are undertaken to achieve its realization (Krueger Jr, 2007). People are more likely to abuse opportunities if they have developed useful information for entrepreneurship from their preceding employment, because such information lessens the cost of opportunity misuse (Zahra, Rawhouser, Bhawe, Neubaum, & Hayton, 2008). Earlier experience could increase the skill to better cope with innovation and reduce the obstacles and uncertainties related to setting up a new business, such as finding financial start-up capital, adaptation to changes, having access to business and social networks etc. Prior experience give entrepreneurs the opportunity to acquire fresh knowledge that can be readily use in other businesses, and thus afford them the opportunity to enter into new markets, with new products and new technologies with better achievement (Nonaka, 2008).

2.5.2 Startup capital resource

Startup also is viewed as the issue of finances or money. Entrepreneurship is seen as the alertness to and seizing of profit opportunities by taking pioneering actions (Koppl & Minniti, 2010; McMullen & Shepherd, 2006).

⁵Wu zhou tong, The study of the small community self-organization Public entrepreneurship behavior Power mechanism. Jiangsu University, 2017.

Thus, entrepreneurship research focuses on dynamics that explain how these opportunities arise and why certain people and organizations make use of the opportunities while others do not (S. Shane & Venkataraman, 2000). Being stable financially is said to foster entrepreneurship in two ways: First, financial stability provides productive grounds for entrepreneurship as economic transactions are largely governed by predictable behavior (Choi & Shepherd, 2004)). Established firms have adapted to routines and neglect emerging profit opportunities.

Scholars have identified a broad consensus and empirical evidence for the proposition that in addition to personal behavior of the entrepreneur, there are other things and amount that (Davidsson, 2015) influence the nature of entrepreneurial activity (Estrin, Mickiewicz, & Stephan, 2013) due to the effect of these enablers on the economy. (i.e. the profit opportunities developing and the entrepreneurs' abilities to take hold of them).

2.5.3 Startup Experience

Experience is being viewed as one of the most important components of startup. During the startup period, players have to deal with the challenges of newness and smallness of the fresh venture (Ries, 2011). To overcome these challenges, players in the team with previous start-up experience, i.e., those that have established a fresh and new venture before, are likely to accomplish better compared to those who lack start-up experience (Ucbasaran, Westhead, & Wright, 2008). This can assist the firm strategize its growth (Arregle et al., 2015) and overcome the critical junctures in the start-up process (Scholten, Omta, Kemp, & Elfring, 2015).

In the multifaceted environment of hi-tech ventures, team players with start-up experience are considered to have a better knowledge and appreciation of how to initiate and manage relationships with suppliers, investors and customers. In addition they are likely to be more experienced and familiar with the significance of business opportunities (Ucbasaran et al., 2008).

Furthermore, start-up partners with previous start-up experience are usually less susceptible by change and the unknown, are more inclined to think in terms of options (Blank, 2012), which certainly affect their firm's survival. Integrated above, researchers built the model below.

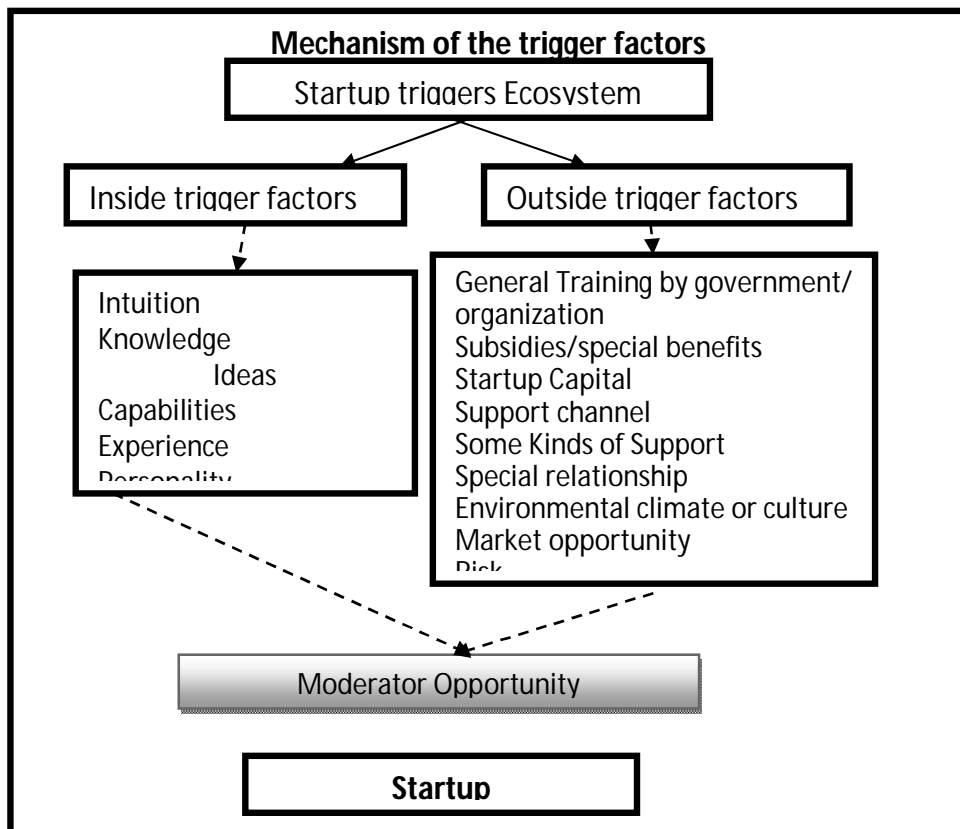


Figure 3. Basic mechanism for start-up business



This study will explore what are the exact mechanism from startup factors ecosystem and the factors ranking which is the degree that contributes to startup business from outside and inside trigger factor ecosystem.

2.6 Trend of self-organized startup

Entrepreneurship behavior phenomenon is a fast emerging transformational trend of the 21st century which is capable of reshaping economies globally, as the main drivers of economic growth, entrepreneurs are the lifeblood of any growing economy, generating jobs, introducing new products and services, and promoting greater upstream and downstream value-chain activities and accomplishments. According to the Organization for Economic Cooperation and Development, Small Medium Enterprises (SMEs) on average contribute around 50% or more to the GDP; provide employment to an estimated 60% of local workforce; create up to 70% of new job opportunities; and account for about 30% of exports(Lukács, 2005).In recent years, the global entrepreneurial landscape has witnessed a focal pattern in terms of trends, with SMEs playing a fundamental role in social and economic advancement. From academic research self-organized startup should be further studied from self-organized theories, for example: dissipative structure, synergetic and catastrophe, and super circle.

3. Methodology

This study aims at establishing the trigger factors that contributes to start-up businesses. In this view identification and surveying of different solutions were performed by combining secondary and primary sources of information. More specifically raw data on trigger factors for the contribution of Startup Business to the mechanism of self-organized entrepreneur behavior were collected from entrepreneurs in Zhenjiang city in the Jiangsu Province. A questionnaire was developed based on entrepreneurship. The questionnaire is divided into five main sections. Section one consists of demographics where there is age, gender, and intends to set up a business. Sections two consist of enterprise experience, level of education, training, and parents’ occupation. The third section centers on source of capital, skills, and opportunity in preparation to start a business. The fourth part deals with entrepreneurs’ motivation traits and the last part ask questions on business registration.

3.1 Sampling analysis

Questionnaire that was sent to the field total was 800 copies based on the cluster sampling and random sampling, cluster here means focusing on Zhenjiang city area. The responded questionnaire that was received was 710 which constitute 88.75% of respondents. That indicates that more than half of the questionnaires were received back. Other questionnaires were not received due to reasons like missing questionnaire, respondents not available, relocation of respondents and inability to collect back questionnaire sent to respondents.

3.1.1 Reliability and validity check

One issue which is quite imperative in social science research is the quantification of human behavior that is, using measurement instruments to observe human behavior. The measurement of human behavior is widely acknowledged by positivist view, or empirical analytic approach, to discern reality (Smallbone & Quinton, 2004). Reliability is a most important concern when a psychological test is used to measure behavior (Thompson & Thompson, 2003). The most commonly used procedure to estimate reliability is with a measure of association, the correlation coefficient, often termed reliability coefficient (Drost, 2011).

The reliability coefficient is the correlation between two or more variables (here tests, items, or raters) which measure the same thing. In this study the respondents were randomly selected. They were requested to mark 35 items with a minimum of 1 and a maximum of 5. The items were also reviewed for clarity and simplicity. Details of the reliability test are represented in

Table1 Reliability Statistics

Cronbach's Alpha	No of Items
.803	35

Source: survey data2017

The cronbach alpha indicated 0.803 demonstrating a strong consistency. Validity test was also conducted. Bollen(Bollen, 1989) indicated that content validity as a qualitative type of validity is where the domain of the concept is made clear and the analyst judges whether the measures fully represent the domain. On the basis of validity carried out on the test for figure 3. 35 items were selected for factor analysis and the result is represented on a scree plot below.

3.1.2 Scree plot

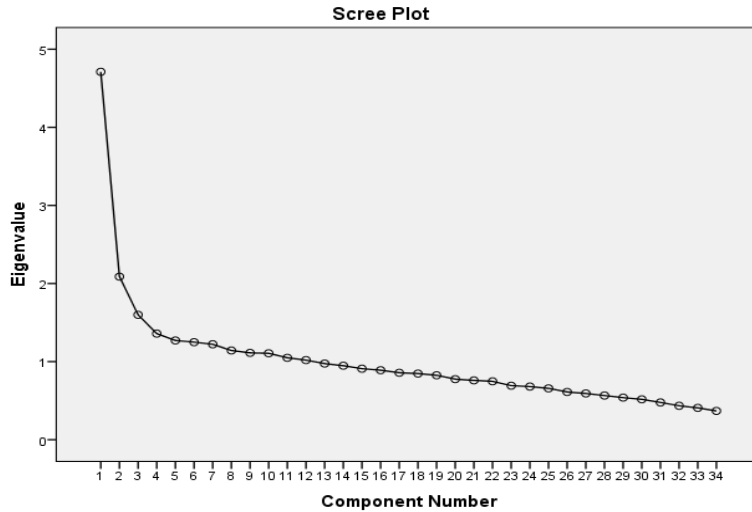


Figure 4. Scree plot

All items have content validity greater than .70 showing the validity of the test. The following data represented in a table below is the basic characteristics of the sampling.

3.2 Descriptive Analysis

Table 2. Descriptive Analysis results

VARIABLES	FERQUENCY	MEAN	SD
Gender: male Female	379 331	1.47	.499
Age: under 18 19 to 23 24 to 28 29 to 35 36 to 50 Above 50 yrs.	85 150 185 123 101 66	3.29	1.480
Have you set up a business on your own: yes no	606 104	1.85	.354
How long have you been in business 1 to 3 years 4 to 5 years more than 5 years none missing	177 184 244 104 1	3.01	.928
Level of education junior high school high school bachelor postgraduate	130 117 236 227	2.79	1.083

Work experience before starting the business			1.96	.812
single	246			
multiple	241			
none	221			
Business source of capital			2.40	1.293
intermediate family, relatives or friends	292			
government	45			
social group	177			
third-party: financial institutions	184			
missing value	12			
Parent occupation	Father(1) Mother(2)		(1) (2)	(1) (2)
enterprise unit work, farmer	121 111		3.23 3.05	1.58 1.32
own enterprise	150 154			
administrative institution	129 149			
no job	134 176			
other	175 118			
missing value	1 2			

The total number of 710 participants was chosen for the study with 379 males and 331 females. The dominated age for the study was between the ages of 24-28years. Out the 710 sample, 606 participants had started up their own business while 104 have not setup any business. A dominated sample of 244 had been in business for more than 5 years with all samples attaining some form of formal education. 457 of the participants had either attain a single or multiple experience while the remaining participant had no experience at all. Though source of capital for the business came from government, social groups and banks, the study showed that, majority of the capital for the business came from intermediate family members and relatives. With regards to parent occupation, most of the respondents' parent had jobs but few also had parents who were not working.

3.3 Findings of Research

3.3.1 Logistic Model Analysis

The factors that were analyzed with logistic factor analysis are Opportunity, Experience and resources which constitute capital.

Block 0 (Step 0): Beginning Block

The process is inherently stepwise -- for forming and testing nested hierarchical models. The first step is to compute and enter just the constant -- even if you've specified only a single "block" of variables, as in this case.

Table 3. Variables in the Equation

	B	S.E.	Wald	df	Sig.	Exp(B)
Step 0 Constant	.156	.150	1.087	1	.297	1.169

Table 4 Variables not in the Equation

Step 0 Variable	Score	df	Sig.
Market opportunity	5.792	1	.016
Accumulation of experience	4.174	1	.041
Entrepreneurial resources	6.231	1	.013
Overall Statistics	8.316	3	.081

The variables not in the equation table tell us whether each independent variable improves the model. This means from table 6, market opportunity, accumulation of experience and entrepreneurial resources improves the model but does not determine whether each of the independent variables included make a significant contribution to the model.

Block1 (Step 1): Method=Enter

Step 1 test the contribution of the specific variable(s) entered on this step Block -- tests the contribution of all the variables entered with this block. Model - tests the fit of the whole model.

Classification Table 5	Observed		Predicted		
			have you set up a business on your own		Percentage Correct
			No	Yes	
Step 1	have you set up a business on your own	No	0	104	0.4
		Yes	0	606	99.6
	Overall Percentage				85.4

Table a Classification Table 5

Table 5 which is the classification table has observed item which is a question related to setting up a business. The prediction success of the overall variable was 85.4% (0.4% decline starting up their own business and 99.6% accepted starting up their own business). This means that we can now make 85.4% prediction with accuracy.

3.3.2 Logistic regression

A logistic regression analysis was conducted to predict the startup of a business in self-organized enterprise using market opportunity, accumulation of experience and entrepreneurial resources as predictors using 710 samples. Logistic regression is the linear regression analysis conducted when the dependent variable is dichotomous (binary). Logistic regression adopts that the dependent variable is a stochastic event. It is frequently used rather than discriminate analysis when there are only two categories of the dependent variable.

Logistic regression provides a coefficient 'b', which measures each independent variable's fractional contribution to variations in the dependent variable. The goal is to correctly predict the category of outcome for individual cases using the most parsimonious model. To accomplish this goal, a model is created that includes all predictor variables that are useful in predicting the response variable. The model chi square had 3 degrees of freedom, a value of 45.440 and a probability of $p < 0.001$ (chi square=45.440, $p < 0.001$ with $df = 2$). The cut value is .500

Table 5 which is the classification table has observed item which is a question related to setting up a business. The prediction success of the overall variable was 85.4% (0.4% decline starting up their own business and 99.6% accepted starting up their own business). This means that we can now make 85.4% prediction with accuracy.

Table 6. Omnibus Tests of Model Coefficients

	Chi-square	Df	Sig.
Step 1 Step	45.440	3	.000
Block	45.440	3	.000
Model	45.440	3	.000

Table 7 Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	103.003 ^a	.554	.740

The model had a (Nagelkerke's R square of .740) showing a moderately strong relationship between the predictors and the prediction.

Table 8 Variables in the Equation

		B	S.E.	Wald	df	Sig	Exp(B)
Step 1 ^a	Market opportunity	-.374	.171	4.804	1	.028	5.640
	Accumulation of experience	-.137	.166	2.243	1	.039	1.453
	Entrepreneurial resources	-.446	.183	6.538	1	.019	9.988
	Constant	3.747	.870	18.566	1	.000	16.394

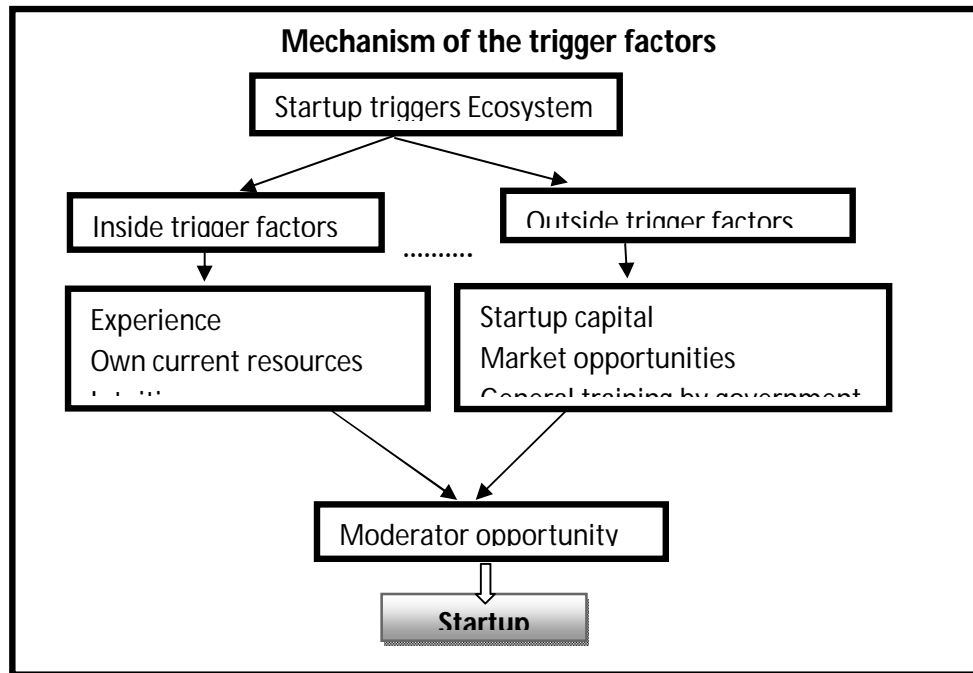
a. DV: Business Startup

b. Variable(s) entered on step 1, Market opportunity, Accumulation of experience, Entrepreneurial resources.

The Wald criterion demonstrated that all the three variables have a significant contribution to the prediction ([market opportunity, $p = .028$; accumulation of experience, $p=.039$ and entrepreneurial resources, $p=0.19$] where $p>.05$). The Exp(B) of entrepreneurial resources indicates that when entrepreneurial resources is raised by one unit in business startup, the odd value is 9.988 times increased and therefore people are 9.988 times more likely to choose entrepreneurial resources in business startup.

3.3.3 Differentiation between classical models

Figure 5 Results from survey



Moderator opportunity emanating from inside and outside trigger factors plays important role in mechanism of self-organized startup business. The outside trigger factors to startup business based on literature can originate from either general training by government/organization; subsidies/special benefits; startup capital; support channel; some kind of support; special relationship; environmental climate or culture; market opportunity; risk and Intellectual Property Protection. The survey conducted indicated that three variables have a significant contribution to the prediction ([market opportunity, $p = .028$; accumulation of experience, $p=.039$ and entrepreneurial resources, $p=0.19$] where $p>.05$).

3.4 Summary of findings

The trigger factors for the contribution of startup business play an important role to this self-organized survey. There are 3 import findings:

- (1) The Wald criterion in the findings demonstrated that "market opportunity" ($p = .028$) has significant contribution for business startup. Experience, Own current resources, Intuition of inside triggers and Startup capital, market opportunities, general training by government from outside of the opportunities that entrepreneurs have, easily enable them to startup a business.
- (2) The Exp(B) of entrepreneurial resources indicates that when entrepreneurial resources is raised by one unit in business startup, the odd value is 9.988 times increased and therefore people are 9.988 times more likely to choose entrepreneurial resources in business startup.
- (3) The Wald criterion in the findings indicated accumulation of experience, ($p=.039$) has significance contribution for business startup. Experiences that entrepreneur have, either from parents, friends or relatives motivate them to start their own business.

4. Limitation and further study

The study had some few limitations. First and foremost different areas had different situations. The context limits generalizability and presents possibilities. Majority of our participants are from Zhenjiang city. There was also limitation for the collection of the data. The sample collected was small, and there was no representative for other different target research. Another limitation of this paper is that, the researchers focused on only three factors that contribute to startup business. However, there might be more factors that need to be investigated. The survey questionnaires were not able to stimulate the real facts.

There is motivation for further study on what exactly is the interaction between the trigger factors; there is a further one which is entrepreneur motivation traits, the entrepreneurial qualities of a team and business registration satisfaction survey and the potential empirical extension of the study could center on how entrepreneurs cope with great setback such as business failures.

5. Conclusion

Using a sample of 710 respondents who are potential entrepreneurs to start a business, the researchers explore which mechanism factors contribute to startup business from outside and inside trigger factor ecosystem. The inside trigger factors identified were Intuition, Knowledge, Ideas, Capabilities, Experience, Personality, and own current resources. The outside trigger factors are General Training by government/organization, Subsidies/special benefits, Startup Capital, Support channel, Some Kinds of Support, Special relationship, Environmental climate or culture, Market opportunity, Risk, and Intellectual Property Protection.

The findings provided useful information on self-organized business startup. The finding indicated that, there is factor ecosystem in the self-organized startup behavior; opportunity concludes lots of meaning, which probably has a broad scope or very specific one. When it is in the layer class of categories, for example ranking with experience and capital resources, they are major contributing factors for business startups. Entrepreneurs get their experience either through their parents, training from school, social training or government/organization training. Their source of capital usually emanate from their immediate family members, relatives or friends; government; social groups; or third-party investment borrowing from other financial institutions. Lastly, entrepreneur opportunity to start a business came from either a government guide/community/country policy; classmates/relatives and friends or colleagues; big organizations or companies or self-discovery.

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