

1 An Investigation on Social Communication, Information 2 Processing and Identification of Entrepreneurial Opportunities

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6 **7 Abstract**

8 This study examines the social networks, information processing and identification of
9 entrepreneurial opportunities in small and medium businesses is allocated. The adjustment of
10 the producer, personal efficacy, the power of entrepreneurship on the relationship between the
11 processor and the coefficient of social networks, information processing and identification
12 entrepreneurial opportunities have been evaluated. In this study, social networks based on
13 previous research, including informal networks, mentors and advisors, family members and
14 close friends and professional associations are. Information necessary to perform this study,
15 100 questionnaires from owners of small businesses and medium were collected and were
16 analyzed. To check the validity of the questionnaire method Cronbach alpha coefficient alpha,
17 which was equivalent Asfadhl (72.6)

18 **19 Index terms**— information flow, information processing, social communication, considering entrepreneurship,
20 identify opportunities.

21 **1 Introduction**

22 opportunity to identify key components of entrepreneurial process and one of the main factors to survival and
23 success of entrepreneurs is considered. Reviewed and summarized with this study, we can get the opportunity to
24 identify any accident, not as a result. The opportunities can be identified and the search result is analyzed and
25 the detection result. But even entrepreneurs who only recognize the opportunities and search and systematic
26 analysis to identify the opportunities do not; have certain characteristics that it is referred to as efficacy. With
27 factors such as social networks, more attention to information outside the organization, familiarity with the
28 problems and needs of customers and also familiarity with market mechanisms in a particular activity, including
29 the factors leading to this are entrepreneurial alertness. In the current changing world, organizations require
30 for survival and success opportunities are permanently identified opportunities to identify key components of
31 the entrepreneurial process is considered. Special definitions of many famous entrepreneurs, opportunity and
32 understanding of the key components considered entrepreneurial process and the interest due so, how and when
33 an opportunity to reach people, it seems quite natural. Identified two types of opportunities can be diagnosed.
34 The first type, with external factors is stimulated. Opportunities identified in this way, the decision to establish
35 business opportunities before has been identified. Such entrepreneurs searching for opportunities and they are
36 filtering. The second type of opportunity to identify the internal factors is stimulation. These entrepreneurs
37 will gain the problem for it has not been presented or e solution to satisfy the need that has not come and eat
38 only after the decision to establish a business are. Opportunities as we mentioned earlier the main component of
39 entrepreneurship and understanding through the identification and diagnosis of the things they do not recognize
40 others, are carried out. But the difference is the opportunity to identify what is causing this? Entrepreneurs how
41 opportunities are identified? Remit them or recognize? What information resources are used? II.

3 LITERATURE REVIEW

42 2 Describes The Issue

43 Today, countries entered the period of double importance to entrepreneurship have been improved so that
44 economic growth and development of countries directly affected are considering entrepreneurship. Considering
45 the obvious characteristics of entrepreneur's entrepreneurship as alertness, opportunity and sociology and
46 hunting opportunities whereas today's economy is always subject to rapid change, entrepreneurs need to create
47 opportunities for discovery and detection process constantly explore, and identification process, one of the key
48 components of entrepreneurship and the main success factors are among the entrepreneurs. Despite the vital
49 role of identifying opportunities in the entrepreneurship literature on how much material and why the process of
50 entry to identify opportunities not found.

51 Initial studies to identify opportunities that can be received as a result of any accident is not. The opportunities
52 can be identified and the search result is analyzed and the detection result. But even entrepreneurs who
53 only recognize the opportunities and search and systematic analysis to identify the opportunities do not, have
54 certain characteristics that it is referred to as entrepreneurial alertness. With factors such as social networks,
55 more attention to information outside the organization, familiarity with the problems and needs of customers
56 and also familiar with the market mechanism in a particular activity, including the factors leading to the
57 awareness of entrepreneurship are. In a dynamic economy, ideas, products and services are constantly changing.
58 Congratulations on this work and that the model for coping and adaptation, brings new. Result of small and
59 medium industries development and entrepreneurship in communities because the vast share of GDP, creating
60 employment, women's participation in economic activity, employment and facilitate their economic problems
61 have, have a particular significance.

62 Statistics show that entrepreneurship is the fact that failed to recognize a profitable opportunity in the startup
63 phase of their business have been failed by identifying further opportunities to grow their business and make their
64 business life cycle soon reached the decline stage.

65 What ever the mind of entrepreneurship researchers is engaged, this is why some people are working and
66 some not Blessed? Why some small businesses to mid-sized companies are converted and some not? Why some
67 companies become medium to large companies and some are not? Do entrepreneurs and managers have unique
68 features that others have it from. If yes, what is this feature? Entrepreneurs and not necessarily all have this
69 feature? Non-working and whether there are Blessed to have such features, but attempts to identify and exploit
70 the opportunities they had not?

71 The role of entrepreneurs, to alert them about the opportunities that have remained unknown so far is on.
72 Identify opportunities to understand the possibility of creating a completely new business or create the possibility
73 of substantial improvement in a business location is available, in both cases the potential profitability of a new
74 lead. Identified two types of opportunities can be diagnosed. The first type, with external factors is stimulated.
75 In identifying these opportunities, decided to establish business opportunities before has been identified. Such
76 entrepreneurs in search of opportunity and they are filtering. The second type of opportunity to identify the
77 internal factors is stimulation. These entrepreneurs are the problems to come for it or e solution has been
78 presented to satisfy the need that has not come and eat only after the decision to establish a business is. ??ut

79 3 Literature Review

80 The literature review, the cash from existing knowledge on the subject research. Literature review, if properly
81 done better to express the problem and assist research findings to previous research linking. Literature review
82 will meet the following purposes: A) definition and reservation issue B) placing research findings in the context
83 of previous research C) avoid duplication D) Select methods and tools to measure more accurately a) The role
84 of social and communication networks

85 The role of social relations and networks to identify opportunities in one of the problems that long have been
86 considered before. What kind of social communication to identify opportunities and leads are being identified
87 opportunities of social communication in comparison with the opportunities identified by entrepreneurs with
88 their advantages and what are the differences in process research often has been studied. In most classic role of
89 written communication and familiarity of the poor around the emphasis is to identify opportunities. The role of
90 the weak links that bridge enables entrepreneurs to access information resources that necessarily through strong
91 relationships and close acquaintances are not available. Most people everything about networks that are closely
92 associated with them (such as close friends and acquaintances), but the networks know that they have poor
93 communication (Acquaintances away) often have no place in their internal cycles. While many acquaintances
94 far more that are due, can be a unique resource information. Another reason that social networks should pay
95 more attention has weak links showed that the different ways to personalize the information in a group of his
96 close friends and acquaintances has access (however, one group will pass the information be). But a lot of ways
97 to access information in a social group with no individual associated with the weak and therefore requires more
98 attention. Closely associated with poor social networks with the other person has an advantage of familiarity
99 with the various theories about a subject.

100 Several investigations that went on to mention some of them will, have shown that knowledge about a field, a
101 factor in identifying opportunities to sue. An entrepreneurial environment, the market should have a good view,
102 forces of the market for servers and identify critical factors and influences on these components know each other.

103 Previous knowledge makes creating a collection of knowledge is the path towards discovering entrepreneurial
104 opportunities opens.

105 Tuesday, after earlier in the process of knowledge discovery opportunities are important roles: A) previous
106 knowledge about the market B) previous knowledge on how to meet market C) knowledge about the problems of
107 previous customers Although awareness of entrepreneurship and networks can be effective access to information
108 entrepreneurs, or our customers aware of a problem or a need not satisfy them alone is not sufficient for
109 entrepreneurship. Creativity is one of the necessary elements to identify and use opportunities to sue. In
110 one of the studies in this field, 99% of entrepreneurs who respond with "creative being an important factor for
111 identifying business opportunities to sue," e have agreed.

112 **4 IV.**

113 Objectives And Hypothesis a) Goals A-determine the impact of unofficial industrial networks (as a source of
114 information) on identifying opportunities B-Determination of impact rely on identifying opportunities to coach
115 C-determine the impact of professional and community participation in identifying information on opportunities
116 D-Determination of impact rely on family members and close friends the opportunity to identify E-Determination
117 of efficacy of individual entrepreneurs on the information on the impact of community resources to identify
118 opportunities. And -determine the pattern of mental patients on the social impact of information resources on
119 opportunities identified. F-factor determining the impact of entrepreneurship and information processing on the
120 data sources to identify opportunities.

121 **5 b) Hypothesis**

122 Hypothesis 1 : The more informal social networks of entrepreneurs in the industry as a source of information used
123 to higher levels, they are more likely to identify opportunities for business to work. Hypothesis 2 : entrepreneurs
124 to higher levels in the industry as a coach or field help it had relied, the more likely opportunities for their
125 business will be discovered.

126 Hypothesis 3 : The entrepreneurs rely on family and close friends to identify business opportunities for their
127 positive impact will be.

128 Hypothesis 4 : The more people in the professional community (conferences, seminars, ...) to participate, they
129 are more likely to get opportunities and recognize their work.

130 Hypothesis 5 : The Impact of Information on the opportunity to identify entrepreneurs with personal efficacy
131 than the entrepreneurs are the personal efficacy are lacking; different. Hypothesis 6 : The Impact of Information
132 on the diagnosis of mental model of opportunity for entrepreneurs who are more regular than entrepreneurs who
133 lack a regular pattern are subjective; different.

134 Hypothesis 7 : The Impact of Information on the opportunity to recognize entrepreneurs who have
135 entrepreneurial coefficients are higher than that entrepreneurs are no coefficients above entrepreneurship; different.
136 V.

137 **6 Analysis Of Research Hypothesis**

138 Main theory research: information and communication and information processing power of recognition,
139 opportunity discovery and creation has a positive effect. .

140 Between community resources information and identify opportunities correlation does not exist.

141 Between community resources information and identify opportunities correlation exists. Considering that
142 significant levels obtained (0.000) smaller than the error rate (0.05) are therefore assume H0 is rejected, and
143 certainly with 95 percent stated that social resources, identify opportunities, information has a positive effect.

144 b) Prove the first sub-hypothesis Any industrial entrepreneurs from informal networks as a source of information
145 used to higher levels, they are more likely to identify opportunities for business to work.

146 **7 Reliance on informal networks between industry and identify 147 opportunities no correlation**

148 Reliance on informal networks between industry and identify opportunities correlation does not exist.

149 **8 Independent variable Dependent variable**

150 **9 Reliance on informal networks of industrial**

151 Identify opportunities Y Significant level 0.000 Correlation 0.689

152 Considering that significant levels obtained (0.000) smaller than the error rate (0.05) are therefore assume
153 H0 is rejected and safely as possible 95 percent stated that informal networks of industrial entrepreneurs as a
154 source of information to higher levels to use , likely opportunities to identify their business. c) Prove the second
155 sub-hypothesis Entrepreneurs to a greater level trainer and consultant in the field of industry or help it had
156 relied, the more likely opportunities for business will discover their work.

14 II RESULTS

157 Reliance between the coach and the opportunity to recognize there is no correlation Reliance between the
158 coach and the opportunity to recognize there is solidarity. Considering that significant levels obtained (0.000)
159 smaller than the error rate (0.05) are therefore assume H0 is rejected and can be 95 percent of entrepreneurs
160 said that much more of a coach or consultant in the field of industry or rely on help it have, the more likely
161 opportunities for business will discover their work.

162 10 d) Prove the third sub-hypothesis

163 Rate of entrepreneurs to rely on family and close friends the opportunity to identify their business will have a
164 positive impact.

165 Between relying on family and close friends and there is no correlation detection opportunities.

166 Between relying on family and close friends, and identify opportunities correlation exists.

167 11 e) Prove the fourth sub-hypothesis

168 The more people in the professional community (conferences, seminars, ...) to participate, they are more likely
169 to get opportunities and recognize their work.

170 Between participation in professional communities and identify opportunities there is no correlation.

171 Between participation in professional communities and identify opportunities correlation exists. Considering
172 that significant levels obtained (0.000) smaller than the error rate (0.05) are therefore assume H0 is rejected
173 and can be confidently stated that 95 percent of what most people in the professional community (conferences,
174 seminars and ...) to participate, the more likely opportunities for businesses to recognize their work. f) Fifth sub-
175 hypothesis proved Impacts of information on community resources for entrepreneurs who have the opportunity
176 to identify personal efficacy are more than entrepreneurs who lack personal efficacy.

177 Impact of information on community resources for entrepreneurs who have the opportunity to identify personal
178 efficacy, no efficacy with which entrepreneurs are equal.

179 Impact of information on community resources for entrepreneurs who have the opportunity to identify personal
180 efficacy, no efficacy with which entrepreneurs are not equal. Significant given that in all cases smaller than the test
181 error rate (0.05) can be claimed is therefore a positive relationship between these variables are also considering
182 following calculations personal efficacy variable (X5) on the relationship between the independent variable of
183 social resources information (X) and the opportunity to recognize dependent variable (Y), is negative and H0
184 is rejected. $X Y - (X X5) * (X5 Y) = (0.22) - (0.721) * (0.66) = -0.25$ g) Six sub-hypotheses prove Impact of
185 information on community resources for entrepreneurs identify opportunities that are more structured mental
186 model of entrepreneurs that is more structured mental patterns are lacking.

187 Impact of information on community resources for entrepreneurs identify opportunities that are more
188 structured mental model, and entrepreneurs who lack structured mental model are not equal. H 0 : 1 H 0 :
189 0 H 0 : 1 H 0 : 0 H 0 : 1 H

190 Considering that a significant level of testing in all cases smaller than the error rate (0.05) can be claimed is
191 therefore a positive relationship between these variables exists. And also vary according to the calculations under
192 the mental model (X6) on the relationship between the independent variable of social resources information (X)
193 and the opportunity to recognize dependent variable (Y), has a positive effect and assume H0 is rejected.

194 $X Y - (X X6) * (X6 Y) = (0.491) - (0.667) * (0.30) = 0.29$ h) Prove the hypothesis minor seventh Impact of
195 information on community resources for entrepreneurs identify opportunities that have a higher coefficient of
196 entrepreneurship is that entrepreneurs are no more coefficients are high entrepreneurship.

197 Impact of information on community resources for entrepreneurs identify opportunities that are a factor with
198 higher entrepreneurial entrepreneurship are high that no coefficient is equal. Impact of information
199 on community resources for entrepreneurs identify opportunities that have a higher coefficient of entrepreneurship
200 that entrepreneurs are no coefficients with high entrepreneurial are not equal. Considering that a significant
201 level of testing in all cases smaller than the error rate (0.05) therefore can be claimed between these variables
202 are positively and also varies according to the following calculation coefficient Entrepreneurship (X7) on the
203 relationship between the independent variable community resources information (X) and the opportunity to
204 recognize dependent variable (Y), has a positive effect and assume H0 is rejected.

205 12 Research Results

206 13 I I Results

207 14 II Results

208 Trainers and consultants on the impact of entrepreneurs are diagnosed by chance. With coaches can draw
209 attention to the importance of entrepreneurs emerging trends and changes (such as changes in technology, markets,
210 government policies, ...) and through the transfer of frames to interpret complex information to entrepreneurs in
211 developing a cognitive framework for identifying opportunities to help . In other words, educators, entrepreneurs
212 towards new business opportunities are smart and recognize them for their entrepreneurial facilitation.

213 15 III Results

214 Rate of entrepreneurs to rely on family and close friends the opportunity to recognize their work will not affect
215 business. According to previous research as well as relying on family networks and close friends to learn about
216 the opportunity to identify opportunities is ineffective. In fact, although close friends and family networks play
217 an important role in various aspects of entrepreneurial process are (eg, emotional and financial support for the
218 entrepreneur to take the decision to begin the process, is important), but such people often lack the knowledge
219 and experience of informal networks of industrial are less than informal networks of industrial entrepreneurs in
220 preparing the information will help identify opportunities.

221 16 IV Results

222 Participation in professional gatherings (conferences, seminars, ...) on the impact of entrepreneurs is diagnosed
223 by chance. path analysis results also indicate that participation in professional 0 : 0 H 0 :

224 1 communities of personal efficacy, mental model of entrepreneurial individuals and also affects the coefficient.
225 Results have suggested that one of the mechanisms through which social resources, information, professional
226 societies, particularly, facilitate the recognition opportunities, they reinforce efficacy, encourage growth and
227 develop good mental models Informal networking opportunities by entrepreneurs to identify the industrial
228 influence. Previous research on the effectiveness of social networks to identify opportunities shown. More research
229 on this social network as a whole, but further research was focused in 2006 was revealed, the two networks to social
230 networks and informal network of industry friends and family are divided. The results indicate a positive impact
231 on industrial informal networks is the opportunity to recognize. The results also show that between detection
232 rate and the opportunity to attend informal networks of industrial relations are positive and significant. Higher
233 level of specialist knowledge in industrial informal networks than the general social networks increases the impact
234 of these networks is the opportunity to recognize.

235 17 V V Results

236 Impacts of information on community resources for entrepreneurs who have the opportunity to identify personal
237 efficacy are more than entrepreneurs who lack personal efficacy. Based on research findings, personal efficacy,
238 positive and significant correlation (correlation coefficient 0.817) with detection has the opportunity. According to
239 regression test results, the variable information on the relationship between social resources and the opportunity
240 to identify effective, but the share has a negative impact.

241 Findings of this study shows, those with high efficacy less information from others, such as trainers and
242 advisers, informal networks come from industrial and professional associations, have relied.

243 18 VI Results

244 Impact of information on community resources to identify opportunities that entrepreneurs have a more regular
245 pattern than intellectual entrepreneurs who lack mental patterns are regular. The results show the pattern
246 of positive and meaningful relationship mentally (with correlation coefficient 0.628) with detection has the
247 opportunity.

248 19 VII Results

249 Impact of information on community resources for entrepreneurs identify opportunities that have a higher
250 coefficient of entrepreneurship is that entrepreneurs are no more coefficients are high entrepreneurship.

251 Identify opportunities and review of literature shows that research conducted since the coefficient of correlation
252 between entrepreneurship and opportunity recognition, and the effect on the entrepreneurial process factor can be,
253 has not been studied. In fact, in the present study, the first time, the impact factor of social entrepreneurship on
254 the relationship between sources of information and identify opportunities have been examined. The results show
255 the positive impact of this variable on the relationship between community resources and identify information is
256 opportunity.

257 Moreover, the results show that the coefficient of entrepreneurial opportunity recognition as a significant
258 positive correlation (correlation coefficient 0.451) is. Point that it should be noted here is that often certain
259 units or individuals in connection with any liability companies are responsible for these groups, officials of these
260 units to be justified in relation to the importance of networking and improve communication with suppliers, and
261 distribution channels. ... The key point in communication is useful for information. Therefore, managers must
262 respect the division of tasks and delegation to the right authorities to the Company its manufacturing networking
263 with community resources and information to lead in this regard closely with employees and parts of the company
264 most associated with the external environment, like Sales and marketing employees have.

265 20 VII.

266 21 Researcher Offers

267 -Empowering human resources in order to improve the infrastructure necessary for interactions in the present
268 century. -Increased presence in scientific conferences and seminars related field activities, especially meetings in
269 which new developments or specific industries and offer is being discussed. -Increased presence in courses and
270 workshops related to increased activity and participation in specialized exhibitions of national and international
271 activities related areas, -Increased presence in exhibitions held carefully activities that have direct contact with
272 the area. -Membership and active participation in associations, unions and related activity areas.

273 -Membership in professional groups, academic and scientific associations related to membership in professional
274 associations and international communities -Formed between agent networks, especially large firms that take
275 advantage of larger firms experience for novice entrepreneurs provides the possibility of communicating with
276 more experienced guild who can coach and consultant roles in the areas of business have, provides.

277 22 VIII.

Resources ¹ ²



Figure 1:

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have been developed (well grown) and increasing the c) students and faculty and other researchers

coefficient of intention
entrepreneurship. -

Used as a training aid in teaching students

-Use the Entrepreneurship Development Consulting -Use for advice on creating new business

-Reflection on the concept of open opportunity and opportunity

Biology -Used in meetings and

conferences -Use basic theoretical literature on research next

d) policy makers and executives responsible for national economic and social development sectors

-Practical information to improve mechanisms for the emergence of community-level opportunities

-Improved mechanisms to increase opportunities for entrepreneurs and more support and broader entrepreneurs

e) various industries -

Relationship between ICT resources and entrepreneurial

of intention

Relationship between previous knowledge and identify opportunities Process review the differences between entrepreneurs identify opportunities Comparison between the opportunity to identify emerging and established entrepreneurs Relationship between detection time and other business-related activities, including export and marketing Causes closure of small and medium enterprises Industrial Estates closed; and the role of Susie the opportunity

Relationship between failure and failure to identify early opportunities in enterprises closed Relationship consciousness by identifying opportunities for entrepreneurship Entrepreneurship

b) suggestions for policy makers

-Creation of industrial clusters: creating industrial clusters is one of the best solutions that can call and interactions between natural and legal persons in terms of quality and quantity improve. Cluster formation among small and medium enterprises, in addition to other benefits that occurs, the flow of information between these agencies will facilitate. Industrial informal networks are strengthened.

Presence of professionals in industrial clusters can help beginners to people, allowing for the needs assessment study and training courses, seminars and workshops related to their problems is also provided in this way.

-Set up counseling centers and advisory services with industry experts who can present the role of trainer and consultant in the areas of information,

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