# Obstacles of the Development of Innovative Business Ideas: A Survey on Students of Entrepreneurship Education

**Engin ÖZGÜL**[*]
**Nuray TURAN**[**]
**Mustafa Yaşar TINAR**[***]

**Abstract**

*One of the most important conditions for the sustainable entrepreneurship process is to develop high potential innovative business ideas. The excess of these obstacles encountered at the beginning of the entrepreneurship process negatively affects the formation of qualified enterprises. In the study, the relationship between obstacles of business idea development, innovative levels of individuals, entrepreneurial competence, intention and potentials were examined. In the study of individuals graduating from the Entrepreneurship Academy of Dokuz Eylul University, entrepreneurship obstacles were collected in five different groups. According to the analysis results, there is a non-linear relationship between business idea obstacles and entrepreneurial potential, competence and intention and individual innovation level. According to this, it was found that the obstacle perception is the highest within the people who have moderate entrepreneurship intention and potential the groups with low intention and potential do not care about obstacles; the groups with highest intention and potential have lowest obstacle perception. Furthermore, it was stated that entrepreneurship intention, competence and innovation level were the significant predictors of entrepreneurship potential.*

***Keywords:*** *Entrepreneurship, Business Idea Obstacles, Individual Innovativeness.*

***JEL Codes:*** *L26, M53, O30.*

# Yenilikçi İş Fikri Geliştirme Engelleri: Girişimcilik Eğitimi Alan Öğrenciler Üzerine Bir Araştırma

**Öz**

*Sürdürülebilir girişimcilik süreci için en önemli koşullardan birisi yüksek potansiyeli olan yenilikçi iş fikirleri geliştirmektir. Girişimcilik sürecinin başında karşılaşılan bu engellerin fazlalığı, nitelikli girişimlerin oluşmasını olumsuz etkilemektedir. Çalışmada, iş fikri geliştirme engellerinin, bireylerin yenilikçi düzeyleri, girişimcilik yetenek ve potansiyelleri arasındaki ilişkiler incelenmiştir. Dokuz Eylül Üniversitesi Girişimcilik Akademisi'nden mezun olan bireyler üzerinde yapılan çalışmada, iş fikri engelleri beş farklı grupta toplanmıştır. Analiz sonuçlarına göre, iş fikri engelleri ile girişimcilik potansiyeli, yetkinliği ve niyeti ile bireyin yenilikçilik düzeyi arasında doğrusal olmayan bir ilişki saptanmıştır. Buna göre, girişimcilik niyeti ve potansiyeli orta düzeyde olan bireylerin iş fikri engel algısının en yüksek olduğu; niyet ve potansiyeli düşük bireylerin bu engelleri fazla önemsemediği; niyet ve potansiyeli yüksek bireylerin ise engel algılarının en düşük düzeyde gerçekleştiği ortaya konmuştur. Ayrıca, girişimcilik niyeti, yetkinliği ve bireyin yenilikçilik düzeyinin, bireyin girişimcilik potansiyelini saptamada anlamlı değişkenler olduğu saptanmıştır.*

***Anahtar Kelimeler:*** *Girişimcilik, İş Fikri Engelleri, Bireysel Yenilikçilik.*

***Jel Kodları*:** *L26, M53, O30.*

[*] Assoc. Prof., Dokuz Eylul University, Faculty of Economics and Administrative Sciences, e-mail: engin.ozgul@deu.edu.tr
ORCID: https://orcid.org/0000-0002-1106-1744
[**] Res. Assist., Dokuz Eylul University, Faculty of Economics and Administrative Sciences, e-mail: nuray.turan@deu.edu.tr
ORCID: https://orcid.org/0000-0002-3688-0287
[***] Prof., Dokuz Eylul University, Faculty of Economics and Administrative Sciences, e-mail: yasar.tinar@deu.edu.tr
ORCID: https://orcid.org/0000-0002-3522-7630



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## 1. Introduction

Entrepreneurship can be considered as one of the important tool for a nation by creating work power, new inventions and wealth for society. Although the term is defined previously as a process of starting a business venture, organizing the necessary resources, taking necessary risk, the approach of the definition today is far from the risk taking or establishing new business venture to innovation-based activities. Drucker (1985) stated that innovation is the specific tool for entrepreneurs, that means by which they exploit change as an opportunity for a different business. An entrepreneur recognizes a viable idea for a business product and carries it out (Daft, 2000). From this point of view, the process of entrepreneurship starts with recognizing the business idea and the value of the business and total income of the business system highly correlate with the business idea and its implementation. Therefore, the importance of creating business idea is not only related with creativity but also concentration of being entrepreneurship as a carrier alternative.

Although creating business idea as a first stage of entrepreneurship is supported by numerous sources (i.e. working experience, observation, scientific researchers etc.), personal motivation and obstacle can be play important role. Jones and Holt (2008) assert that, if not discontinued due to some reasons like lack of motivation, interest or other resources in developing the idea further, the entrepreneurial process will result in acceptable well-formed business idea which the entrepreneur judges to have some possibility of success. Therefore, the obstacle perception of business idea within the early stage of entrepreneurship can terminate the process. For this reason, the paper focuses the problem with generating business idea in the early stage of entrepreneurial process and its relationship with entrepreneurship potential intention and individual innovation level.

## 2. Entrepreneurship Potential

In the literature, various indicators of entrepreneurial potential have been identified. There is some general agreement that both environmental and personality (or psychological) factors have an impact on the potential (Galloway et al. 2009: 2). Psychological factors include entrepreneurial attitudes, needs and values, (Koh,1996: 13) ability to improvise opportunities and solutions (Hmieleski et al.2006: 46) and need for achievement (McClelland,1961).

Entrepreneurship potential is likely to be entrepreneurs succeed. The success of the entrepreneur depends on the tenacity, energy, financial strength, knowledge and experience associated with such properties. In other words, entrepreneurial potential largely arises from the personal characteristics (Hisrich et al.:2002:32). Entrepreneurship potential entrepreneur's vision and mission, emerging changes and opportunities in the visual, detection, evaluation, achieve a sense of social environment to take into account and to organize (the networks of) and it is a fact that reflects the mobilization (Ören et al. 2011:74). Entrepreneurship potential, reached in early childhood and adult/adolescent shaped by the emerging cognitive development and success (Jayawarna et al., 2014:920). In addition, people are known to be closely associated with socio-economic status (Jayawarna et al.2014:921). Therefore, personality traits of entrepreneurship potential can be improved by the impact of external and internal environment.

### 3. Capacity of Individual Innovation

Individual innovation, risk taking, openness to experience, creativity, roof incorporates the concepts of leadership and the characteristics of this concept is considered as a concept like the idea. Individual innovation is also a social system in which individuals adopt before the degree of innovation compared to any others (Hurt et al.1977:58-65.). Personal context of innovation; "Willingness to try new things" were expressed. Innovation is a new and reactions to things that are different (Kilicer et al.2010:152). Individual innovation, any product, service or idea described as being perceived as new by a person. Detection of a novelty idea depends on the individual response towards the individual has demonstrated innovation (Rogers, 2003: 12-23).

Individual Innovation Capability is the ability to develop new or different product or service, which can fill the market needs, apply better technological process those products or service, develop and adopt new products and technological process in the future, find an appropriate reaction for the activity of unpredictable technological changes and unpredictable opportunities done by competitors (Ussahawanitchakit, 2007:1-9).

### 4. Entrepreneurial Intention

Entrepreneurial intention as a state of mind whose people wish to establish a new company or a new value driver inside existing organization (Wu and Wu,2012: 755). On the other hand, entrepreneurship is the discovery, evaluation and exploitation process of opportunity (Shane et al.2000: 217) and it requires the readiness to realize and/or create that opportunity. In this respect, intention for entrepreneurship has connection with demographic and human trait variables. (https://www.intechopen.com/books/entrepreneurship-practice-oriented-perspectives) According to Liñán et al. (2011:198) entrepreneurship is an intentionally planned behaviour like other important decisions of the people life. Although there are some conditional factor affecting the entrepreneurial intention, personal attitude and perceived behavioural control are the important factors. Risk tolerance and self-efficacy are the main factors of these personality traits (Sánchez, 2011:239-254).

### 5. Individual Competence for Entrepreneurship/ Entrepreneurial Competency

Entrepreneurial competency is stated as the individual characteristics and entrepreneurship necessitate certain important skills for profitable executions (Kaur and Bains, 2013:31). Entrepreneurial competencies are considered as underlying characteristics possessed by a person, which result in new ventures creation, survival, and growth. According to Man, Lau and Chan (2002), these competencies is the total ability of the entrepreneur to perform this role successfully. Entrepreneurial competencies are possessed by the individuals who are the entrepreneur's means, start organizations, and then add value through resource organization and opportunities (Bird, 1995). The role of an entrepreneur's competency is relatively an important factor in achieving excellence in performance to ensure a sustainable growth (http://shodhganga.inflibnet.ac.in/bitstream/10603/5303/9/10_chapter%202.pdf, p:23, 07.12. 2017). Entrepreneurial competencies are considered a sum of characteristic including personality, traits, skills and knowledge (Man et al.2002).

## 6. Obstacle of Business Idea Generation

Idea generation is known the early stage of entrepreneurial process. Although there is controversy about importance of the business idea into success (Ries, 2014), it is still necessary to create innovative business idea that make value real. Therefore, the analysis of the obstacle is particularly important in terms of motivating especially young people to entrepreneurship. Some of these obstacles closely related to being entrepreneurship. There are many obstacles recognized for entrepreneurship and entrepreneurs in the literature and practice. In a research many participants mentioned "lack of business acumen is an innate obstacle, but people have been competed with the obstacles" (Smith and Beasley: 2011:728). As an obstacle; in cognitive meaning; individuals can acquirement actual skills and information, via an educational institutions or education/trainings or the role models (Iakovleva et al..2014:115-133). Besides that; productive entrepreneurship results when incentives align the rules of the game with investment in innovative products or means of production that improve lives throughout society (Baumol,1996:3).

Obstacles to entrepreneurship, entrepreneurial orientation with an initiative on the relationship between efforts to locate moderating action that triggers the phenomenon (precipitating events) are linked (Shapero,1975:83-88). At this point, in order to develop a new business / venture, obstacles affecting entrepreneurship is necessary to know what is going on and how to handle with problems. In a society, obstacle is not equal for all individuals. While certain obstacles generally recognized for all entrepreneurs are some obstacles like experience development, process management, some of them are person-specific (like (women, youth, ethnic minorities, the disabled, the unemployed, for those living in rural areas) that prevent them taking action for establishing new business. In the social context; society's negative attitude and approach to entrepreneurship and entrepreneurial ideas to entrepreneurship can have devastating results will make it inefficient (Baumol, 1990: 898).

Perceived obstacles in setting up new businesses; the environment aims to support entrepreneurs as infrastructure and cultural values; it is closely related to factors affecting the entrepreneurial orientation (Lüthje and Franke, 2003:138). Unwillingness of financial support for new projects and administrative shortcomings, such as inadequate infrastructure, a cultural environment prone to risk aversion obstacles faced by potential entrepreneurs' entrepreneurship is known as one of the factors that could cause away from their desires (Shinnar et al.2009: 151-159). In addition, for the idea of setting up new businesses; candidates willing to establish a business for corruption cases are also known to cause legislation to discourage the intent to establish a business (Aidis et al.2012:125).

There are many research aimed to find entrepreneurship obstacles around the world. For example, the green paper results showed the European entrepreneurship obstacles were regulatory obstacles (administrative obstacles); cultural and social obstacles (lack of entrepreneurial knowledge and skills, fear of failure) and financial end economic obstacles (insufficient access to risk capital) (http://Www.Adrimag.Com.Pt/Downloads/ Cooperacao/Barriers%20entrepreneurship%20and%20business%20creation.Pdf, 02.09. 2015). In another study, obstacles classified into three categories; individual obstacles (weak link between lack of education and entrepreneurship of family support), organizational obstacles (financial, physical lack of resources, inadequate customer in market conditions), environmental obstacles (socio-cultural factors, rules and regulations).

Hatala (2005:59) found business start-up obstacles were lack of confidence, the need for financial support, logistic start-ups, the lack of family support, time constraints, obstacles of business skills. Similarly, a study conducted in Malaysia stated that the most important

obstacles to entrepreneurship were lack of resources, stress, lots of work avoidance, lack of social networks, aversion to risk that classified as fear of failure (Sandhu et al.2011: 435). The qualitative research has made with 591 people in four European countries found one of the most important obstacles in all countries were regulative structure (such as lack of money) and cognitive conditions (such as lack of skills) (Iakovleva et al.2014:115). Another survey conducted with 145 people who were in mid-career in Singapore five main obstacle found: lack of capital, lack of skills, higher risk, which appears to be compliant costs and lack of confidence (Choo and Wong, 2006: 53). Similarly, an international survey conducted in five countries (USA, China, India, Belgium and Spain) grouped the obstacles into five categories. These were (1) lack of support structure and high fiscal and administrative costs, (2) lack of knowledge and experience, (3) economic climate and lack of entrepreneurial competencies, (4) lack of self-confidence, and (5) risk aversion obstacles (Giacomin et al.2011:234). Robertson (2003) also stated that limited know-how on setting up a new business, financial uncertainty, relevant work experience, limited entrepreneurship careers guidance, family discouragement, confidence, lack of awareness, lack of creativity and innovative ideas were the main perceived obstacles. According to a study made in digital industry, the factors that prevent the new business idea are lack of general business knowledge, contradictory, advisory support from external agencies, lack of sector-specific mentors, lack of finance, and experience (Smith and Beasley, 2011:722). Robertson et al. (2003:313) stated three most important factors in establishing new business were poor of motivation, lack of business idea, lack of skill. When the person who perceived the entrepreneurship hard process to handle, it is very difficult to focus on creating business idea and as we stated above, there is close relationship between entrepreneurship obstacle and obstacle of business idea creation. For example, when people perceived themselves as lack of necessary skills of entrepreneurship, they do not focus on creative business idea.

## 7. Methodology

### 7.1. Research Problem and Measurement

Entrepreneurship as a carrier option is thought challenging. However, growing attention by means of earning more money, being freedom in work life, benefiting opportunity forced to scholar to search the obstacles in becoming entrepreneurship. As mentioned above, the majority of the researches have focused the obstacles to establish a business or start-ups. However, establishing a business or becoming an entrepreneurship is the last chain of the story and without focusing on the obstacles on business idea, analysing entrepreneurship intentions or innovation orientation become groundless. For this rationale, this research aims to analyse the obstacles of development of business idea.

The research has focused on enlightening the obstacles of innovative business ideas, which are the first reason of entrepreneurship process and the relationship with the level of innovativeness, entrepreneurship potential, and intention. Obstacle of Business Idea Generation (OBIG) scale were formed by literature findings based on the dimensions mentioned above. At the beginning of scale generation, individual, cultural, situational and institutional dimensions were used. 24 items used to measure these four dimensions. To measure innovation level, individual innovation capacity (IIC) scale was used created by Hurt, Joseph and Cook (1977). This measurement allows discriminating the respondents by their acceptance of innovation in four categories namely early adopters, early majority, late majority and laggards. Besides innovation scale, 8-item-entrepreneurship potential (EP) scale from Hisrich and Peters (2002) was used in the research. Entrepreneurship intentions (EI) were measured with Zhang

Dongyuan, Wang and Oven's 3-item scale. Finally, individual competence for entrepreneurship perceptions (ICE) were measured by self-generated item for the research.

The population of the research was the people who get special education in Dokuz Eylul Entrepreneurship Academy. Academy has founded in 2013 and 320 members has completed the extensive program. All of graduated members have invited to the online poll and finally we had 235 responds. Therefore, we reached 73% response rate at the end of the survey.

### 7.2. Measurement Instrument

At the beginning of the analysis, normality of the observed variables was inspected. All observed variables in the study had scores in the limits (-2.55<skewness<.58; -.89 < kurtosis <3.69). Since no violations to normality, convergent validity was assessed by explanatory factor analysis for all 5 scales.

Obstacles of the development new business idea scale was the most important in the research and was generated by researchers using literature findings and qualitative interviews. Therefore, comprehensive analysis was needed to validate the measurement. With using EFA procedure, 3 items were eliminated from the scale because of low loading (<0,40). Other 21 items in five dimensions had acceptable results and explained 60% of variance. Dimensions reliability scores were also acceptable (>0,64).

The dimensions were named as individual condition obstacles, society obstacles, individual obstacles, education system obstacles and support institutions obstacles. These finding were compatible with the literature.

Social environment obstacles explained 20% of obstacles of developing business idea. Other four groups explained approximately 11% of the obstacle. Respondents stated that educational system was the most important factor in developing innovative business idea. In addition to that, all the items related with business idea obstacles have higher score than the average. Therefore, we assume that the obstacle perception of developing business idea is generally higher for all individuals. When the obstacles dimensions were analyzed, we have found that respondent had tendency to externalize the obstacles. In the other words, they perceived external factors like social, education system, institutions have more important obstacles than internal factor which related with the individual like individual incompetence.

**Table 1:** Factor Analysis for Entrepreneurship Obstacles

| | Items | 1 | 2 | 3 | 4 | 5 | Mean |
|---|---|---|---|---|---|---|---|
| 1 | Lack of knowledge to create a business idea | **,637** | ,002 | -,080 | -,097 | ,246 | 3,05 |
| 2 | Disregarding developing business idea because of risk of entrepreneurship | **,701** | ,216 | ,072 | -,091 | ,032 | 2,80 |
| 3 | Lack of identifying business opportunity | **,749** | ,075 | ,215 | ,005 | ,081 | 3,09 |
| 4 | Do not opportunity to focus on business idea that can be convert business plan | **,720** | ,147 | ,253 | ,067 | ,023 | 3,24 |
| 5 | Having less equipment to generate business idea | **,700** | ,073 | -,020 | -,028 | ,333 | 2,98 |
| 6 | Failure of defining potential problems as a business idea | **,816** | ,128 | ,080 | ,049 | ,078 | 3,07 |
| 7 | Thinking business idea has less entrepreneurial potential | **,666** | ,145 | ,133 | ,111 | -,223 | 2,96 |
| 8 | Concerning of realization of business idea, even if it can be created. | **,613** | ,287 | ,035 | ,230 | -,214 | 3,28 |
| 9 | Negative behavior of social environment to the people who generate innovative business idea | ,242 | **,682** | -,149 | ,137 | -,133 | 2,74 |
| 10 | Lack of liberalistic environment that is necessary for generating innovative business idea. | ,246 | **,696** | -,064 | ,316 | -,054 | 3,25 |
| 11 | Lack of family support for entrepreneurship | ,044 | **,679** | ,363 | -,124 | ,292 | 3,05 |
| 12 | Lack of social environment for entrepreneurship | ,120 | **,772** | ,180 | ,056 | ,075 | 3,23 |
| 13 | Family support for paid job instead of supporting business idea generation. | ,088 | **,621** | ,282 | -,204 | ,188 | 3,38 |
| 14 | Negative view through the inventors | ,130 | **,731** | ,085 | ,097 | ,065 | 2,79 |
| 15 | Lack of team members with different competence to realize business idea | ,193 | ,098 | **,671** | ,174 | ,059 | 3,52 |
| 16 | Lack of focus on generating business idea because of routine responsibilities | ,040 | ,054 | **,766** | ,175 | -,047 | 3,77 |
| 17 | Unwillingness to realize business idea due to lack of work experience | ,357 | ,133 | **,496** | ,133 | ,110 | 3,08 |
| 18 | No educational system support for business idea generation | ,053 | ,163 | ,328 | **,713** | ,107 | 3,98 |
| 19 | Disappearing creativity due to memorizing education system | -,006 | ,049 | ,110 | **,765** | ,219 | 4,23 |
| 20 | Lack of support mechanism to realize business idea | ,051 | ,128 | ,271 | ,126 | **,561** | 3,62 |
| 21 | Lack of investor contact to support entrepreneurs | ,084 | ,113 | ,015 | ,295 | **,722** | 3,68 |
| Exp var. | | 20,647 | 15,265 | 9,544 | 7,692 | 7,496 | |
| Cum ex. var | | 20,647 | 35,912 | 45,456 | 53,149 | 60,645 | |
| Alpha | | ,868 | ,830 | ,689 | ,646 | ,687 | |

Entrepreneurship Competence perception, other self-generated scale was also validated with EFA procedure and explained minimum 70% maximum 79% of variance in one dimension as proposed.

## 8. Findings

The main aim of the research is to analysed entrepreneurship obstacles of the group of people who have high tendency to entrepreneurship. For this purpose, the mean values of five different types of perceived entrepreneurship obstacle described in the study are shown in the Table 1 below. Accordingly, the lack of support mechanisms for realizing the business idea is defined as the highest obstacle. Participants generally have negative perception about support mechanism they need along the process of business idea generation. Second rank of obstacle is the education system inadequacy. In general, they define that the education system does not support business idea development and memorizing characteristic of the system is the most

important obstacle of business idea generation. The third obstacle related to the individual situation is defined in the study as the lack of focus on business idea generation due to lack of teammates, work experience and have other duties in the working life. The fourth group of obstacles related with negative social perception about entrepreneurship is higher than the average of all obstacle perceptions. Accordingly, the negative attitudes and behaviours of the society and family in developing new business ideas, and the lack of social support to the innovational activities constitute an important obstacle in the participants mind. Finally, the least important obstacle is the perceptions of lack of individual competence. The dimension is described in the study as lack of individual competence about business idea generation, the thoughts of less entrepreneurial value of their business idea, and pay less attention to generating business idea because of too risk involved.

As can be seen in this order, the participants generally regard the factor related to the lack of entrepreneurial environment as higher priority. On the other hand, individual factors such as lack of competence of idea generation or paying less attention to the business ideas appears less important than the environmental factors.

**Table 2:** Average Mean of Business Idea Generation Obstacles

| Rank | Dimension | Mean (max:5) |
|---|---|---|
| 1 | Institutional support obstacles | 4,08 |
| 2 | Education system obstacles | 3,64 |
| 3 | Individual condition obstacles | 3,44 |
| 4 | Society obstacles | 3,06 |
| 5 | Lack of individual competence | 3,05 |
| | MEAN | 3,45 |

In the study, the relationship between the obstacles to business idea generation, entrepreneurial potential, intention and level of individual innovation were examined. The result of correlation analysis is shown in the Table 3. According to this, individual innovation capacity (IIC), entrepreneurial intention (EI), entrepreneurial potential (EP) and individual competence for entrepreneurship (ICE) have strong correlation each other. Therefore, it can be said that the participant with higher innovation capacity, entrepreneurial intention and competence have higher entrepreneur potential. The detailed analysis of four variables was examined with regression analysis below. Although IIC, EI, ICE EP have high correlation with each other, obstacles of business idea generation (OBIG) has significant correlation with IIC only. Other variables (EI, EP and ICE) have no correlation with OBIG. Low negative correlation between innovation capacity and business idea obstacle, and no correlation with entrepreneurial intention, potential and competence is an evidence that business idea obstacles have no linear relationship with entrepreneurial variables. Hence cluster and difference analyses have been conducted to determine the groups in which OBIG different.

**Table 3:** Correlation Analysis of Idea Generation Obstacles and Other Variables

| | | Ent. Pot. | Innovation | Ent. Intention | Competence | Obstacles |
|---|---|---|---|---|---|---|
| Ent. Pot. | r | 1 | ,601** | ,513** | ,647** | ,071 |
| | Sig. | | ,000 | ,000 | ,000 | ,310 |
| | N | | 236 | 236 | 236 | 208 |
| Innovation | r | | 1 | ,334** | ,462** | **-,147*** |
| | Sig. | | | ,000 | ,000 | **,034** |
| | N | | | 236 | 236 | 208 |
| Ent. Intention | r | | | 1 | ,298** | -,030 |
| | Sig. | | | | ,000 | ,669 |
| | N | | | | 236 | 208 |
| Competence | r | | | | 1 | ,048 |
| | Sig. | | | | | ,491 |
| | N | | | | | 208 |
| Obstacles | r | | | | | 1 |

A two-step method has been used in cluster analysis based on OBIG. In the first stage, hierarchical cluster analysis was performed to determine the number of obstacle perceptions and it was determined that the obstacle groups would accumulate in three different groups in total. The groups emerging in the clustering analysis in the second phase are given in Table 4.

**Table 4:** Cluster Means and F Test Result for OBIG

| | | | | | | |
|---|---|---|---|---|---|---|
| | | OBIG | IIC | EP | EI | ICE |
| **Low** | Mean | 2,8657 | 78,3088 | 4,3290 | 4,0686 | 4,0331 |
| | N | 68 | 68 | 68 | 68 | 68 |
| **Medium** | Mean | 3,6071 | 76,2000 | 4,2333 | 3,5944 | 3,9750 |
| | N | 60 | 60 | 60 | 60 | 60 |
| **High** | Mean | 3,8538 | 72,6375 | 4,1250 | 3,8208 | 3,9313 |
| | N | 80 | 80 | 80 | 80 | 80 |
| Total | Mean | 3,4596 | 75,5192 | 4,2230 | 3,8365 | 3,9772 |
| | N | 208 | 208 | 208 | ***208*** | *208* |
| | F | **95,634** | **8,647** | **3,49** | ***5,622*** | *0,597* |
| | *sig* | ***0,001*** | ***0,001*** | ***0,032*** | ***0,004*** | *0,552* |

According to the table, the score of the respondents with the lowest obstacle perception of 68 participants was 2.86, while those at the middle level were 3.6 and those at the highest level were 3.85. And also, there was a significant difference between the scores of each group in the Scheffe test. The distribution of IIC of the participants differentiates in all three level of OBIG as expected. According to this, respondents who have low OBIG perception are higher IIC and the higher innovative capacity results in lower obstacle perception. Although there was no linear relationship between two variables as explain above, two significant group were identified by Scheffe test. According to test result, it can be argued that participant with medium and high level of IIC score has similar obstacle perception. A similar result emerged from the potential of entrepreneurship: the higher EP the lower OBIG.

In the Scheffe test, participants with moderate to high entrepreneurial potentials differ significantly from the low ones, and these two groups have statistically similar levels of obstacles and have a higher entrepreneurial potential than the higher obstacle perception group.

Respondents' entrepreneurial intentions also differ according to OBIG perceptions. The people with the lowest OBIG perception have higher entrepreneurial intention than other two group. Groups with moderate and high obstacle perceptions have lower intentions of entrepreneurship. In terms of entrepreneurship competence, no difference can be found between the perceptions of the obstacles. Although the increase in obstacle perception decreases the average scores of competences, there is no significant difference in terms of average scores. Therefore, participants at each level of obstacle identified themselves as having entrepreneurial competence at a similar level.

The impact of the level IIC on the OBIG was analysed by F test in the study. The analysis results are shown in Table 5. According to this, it can be said that the levels of general obstacle perceptions differ according to individual innovation levels. In terms of subgroups, a significant difference was found only in social and individual status compared to the level of innovation of the individual. There was no significant difference in terms of other obstacle dimensions.

When the mean distributions are examined, it is seen that these differences do not appear linearly. In other words, as mentioned above, the perceptions of the innovative levels of individuals and the obstacles of business ideas are not linear. Participants with an average level of innovation capacity had a higher degree of obstacle than others, whereas those with a lower and higher level of innovation had lower obstacle perceptions.

Furthermore, obstacle perception related with the individual competence, institutional support and education system does not make any significant difference on the level of innovation capacity of the respondents. On the other hand, the obstacle to individual condition and the society approach differs according to the level of innovation. According to the innovation levels in the table, it is observed that the lowest and highest innovative groups have lower obstacle perception than the average innovative groups. Hence, low and high innovative individuals have a same sense of OBIG. This interesting finding can be a subject of different study, but it can be argued that high-level innovative group may not pay attention to OBIG because of strong belief of overcoming these obstacles and low-level innovative group have the same level of OBIG because of low commitment of business idea generation.

In addition, strong correlation between IIC and EP ($r = 0{,}601$; $p = 0{,}001$) shows that increasing the level of IIC positively affects the entrepreneurial intention of the respondent and also, this strong correlation strengthen the finding of why different level of innovative group perceived the same level of OBIG. Therefore, the low levels of innovation and entrepreneurial intentions also reduce the perception of obstacles to business idea development. The finding that obstacle perception does not have linear pattern with respect to entrepreneurship explain the result of low or no correlation between the level of individual innovation, entrepreneurial potential, entrepreneurial intention and competence perception, which are other parameters examined in the study, will be weak. As a matter of fact, no significant correlation was found in the correlation analysis with these four variables.

**Table 5:** F test for Innovation Level Group

| | | | Innovation Group Mean | | | | |
|---|---|---|---|---|---|---|---|
| Obstacles | F | Sig. | 2 | 3 | 4 | 5 | Mean |
| Mean | **2,693** | **0,047** | 3,18 | 3,68 | 3,46 | 3,36 | 3,45 |
| Ind.Competence | 2,107 | 0,101 | 2,89 | 3,37 | 3,00 | 2,96 | 3,05 |
| Social Obstacles | **3,339** | **0,020** | 2,97 | 3,48 | 3,04 | 2,89 | 3,06 |
| Situational Obstacles | **2,844** | **0,039** | 3,22 | 3,75 | 3,48 | 3,27 | 3,44 |
| Education Obstacles | 0,316 | 0,814 | 3,41 | 3,75 | 3,63 | 3,62 | 3,64 |
| Support Obstacles | 1,175 | 0,320 | 3,41 | 4,04 | 4,15 | 4,06 | 4,08 |
| EP | **32,043** | **0,001** | 3,10 | 3,89 | 4,18 | 4,48 | 4,20 |
| EI | **7,735** | **0,001** | 3,11 | 3,47 | 3,77 | 4,08 | 3,80 |
| ICE | **14,671** | **0,001** | 3,00 | 3,76 | 3,88 | 4,22 | 3,95 |
| Number | | | 6 | 46 | 102 | 82 | 236 |

Regression analysis was performed to determine the relationships among these four variables in more detail. In order for the regression analysis to be applied, it is also necessary to question the existence of certain conditions. In this context, normality and multi-collinearity analyzes of the variables to be used in the model have been made and it has been determined that there are no problems. In the model, EP is the dependent variable and the other three variables are IIC, EI and ICE as independent variables. The analysis findings are summarized in Table 6. According to table, IIC, EI and ICE explain entrepreneurial potential of participants as high as 58%. While ICE identifies entrepreneurial potential at higher levels, IIC and EI explain entrepreneurial potential at comparable levels. Because of the high deterministic nature of these three variables, it can be concluded that it is meaningful to emphasize the competence, intention and innovativeness of entrepreneurship programs.

**Table 6:** Regression Analysis Results for Entrepreneurial Potential

| | β | **t** |
|---|---|---|
| Constant | 1,245 | 7,554* |
| Individual Competence | ,395 | 9,893* |
| Individual Innovation | ,169 | 5,621* |
| Entrepreneurship Intention | ,186 | 6,571* |
| R=,766 R2=,587; St. Error=,330; F= 110,26*;p=,001 | | |
| *p<,001 | | |

## 9. Conclusions and Implications

Entrepreneurship has growing attention in the today's world and enormous impacts for the society. Important goals of entrepreneurship training programs are to help individuals distinguish between good business opportunities and weak business ideas and to provide guidance with start-up process. An understanding of business start-up obstacles can enable business providers and educators to establish entrepreneurship programs that prepare successful business launch. But nevertheless, the obstacles of developing business ideas for start-ups has not been paid attention by scholar, although there were many research about obstacles of

entrepreneurship intention and owner of business. In this rationale, the paper focuses on obstacle of developing business ideas, which is the first phase of business launch.

In the research, the obstacles were divided into 5 categories namely social, individual, institutional support, educational and creation of business idea. Even though the sample of the research consisted people, who got extensive entrepreneur education had relatively higher obstacle score. Therefore, poor social view to entrepreneurship carrier and institutional support system should be reconsidered and redesigned according to candidate entrepreneurship needs. Education system has the highest obstacle perception in five categories. Although it is necessary to conduct more extensive researches, the education focusing on memorizing and unrelated lessons and contents creates important obstacle for the students.

The one of the main finding of the paper is that there is no direct relationship between obstacles and innovation, entrepreneurship intention and competence perception. Interestingly, this nonlinear correlation between variables stated a very distinguish point. Although the perception of obstacles has no relationship, there are some insights. For example, the individual who has low intention to entrepreneur has lowest obstacle perception because of irrelevant paradigm of entrepreneurship. The other low innovative group has the highest obstacle perception. The highest innovative group who is the highest entrepreneurship potential has low obstacle perception in all dimensions. Therefore, we can assume that highest and lowest entrepreneurship potential result in low obstacle perception. For this reason, the people who have low obstacle perception do not show the potential alone. The obstacle perception can be highest within the people who have moderate intention and potential for being entrepreneurship. Furthermore, individual competence, innovation capacity and entrepreneurship intention variables are useful to calculate individual entrepreneurship potential and they can be used by the institution and incubation centers to select entrepreneurship candidate.

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# GENİŞ ÖZET

## Yenilikçi İş Fikri Geliştirme Engelleri: Girişimcilik Eğitimi Alan Öğrenciler Üzerine Bir Araştırma

Girişimcilik süreci içinde çeşitli aşamaları barındıran çoğu zaman da zorlu bir süreçtir. Bu sürecin en temel adımlarından biri de yenilikçi bir iş fikri geliştirmektir. Girişimcilik literatüründe girişimcilik engelleri konusunda çok sayıda araştırma bulunmasına karşın, iş fikri geliştirme konusunda bireylerin yaşadığı engeller konusunda çalışmaların çok az sayıda olduğu görülmektedir. Girişimcilik sürecinin en başında yer alan fikir geliştirme aşamasındaki engellerin anlaşılması, nitelikli girişimlerin kurulması açısından önemli olduğu gibi bu alanda kariyer yapmayı düşünen genç nüfusun doğru bir şekilde yönlendirilmesi açısından da anlamlı olacaktır. Bu kapsamda çalışmanın amacı, girişimcilik sürecinin başında bulunan bireylerin yenilikçi iş fikri geliştirmelerinin önündeki engeller konusundaki algılarını belirlemek ve bu engellerin girişimcilik potansiyeli, niyeti, yetkinliği ve yenilikçilik düzeyi arasındaki ilişkileri ortaya koymaktır.

Bu amaçla, Dokuz Eylül Üniversite'si bünyesinde kurulan Dokuz Eylül Girişimcilik Akademisi'nden yoğun bir girişimcilik eğitimi alarak mezun olan bireyler çalışmanın ana kitlesini oluşturmaktadır. Bu ana kitleye yönelik olarak anket formu düzenlenmiştir. Anket formunda, iş fikri geliştirme engelleri 24, bireysel yenilikçilik düzeyi 20, girişimcilik potansiyeli 8, girişimcilik yetkinliği 4 ve girişimcilik niyeti ise 3 soru ile ölçümlenmiştir. Bunun yanında bireylerin sosyo-demografik özelliklerine ilişkin sorular bulunmaktadır. İş fikri geliştirme engelleri, bu konudaki literatür eksikliği nedeniyle girişimcilik engellerine yönelik literatür ve yazarların tecrübelerine dayalı olarak oluşturulmuş ve geliştirilen bu ölçeğin ve kullanılan diğer ölçeklerin açımlayıcı ve doğrulayıcı faktör analizleri ile ölçeğin geçerliliği çalışmada raporlanmıştır. 2016 yılında gerçekleştirilen alan araştırmasında 320 mezuna düzenlenen anket formu gönderilmiş ve alınan 235 yanıt dikkate alınarak çalışma gerçekleştirilmiştir.

Yapılan analizlerde, girişimcilik engelleri beş boyut altında toplandığı görülmüştür. Buna göre bireylerin iş fikri geliştirme konusundaki engel algılarının boyutları sırasıyla 1-kurumsal destek mekanizmalarının eksikliği, 2-eğitim sistemine yönelik engeller, 3-bireysel durumdan kaynaklanan engeller, 4-toplumsal engeller ve 5-bireysel yeteneklerin yetersizliğinden kaynaklanan engeller şeklinde sıralanmaktadır. Bu sıralamada bireylerin engel algılarını genellikle dışsallaştırdığı ve kurumsal destek veya eğitim sistemi gibi bireyin dışındaki konuların daha önemli görüldüğü saptanmıştır. Bu dışsallaştırma eğilimi bireylerin sorunu kendileri dışında kalan başka bir yöne yönlendirme eğiliminde oldukları şeklinde de yorumlanabilir. Nitekim yapılan açımlayıcı faktör analizinde bireysel yetenek eksikliği boyutu en önemli boyut olarak ortaya çıktığı halde, ortalama değerinin beş boyut içinde en düşük olması bu yorumu doğrular niteliktedir.

Bunun dışında çalışmanın çarpıcı bulgularından bir diğeri de iş fikri engel algılarının, çalışmada incelenen dört değişken ile ilişkilerine yöneliktir. Yapılan ilişki analizlerinde engel algısı boyutlarına ilişkin çarpıcı bir doğrusal ilişki saptanamamıştır. Sadece bireylerin yenilikçilik düzeyleri ile engel algısı arasında negatif yönlü bir ilişki olduğu görülmüştür. Buna göre bireylerin yenilikçilik düzeyleri yükseldikçe, iş fikri engel algısının düştüğü ileri sürülebilir. Kümeleme analizi sonuçlarına göre, girişimcilik niyeti düşük bireylerin engel algılarının da düşük olduğu görülmüştür. Dolayısıyla girişimcilik niyetinin düşük olması durumunda, bireyin engeller konusundaki algısı veya bu konuya verdiği önem de düşmektedir. Ayrıca girişimcilik potansiyeli yüksek ve düşük olan gruplarda engel algısının da düşük olduğu, bu nedenle de potansiyelin tek başına belirleyici olmadığı sonucuna varılmıştır. Bireylerin engel algısı, orta düzeyde girişimcilik niyeti ve girişimcilik potansiyeli olması durumunda en yüksek seviyeye ulaşmaktadır. Son olarak ise yapılan regresyon analizinde, girişimcilik niyeti, bireysel yenilikçilik ve yetkinlik boyutlarının, girişimcilik potansiyelini önemli oranda belirlediği saptanmıştır. Bu bulgu girişimcilik programlarına ve kuluçka merkezlerine katılımcı seçiminde yararlı olabilecektir.

Bu bulgu ve değerlendirmeler doğrultusunda çalışma, iş fikri geliştirme engellerinin hangi boyutlarda toplandığı ve bunların göreli önem düzeylerinin ne şekilde gerçekleştiği konusunda literatüre önemli bir katkı yapmaktadır. Ayrıca bu engellerin yenilikçilik, girişimcilik niyet, yetenek ve potansiyeli arasındaki doğrusal olmayan ilişkilerin anlaşılması bakımından da akademisyen ve uygulayıcıların dikkate alması gereken sonuçları ortaya koymaktadır.