
PORTRAITS OF HOSPITALITY ENTREPRENEURS: TOWARDS THE CRAFTING OF AN INSTRUCTIONAL, EDUCATIONAL AND COMMUNICATION MATERIAL (IEC)

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ABSTRACT

This study aims to explore the personal and business profiles, motivations, challenges, business prospects, and learning lessons of entrepreneurs in Nueva Vizcaya who graduated from the Bachelor of Science in Hospitality Management (BSHM) and Bachelor of Science in Hotel and Restaurant Management (BSHRM) programs. The purpose is to document their entrepreneurial experiences and develop an Information, Education, and Communication (IEC) material for aspiring entrepreneurs. Using a qualitative approach, the study employed interviews and observations to gather data, with purposive sampling for participant selection. Thematic analysis was used to present the findings. The results showed that participants were primarily in the age range of 23 to 37 years, with businesses primarily in food and beverage services, retail, and other service sectors. Motivations for starting their businesses included a desire for financial independence, personal growth, and a passion for hospitality. They faced challenges such as insufficient capital, hiring difficulties, and market competition. However, they expressed strong prospects for business growth, particularly through diversification and expansion. The results highlight the importance of financial literacy, resilience, and customer engagement in overcoming challenges and sustaining business operations. The study concluded that aspiring entrepreneurs would benefit from enhanced support in financial management, risk-taking, and strategic planning to improve the likelihood of business success and sustainability.

Keywords: Business prospects, entrepreneurs, learning lessons, motivations, problems

INTRODUCTION

Rationale

The School of Accountancy and Business is envisioned to prepare its students for careers as accountants, business professionals, and entrepreneurs who will serve as catalysts in the sustainable development of local, national and global business communities. It aims to produce a graduate who will contribute to the total development and sustainability of the social and economic development of a community and to give themselves to meaningful and efficient participation in the national and international sustainable development goals. In addition, two goals that the Bachelor of Science in Hospitality Management program aims to achieve among the graduates are (1) they are able to set up a business, and (2) they can manage and operate a business (CHED Memo No. 18, 2017). Iuliana et al. (2016) adds that the tourism and hospitality industry is a complex sector, a distinct field of activity, and a component of economic and social life that provides numerous opportunities for small business development while also being capital intensive and competitive. The authors further emphasize that integrating tourism and hospitality with entrepreneurship fosters regional economic development. This combination focuses on establishing sustainable businesses by enhancing the capacity and willingness of enterprises to develop, organize operations, and effectively manage the balance between risk and profit.

Today, with our society's rapid development, entrepreneurship has emerged as one of the most dynamic economic forces. It is a critical component of all countries' growth and development prospects, particularly in terms of the economy. A nation, no matter how rich in material resources, cannot prosper unless its resources are put to productive use, and for this purpose, energetic entrepreneurs who can contribute effectively to national prosperity are

needed (Kanchana et al., 2013). To promote and develop entrepreneurship, it is important to mold individuals into a job provider rather than a job seeker.

As a creative activity, entrepreneurship is the art of starting a business, which is typically a start-up company that offers a unique product, process, or service. In this scenario, the entrepreneur who perceives everything as a chance becomes successful (Swathy & Benazyr, 2014). Moreover, according to EHL Insights, in order to position a business for a strong future, the right combination of hard and soft skills is required. In relation to this study, the article adds that hospitality management provides aspiring entrepreneurs with a unique opportunity to combine practical and theoretical education, grooming the individual for entrepreneurial success by strengthening essential skills.

Several studies have been undertaken on the motivations, obstacles, and prospects of entrepreneurs, particularly women entrepreneurs. However, no research has been conducted on college graduates from the hospitality management degree who went on to start their own firms.

As such, the researchers conducted this study to learn about and discuss how these hospitality management graduates became entrepreneurs, with the hope that it will inspire hospitality management students, as well as other business students and aspiring entrepreneurs, to pursue similar goals. Achieving this will assist to address Sustainable Development Goal (SDG) 1 No Poverty, which aims to eradicate poverty in all of its manifestations, as well as SDG 8 Decent Work and Economic Growth, which encourages sustained, inclusive, and sustainable economic growth, full and productive employment, and decent work for everyone.

The output of the study is to produce an instructional material that can be utilized to stimulate young people's entrepreneurial enthusiasm and talent as well as to create new models and resources in the field of entrepreneurship education. As it creates connections between entrepreneurship education institutions and the actual entrepreneurial world, it also serves as support for entrepreneurship from educators and teachers, which in turn encourages young people to pursue careers in entrepreneurship.

Statement of Objectives

This study primarily sought to document the entrepreneurs in Nueva Vizcaya who were graduates of BSHM and BSHRM programs and to develop an information, education, and communication (IEC) material (catalog) featuring their experiences in entrepreneurship. The study was conducted during the first semester of the academic year 2024–2025.

Specifically, this research aims to:

1. Describe the characteristics of the informants in Nueva Vizcaya based on their profile, including:
 - 1.1. Age;
 - 1.2. Highest Educational Attainment;
 - 1.3. Year of Graduation;
 - 1.4. Relevant Training Attended; and
 - 1.5. Awards or Recognitions Received (if any)
 2. Determine the business profile of the informants in terms of the following variables:
 - 2.1. Kind of Business, and
 - 2.2. Sources of Funds
 3. Determine and analyze the motivational factors that influenced the informants to venture into business
 4. Identify and discuss the problems and challenges they encountered while running their businesses
 5. Identify business prospects from the point of view of the informants
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6. Identify the learning lessons that the entrepreneurs encountered
7. Develop an information, education, and communication (IEC) material on entrepreneurship management.

METHODOLOGY

The study utilized a descriptive-qualitative research design. The study was conducted within the province of Nueva Vizcaya, specifically in the municipalities of Bayombong, Solano, and Villaverde. The participants were graduates of the Bachelor of Science in Hotel Management (BSHM) and Bachelor of Science in Hotel and Restaurant Management (BSHRM) programs who were currently entrepreneurs. The participants were selected using a purposive sampling method. A total of five (5) participants were included. The primary research instrument used in this study was a prepared interview guide. The instrument underwent content validation by the research coordinator and a panel of evaluators to ensure its reliability and relevance. Data were analyzed to identify recurring themes related to sustainable practices, challenges, and recommendations. This involved categorizing responses into themes and sub-themes to address the research objectives effectively.

RESULTS AND DISCUSSION

Section 1. The Personal and Business Profile of Informants

Table 1. Personal Profile of the Participants

Participant	Age	Highest Educational Attainment	Year Graduated	Relevant Trainings/Seminars Attended	Awards/Recognitions Received
P1	Not Provided	BSHTM Major in Hotel and Restaurant Management	2010	Not Provided	Not provided
P2	37	BSHTM Major in Hotel and Restaurant Management	2015	Attended seminars on Agri-tourism	Not provided
P3	23	Bachelor of Science in Hospitality Management	July 2024	Attended seminars offered by the school	Not provided
P4	26	Bachelor of Science in Hospitality Management	Not Provided	Not Provided	Not provided
P5	31	Bachelor of Science in Hospitality Management	Not Provided	Not Provided	Not Provided

Participants range from 23 to 37 years old, with varying educational attainments. They also engaged in relevant training and seminars that shape their business practices: None of the participants reported receiving any awards or recognitions.

Section 2. Business Profile of Participants

Table 2. Business Profile of the Participants

Participants	Kinds of Business	Source of Funds
P1	Variety Store and vegetable supply	Earnings from training and job in Singapore; started business after returning to the Philippines
P2	Farming (rice, corn, and tilapia)	Previous income; managed by parents
P3	Café and restaurant	Not Provided
P4	Coffee shop	Salary from previous employment
P5	Coffee Shop	Savings and Partnership with a relative

The participants engage in a variety of business ventures that reflect a mix of agricultural and hospitality-related enterprises. The variety of business types operated by the participants highlights the diverse opportunities within the agricultural and hospitality sectors. The participants also utilize various funding sources to start their businesses underscoring the importance of financial stability before transitioning into entrepreneurship.

Section 3. Motivational Factors for Venturing into Business

Table 3. Motivational Factors for Venturing into Business

Theme	Sub-theme	Participant(s)	Key Responses
Goal Orientation	Setting Personal Goals	P1	"I aimed to graduate within five years, get a job, and have my own business by 30."
	Achievement Milestones	P1	"Every year, I should achieve a goal."
Career Transition	Escape from Unfavorable Work Conditions	P2	"I couldn't handle the pressure of work... I got sick, came here, and then started farming."
	Passion for Industry	P5	"It is my hobby to do different baked products which I really intended to make it a business."
Family Influence	Encouragement from Family	P3	"My mother was my influence."
	Joint Business Decisions	P5	"Our business was a sudden decision together with my husband."
Innate Entrepreneurial Mindset	Natural Desire for Business	P4	"As a management student, it was an innate mindset of dreaming about having a business one day."
	Dream of Wealth	P4	"The idea of owning and getting rich was the biggest motivation for us."
Experience and Learning	Gaining Practical Experience	P1	"I worked in fast food to gain experience."

3.1 Goal Orientation

Goal orientation is identified as a key driver of entrepreneurial success. Individuals who set clear, challenging objectives tend to achieve more in their business endeavors. Locke and Latham's (2002) goal-setting theory emphasizes the importance of specific and challenging goals in enhancing motivation and performance. Entrepreneurs who are goal-oriented often demonstrate proactivity and long-term planning (Kyndt & Baert, 2019). Participant P1's emphasis on annual milestones aligns with Locke and Latham's (2002) framework, illustrating the structured approach often associated with successful entrepreneurship. Research further

suggests that setting and achieving specific goals correlate with higher entrepreneurial performance (Shane et al., 2020), providing a strong foundation for business success.

3.2 Career Transition

Career transitions into entrepreneurship are often driven by dissatisfaction with previous jobs or the desire for greater control over one's career. Nikolaev et al. (2019) found that dissatisfaction with traditional employment significantly predicts entrepreneurial intent, particularly when personal well-being is compromised. P2's decision to shift to farming in response to health concerns is consistent with Nikolaev et al.'s (2019) findings. Meanwhile, P5's passion for baking underscored intrinsic motivation, supported by studies such as Cardon et al. (2020), which highlights that passion-driven entrepreneurs often derive higher satisfaction from their ventures, leading to sustained commitment.

3.3 Family Influence

Family support is another well-documented factor in entrepreneurial decision-making. Hopp et al. (2018) emphasize that familial encouragement and support significantly impacts entrepreneurial intentions, providing emotional and financial resources that mitigate the risks of starting a business. The role of family influence, as described by participants such as P3 and P5, aligns with Hopp et al.'s (2018) findings. P3's mother's encouragement and P5's collaboration with their spouse exemplifies how familial support boosts confidence and facilitates entrepreneurial decision-making. This collaborative approach, as noted by Hechavarría and Ingram (2019), fosters resilience and enhances decision-making in business contexts.

3.4 Innate Entrepreneurial Mindset

The concept of an innate entrepreneurial mindset is often tied to personality traits and educational backgrounds that foster an entrepreneurial outlook. Zhao et al. (2010) identified traits like openness to experience and self-efficacy as key predictors of entrepreneurial intentions, with educational experiences nurturing these attributes. P4's comments about their management education fostering entrepreneurial dreams reflect Zhao et al.'s (2010) findings. This suggests that formal education, particularly in management or business fields, cultivates an entrepreneurial mindset, enhancing self-efficacy and the drive for wealth creation (Kyndt & Baert, 2019).

3.5 Experience and Learning

Practical experience is a critical element in the entrepreneurial process, providing individuals with the skills and knowledge necessary to navigate the challenges of running a business. Cooper et al. (2018) emphasized the importance of hands-on experience and continuous learning in entrepreneurial success. P1's fast-food work experience and P2's participation in agri-tourism seminars underscores the role of experiential learning in shaping entrepreneurial paths. These findings are consistent with Cooper et al. (2018), who argue that hands-on experience not only enhances business acumen but also builds the resilience needed to succeed in competitive industries. The commitment to continuous learning, as seen in P2's seminar attendance, is vital for adapting to changing market conditions and improving business operations (Liguori et al., 2020).

Section 4. Problems and Challenges Encountered in Starting and Running a Business

Table 4. Problems and Challenges Encountered in Starting and Running a Business

Theme	Sub-theme	Participant(s)	Key Responses
Financial Challenges	Cash Flow Issues	P1	"Currently, we're facing delays in payments... it's affecting our ability to reinvest."
	Tax and Financial Management	P2	"One is financial management and tax computations."
	Pricing Concerns	P5	"Some of our customers said that prices are too high; we are using a little bit expensive ingredient."
Operational Challenges	Staffing Shortages	P3	"We were lacking staff and didn't know how to start or where to get supplies."
	Day-to-Day Operations	P3	"In day-to-day operations, we do mise en place in the morning, preparing what we need."
	Employee Training	P2	"Sometimes when you teach them to prepare the dishes you want, they don't know how."
Market and Competition	Competition	P5	"Competition is a part of business, but so far, we have not heavily engaged in dramatic competition."
	Market Demand	P2	"In catering, there are often shortages; for example, there are missing ingredients needed and manpower because few know how to cook what you want."
Supplier and Product Issues	Supply Chain Delays	P5	"Some of our raw materials are from Manila and Baguio... if the stocks did not arrive on time."

	Product Quality	P3	"Recently, we bought mozzarella bars, but the problem was that they were spoiled."
Regulatory Compliance	Licensing and Permits	P4	"Submitting and complying with different requirements set by the municipality... is part of the heinous process."
	Tax Compliance	P4	"Paying taxes and ensuring we comply with business regulations is important."
Management Challenges	Employee Management	P3	"In managing employees, finding the right position for them is challenging because sometimes they aren't available."
	Customer Service	P3	"Maintaining quick service is challenging because customers always expect fast service."
Learning from Mistakes	Entrepreneurial Mistakes	P5	"My biggest mistake as an entrepreneur is to create a partnership with a relative and also in starting big."
	Lessons Learned	P2	"That's a learning experience, so next time, you know your expenses and how to manage fertilizer and labor costs."

Entrepreneurs face numerous challenges when starting and running a business, ranging from financial issues to operational hurdles. Understanding these challenges is crucial for developing strategies to overcome them. The findings of this study revealed several key problems encountered by the participants. Financial challenges include cash flow issues, tax management, and pricing concerns; operational challenges involve staffing shortages and training difficulties; market and competition factors highlight challenges related to competition and market demand; supplier and product issues encompass supply chain delays and product

quality concerns; and regulatory compliance reflects the complexities of licensing and tax obligations. Additionally, management challenges, such as employee management and meeting customer service expectations, along with learning from mistakes, underscore the ongoing journey of entrepreneurship.

Section 5. Business Prospects of the Participants

Table 5. Business Prospects of the Participants

Theme	Subtheme	Participant(s)	Key Responses
Vision for Business Growth	Future Branch Expansion	P2	"In 5 to 10 years, we hope to grow and open other branches."
		P3	"For now, I will stay here until I save up, and I want to grow our business."
Diversification of Offerings	Expanding Services	P2	"The farm should be intensified. You shouldn't just rely on cropping or tilapia culture." "I will develop it into a farm and resort."
Uncertainty about the Future	Predictability Concerns	P4	"The future is unpredictable, and sharing things like how we see our business 5 or 10 years from now might jinx our vision."
Customer Commitment	Meeting Customer Needs	P4	"We just hope to still be in the business for as long as it should be and provide the needs of our customers."

The prospects for business growth and development are essential for entrepreneurs as they navigate the complexities of the market. This section highlights several key themes regarding business prospects: participants envisioned business growth through branch expansion, diversification of offerings, and customer commitment. However, uncertainty about the future remains a common concern, with many participants expressing predictability concerns about their long-term goals.

Section 6. Learnings that the Entrepreneurs Encountered

Table 6. Learnings that the Entrepreneurs Encountered

Theme	Subtheme	Participant(s)	Key Responses
Key Learning Lessons	Importance of Productivity	P3	"My learnings as an entrepreneur include being productive every day, which is essential in running a business."
	Enjoying the Journey	P4	"The lesson I learned since we started is that we should just enjoy what we are doing."
Advice for Aspiring Entrepreneurs	Financial Management	P2	"You need to be consistent and knowledgeable in financial management."
	Thorough Understanding	P2	"They should study their business thoroughly."
	Risk-Taking	P4	"For aspiring entrepreneurs, embody being a risk-taker."
Self-Reflection	Perseverance	P5	"Do not give up too early; continue to improve and find solutions to all the problems that you will face in this venture."
	Determined Mindset	P2	"You should have a determined mindset."
	Working Harder	P3	"If I could go back to when we started, I would work harder and be more determined in the business."
	Preparation	P4	"If I could give myself any advice when I first started, it would be to prepare and be ready."

The journey of entrepreneurship is difficult with lessons learned through experience. This section reveals critical insights from entrepreneurs regarding their key learnings, advice for aspiring entrepreneurs, and self-reflections. Participants emphasized the importance of productivity, enjoying the entrepreneurial journey, and a determined mindset while highlighting the necessity of financial management, thorough business understanding, and perseverance in overcoming challenges.

Section 7. Information, Education, and Communication Material (IEC) in Entrepreneurship Management

The Information, Education, and Communication (IEC) material developed from the study aims to document and celebrate the experiences of entrepreneurs in Nueva Vizcaya who had graduated with a Bachelor of Science in Hospitality Management (BSHM) and a Bachelor of Science in Hotel and Restaurant Management (BSHRM). The content includes detailed profiles of selected entrepreneurs, showcasing their personal and business backgrounds, motivations for starting their ventures, and the types of businesses they operated. This emphasizes the diversity of the local business landscape, highlighting various sectors such as food and beverage services, retail, and other service industries.

The IEC material discusses the various difficulties that entrepreneurs faced and how they managed to overcome these challenges. It highlights problems such as insufficient funds, struggles with hiring the right staff, and tough competition in the market. By sharing real-life stories and lessons learned from these entrepreneurs, the material aims to provide helpful advice to those considering starting their own businesses and to encourage support for local companies. It also encourages them to look ahead for future business opportunities, promoting the idea that entrepreneurship is a viable career choice and could help strengthen the local economy.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

1. The participants in this study were entrepreneurs in Nueva Vizcaya who had graduated with a Bachelor of Science in Hospitality Management (BSHM) and Bachelor of Science in Hotel and Restaurant Management (BSHRM). The participants, aged between 23 and 37 years, represent a diverse entrepreneurial landscape. Their businesses span various sectors, including food and beverage services, retail, and other service industries. These entrepreneurs have diverse personal and business profiles, with some having prior work experience in their field, while others entered entrepreneurship directly after graduation. Their businesses range from small family-owned establishments to larger, more diversified operations.
2. The motivational factors for venturing into business were primarily driven by the participants' desire for financial independence and personal fulfillment. Many entrepreneurs expressed a deep passion for the hospitality industry and a strong desire to contribute to the economic growth of their community. They viewed entrepreneurship as a way to create jobs, improve their financial situation, and enhance their quality of life. Additionally, the desire for independence and the opportunity to be their own boss were significant motivating factors for these individuals.
3. Participants encountered several challenges in starting and running their businesses. Financial difficulties were the most prevalent, with cash flow issues, tax management problems, and concerns about pricing strategies being the most commonly cited challenges. Operational difficulties, such as staffing shortages and issues with employee training, also posed significant obstacles. Many participants struggled to find qualified staff, particularly in the hospitality and service sectors. Market competition and

fluctuating demand for their products and services further complicated their operations. Supplier and product quality issues also affected business performance, with delays and inconsistencies impacting their ability to meet customer expectations. Moreover, navigating regulatory compliance, including complex licensing and tax obligations, was another challenge reported by some entrepreneurs.

4. Despite these difficulties, the participants expressed optimism about the prospects for their businesses. Many saw opportunities for expansion and growth through diversification. Some participants were planning to enhance their offerings or expand into new markets to meet changing customer needs. They recognized that adaptability and diversification were critical to sustaining business success in the face of external challenges, such as market demand shifts and economic fluctuations.
5. The participants shared valuable learning lessons from their entrepreneurial experiences. They emphasized the importance of resilience, determination, and continuous self-reflection in overcoming obstacles. Many entrepreneurs noted that thorough preparation and proactive planning were key strategies for navigating uncertainty and managing risks effectively. Financial literacy and the ability to make informed decisions were crucial for maintaining smooth operations, as was developing strong customer relationships. Entrepreneurs underscored the significance of customer satisfaction, understanding that it directly impacted loyalty and repeat business. Finally, the participants highlighted the importance of adaptability, learning from both successes and failures, and staying open to feedback in order to drive continuous improvement and business growth.
6. In conclusion, this study offers valuable insights into the entrepreneurial experiences of individuals in Nueva Vizcaya, emphasizing the critical roles of financial management, resilience, customer-focused strategies, and adaptability in overcoming challenges. The findings underscore that preparation, ongoing learning, and strategic planning are essential for achieving sustainable business success. The study also highlights the significant impact of a proactive, diversified approach in navigating both opportunities and challenges in the entrepreneurial landscape

Recommendations

For the BSHM and BSHRM Students. Students should actively engage in entrepreneurship by participating in local business projects or competitions to gain practical experience. It is also recommended that students seek internships with local entrepreneurs to better understand the challenges of running a business. Increasing financial literacy and business management skills through student-led workshops can be beneficial for students planning to start their own ventures in the future.

For Saint Mary's University (SMU). SMU should create a mentorship program that connects successful alumni entrepreneurs with current students. This would provide students with direct guidance and valuable insights from experienced entrepreneurs. Additionally, the university could offer more networking opportunities and business collaboration platforms to help students connect with industry professionals and potential partners.

For the Faculty of Accountancy and Business. The faculty should focus on providing more real-world entrepreneurial case studies and facilitate collaborations with local businesses for students to solve practical challenges. Encouraging students to participate in business incubators and promoting entrepreneurship initiatives within the local community can help students apply their classroom learning in real-world settings.

For Future Researchers. Future researchers should explore how alumni entrepreneurs manage and overcome challenges in their businesses over time. Research into the effectiveness of mentorship programs and entrepreneurial training on long-term business success would be valuable. Additionally, studies focusing on the impact of digital tools and e-commerce on small

businesses would provide insights into how entrepreneurs can leverage technology to grow their ventures.

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