

Factors that influence the success of women entrepreneur in China: a survey of women entrepreneurs in Beijing

Zhouqiaoqin, Xie ying ying, Zhang Lu , Suresh Kumah
 Research Methodology President University Bekasi-West Jawa Indonesia

Abstract: *This article discussion about the facts that influence the success of women entrepreneurs in china. We do a survey of women entrepreneurs who have their own business in Beijing. This research used quantitative research methodology. We through IBM SPSS Statistics 20 to test the validity of questionnaire. From the results, we get that human capital, women characteristics, and motivation has a significant influence in the success of women entrepreneurs; family background has a less significant influence in the success of women entrepreneurs.*

I. Introduction

Nowadays, the women entrepreneurs in China almost 25% of the total, of which 60% are successful entrepreneurs in recent 10 years, the largest number of women entrepreneurs is from 40 to 45 years (Huang & Pen, 2012). This data caused our attention a raised our interest to observe in our mind.

As we know, long long times ago, the responsibilities of Chinese women were taken care of her husband and children. Women did not have the right to study and open business. (Niu, 2011). After the People's Republic of China founded in 1949, Chinese women began to appear in the workplace. China also has some regulations and laws providing protection in the workplace for women (Huang, 2011). After 1996, female entrepreneur has developed rapidly; more than 60% of female entrepreneurs were appeared after 1996; age structure of Chinese women entrepreneurs are reasonable, age of women entrepreneurs between 30-50 almost 80%; the education level of women entrepreneurs slightly higher than the male entrepreneurs. The male entrepreneurs that graduated from junior college or above accounted for about 53.3% of the total number of male entrepreneurs; with the same education of women entrepreneurs accounted for about 55.8% of the total number of women entrepreneurs; female worker under the leadership of women entrepreneurs is close to 60% of enterprise, it will be alleviate the employment pressure women (Zhang, 2012).

After China accession to WTO, the adjustment of industrial structure provide more opportunities for women entrepreneurs to success, but in the context of economic globalization, the financial crisis will inevitably affect Chinese economic development and enterprise operation, it makes the women entrepreneurs enterprises have encountered unprecedented challenges (Li, 2009).

Since the 70 years 20th century, in the business world, the female entrepreneurship has become a new trend in female employment, while in China, more and more women entrepreneurs start their own businesses and active in business word in recent years, the external factors to promote women into entrepreneurship field is evident. (Zhang, 2010)

In 21 century, the ability that women entrepreneurs need not only professional acknowledge, they also need the other abilities like: creation; positive and active thinking; right and deeply view; innovation, energy, etc. (You, 2012). And also, for the entrepreneurs, they also should pay attention to their customers, like what's the customer's preference, what is the customer's purchase intention, etc. Someone says that "customer is god", that is why the entrepreneurs should focus on their customers.

With the changes of period and the advance of the society, the women already got the high status in china. Even though there are still have some place unfair for female and male, as before we say that the women entrepreneurs in China almost 25% of the total, we want to find out what factors make them to be entrepreneurs.

II. Literature Review

2.1 Definition of women entrepreneurship

KamalSingh (2007)	A woman entrepreneur can be defined as a confident, innovative and creative woman capable of achieving self economic independence individually or in collaboration, generates employment opportunities for others through initiating, establishing and running the enterprise by keeping pace with her personal, family and social life.
Vinod (2011)	woman or a group of women who initiate, organize and run a business enterprise
Government of India	Women entrepreneurs based on women participation in equity and employment of a business enterprise.

2.2 Family background

Marriage or parental obligations may have an effect on women's decision to become an entrepreneur. For those married entrepreneurs they have less time left on their business. Because the married women entrepreneurs, they are face more problems in balancing their work and family, Family and household ties leaves women with less time left to spend on the growth and expansion on their business. In general, Work-family conflicts are experienced more by female entrepreneurs than male entrepreneurs(Chotkan, 2009).

The relationship between women entrepreneurs and family background:

Family's emotional or instrumental supports are one of the crucial success factors for women entrepreneurs (Huck & McEwen, 2011). There are two types of women entrepreneurs, one is married, and the other one is unmarried. For unmarried women entrepreneurs, most of family support their daughter open their own business. Generally, generation with the one-child getting into the start-up period quickly, because parents are put high expectation on their only daughter, so most of the parents will offer more practical support and help to unmarried daughter. Concretely, for unmarried women entrepreneurs, they can not only get the spirit support but also can get the support of venture capital; it's the positive impact for women entrepreneurs walk to success. For married women entrepreneurs, family members and others support can reduce the conflict of women entrepreneurs (Lee & Choo, 2001). If there is no common business, but the spouse supports his wife's career, it will reduce the friction. If the spouse disagrees, it will produce family conflicts, and affect the business process directly.

2.3 Women characteristics

In fact, 50% of the women entrepreneurs without specific business knowledge of trained or no management experience before starting a business, most of them are teacher, commercial retail staff, office assistant or secretary before starting a business. This kind of non-commercial background and limited management experience of women has a great influence on entrepreneurial activity. They have more patience than male entrepreneurs, and they are more positive with their business, women entrepreneurs request their worker very strict, and they request themselves also strict, and they are hard work than men entrepreneurs (Song, 2012).

Relationship between women characteristics & success of women entrepreneurs:

Women enterprise business model shows the obvious gender characteristics of: on the resource utilization, female perspective deeper and more personal commitment than male entrepreneur; In the aspect of organizational structure, the female's angle of view more open and less secret; In terms of decision making control system, the female enterprise more open and less clear for boundary, and more emphasis on participation and sharing highly, rely more on intuition and emotion, the decisions often require a longer time; Law is the last resort for enterprise in mediation interpersonal conflicts (Zhang, 2012).

2.4 Human capital

The concept of human capital appeared in economics research at the first time. At the 50 century, American economist Schultz has point out that people spend on education, health; vocational training, immigration and investment are kinds of conscious investment behavior. These behavior forms a human capital investment. It is the same as other capital that it can bring the corresponding profits for owners, but is not separate from its owners. The emergence of the concept of human capital broke the traditional concept of physical capital which could expand capital for all that can bring value-added resources (Schultz, 2010).

Schultz believes that human capital is the social determinants of further, but to acquire human capital is not without cost, human capital requires a scarce resource. Human capital, including the formation of people's knowledge and skills, master the knowledge and skills of human resources is the most important resource in all reduction resources (Schultz, 2010).

Relationship between human capital & success of women entrepreneur:

The fastest growth of 500 private enterprises on the list in American shows that 75% of entrepreneurs are found in the work within the industry of entrepreneurial opportunities and implement of entrepreneurial activity, 23% were found in its work within the relevant industry entrepreneurial opportunities and entrepreneurial (Bygrave, 2002). Those shows that the entrepreneurs' human capital stock by chance in its perception, and the perceived of opportunity to engage entrepreneurs highly relevant with previous work or market experience, and the characteristics of the entrepreneur in human capital like work experience stock differences lead to the micro level of entrepreneurial opportunity perception.

2.5 Motivation

Motivation is the driving force behind the entrepreneurial behavior and it motivated entrepreneurs to look for opportunities to achieve business success. Robichaud (2001) in his article "About entrepreneurial motivation measurement tools research and develop" has pointed out that entrepreneurship is seen as the goal to seek through the ownership of enterprises, the goal of entrepreneur determines the behavior of entrepreneurs and determine the success of entrepreneurship indirectly.

Relationship between motivation & success of women entrepreneur:

There are two main types theory of female entrepreneurship in academia: push factor theory thinks that entrepreneurship is caused by boring and lack of prospects. Revenue shortfalls; unemployed and underemployed; unsatisfied with the working conditions and prospects and hoping more flexible schedules in order to obtain the balance between family and work responsibilities, those situation "push" a large number of women doing business, at the same time, some women quit the original worked also caused of the family reasons (Ma, 2012).

In one word, women doing business maybe just because the bad existence condition. Nowadays, the female's social labor income has become a necessary income for a living with the increasingly market-oriented in economy area. In some special cases, it will become the pillar. Entrepreneurship under this theory is passive, even helpless choice. In real life, the passive entrepreneurial behavior is not in the minority.

2.6 Hypothesis

In this paper, the independent variables are: family background; women characteristics; human capital; motivation. The dependent variable is the success of women entrepreneurs. Below are the hypothesis between the independent variables and dependent variable.

H1: There is a positive relationship between family background and the success of women entrepreneurs in Beijing.

H2: There is a positive relationship between women characteristics and the success of women entrepreneurs in Beijing.

H3: There is a positive relationship between human capital and the success of women entrepreneurs in Beijing.

H4: There is a positive relationship between motivation and the success of women entrepreneurs in Beijing.

III. Methodology

3.1 Research Method

This research used quantitative research methodology. Quantitative research used data that are structured in the form of numbers or that can be immediately transported in numbers (Ross, 1999). It is very controlled, exact approach to research.

Quantitative research is the systematic scientific investigation of properties and phenomena and their relationships. The objective of quantitative research is to develop and employ mathematical models, theories and hypotheses pertaining to natural phenomena. The process of measurement is central to quantitative research because it provides the fundamental connection between empirical observation and mathematical expression of quantitative relationships. It concerned with numbers and anything that is quantifiable. Counting and measuring are common forms of quantitative methods.

3.2 Sampling

The target population of this study consisted of women entrepreneurs who have their own business in Beijing. The unit of analysis was the successful women entrepreneurs.

The sampling frame was a list of some women entrepreneurs who have business over 5 years in Beijing. And the list of name was chosen randomly by computer. We would like to send the questionnaire by email.

3.3 Data Collection Method

The researcher distributes the questionnaires to the responders from October 17, 2013 to November 17, 2013. We will use the e-mail system and other communication software, like QQ, Line, and Wechat. One week after the initial mailing, we will send postcard to the respondents reminding them to complete the questionnaire. Each respondent has one month to complete the questionnaire. If the respondent complete the questionnaire on time, we will provide Indonesia Mask to thanks them.

3.4 Validity Test:

Validity is the strength of our conclusions, inferences or propositions. More formally, Cool and Campbell (1979) define it as the “best available approximation to the truth or falsity of a given inference, proposition or conclusion”

The validity of a scale may be defined as the extent to which different in observed scale scores reflect true differences among objectives on the characteristic being measured, rather than systematic or random error. There are two main things which need to get the validity testing, that are content validity and construct validity (Naresh K. Malhotra, 2004).

As the questionnaire is self-conducted, the validity test should be conducted. The researcher use SPSS 19 to test the validity of questionnaire. 100 respondents from the target population are chosen to test the questionnaire.

3.5 Reliability test:

Reliability can be assessed by internal consistency. This is degree to which the items that make up the scale are measuring the same underlying attribute (i.e. the extent to which the items “hang together”). Internal consistency can be measured in a number of ways. The most commonly used statistic is Cronbach’s coefficient alpha. This statistic provides an indication of the average correlation among all of the items that make up the scale. Values range from 0 to 1, which higher values indicating greater reliability. While different levels of reliability are required, depend on the nature and purpose of the scale, Nunnally (1978) recommends a minimum level of 0.7.

Cronbach's Alpha is defined as

$$\alpha = \frac{K}{K - 1} \left(1 - \frac{\sum_{i=1}^K \sigma_{Y_i}^2}{\sigma_X^2} \right)$$

Where

K is the number of components (K -items or testlets),

σ_X^2 the variance of the observed total test scores,

$\sigma_{Y_i}^2$ the variance of component i for the current sample of persons.

See Develles (1991)

A commonly accepted rule of thumb for describing internal consistency using Cronbach's alpha is as follows, however, a greater number of items in the test can artificially inflate the value of alpha and so this rule of thumb should be used with caution:

Cronbach's alpha	Internal consistency
$\alpha \geq 0.9$	Excellent
$0.8 \leq \alpha < 0.9$	Good
$0.7 \leq \alpha < 0.8$	Acceptable
$0.6 \leq \alpha < 0.7$	Questionable
$0.5 \leq \alpha < 0.6$	Poor
$\alpha < 0.5$	Unacceptable

3.6 Measurement

The questionnaire used Likert scale which is developed by Rensis Likert. This scale is the most frequently used variation of summated rating scale. Summated rating scales consist of statements that express either a favorable or unfavorable attitude toward the objective of the interest. The participant is asked to agree or disagree with each statement. (Cooper and Schindler, 2006)

In this research paper the respondents are given five degrees for each question from “strongly disagree” to “strongly agree”.

Table 3.4 Scale Scoring Method

Answer	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Score	1	2	3	4	5

Source: Adopted from Marketing Research Book, Cooper & Schindler, 200

SPSS

This computer software would be used to input the respondents’ answers, testing the instrument validity and reliability, and present respondents’ answers.

Microsoft Excel

This computer software would be used to collect the answers of questionnaire.

Weighted mean

The weighted mean is known as statistical technique which enables us to calculate an average that takes into account the important of each value to the overall total (Levin & Rubin,1998)

The formula of weighted mean is:

$$\bar{x}_w = \frac{\sum(w \cdot x)}{\sum w}$$

\bar{x}_w = symbol for the weighted mean

W= weight assigned to each observation

$\sum(w \cdot x)$ = sum of the weight of each element times that element

$\sum w$ = sum of all of the weight

Equation 2: weighted mean formula Source: Levin, and Rubin 1998,p84

IV. Results Respondents Profile

In this questionnaire research, there are 213 people respond us. From the questionnaire result, we found that the most responders are people from the level of 40- 50 years old; it means most of the successful women entrepreneurs are 40-50 years old. Only a little of women entrepreneurs are at the age of 20-30 years old. There are 46% of the research populations are undergraduate, and there is no one graduated from primary school.

Validity:

Table 1:

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.879
Approx. Chi-Square	2052.393
Bartlett's Test of Sphericity	df
	91
	Sig.
	.000

Table 1 shows two tests that indicate the suitability of our data for structure detection. The Kaiser-Meyer-Olkin Measure of Sampling Adequacy is a statistic that indicates the proportion of variance in our data that might be caused by underlying factors. The value of Kaiser-Meyer-Olkin Measure of Sampling Adequacy is 0.879, over than 0.5, so it means the results of the factor analysis probably can be useful. Bartlett's Test of Sphericity tests the hypothesis that our correlation matrix is an identity matrix, which would indicate that our variables are unrelated and therefore unsuitable for structure detection. In our table, the value of significance is 0, less than 0.05, so it means a factor analysis can be useful with my data.

Table 2:

Communalities

	Initial	Extraction
FB1	1.000	.862
FB2	1.000	.540
HC1	1.000	.670
HC2	1.000	.681
HC4	1.000	.906
WC2	1.000	.706
WC3	1.000	.836
WCC1	1.000	.755
WCC2	1.000	.790
WCC3	1.000	.640
M1	1.000	.830
M2	1.000	.651
M3	1.000	.965
M4	1.000	.969

Extraction Method: Principal Component Analysis.

Initial communalities are for relation analyses, the proportion of variance accounted for in each variable by the rest of the variables. Extraction communalities are estimates of variance in each variable accounted for by the factor in the factor solution. Because small values indicate variables that do not fit well with the factor solution, so this table is already dropped the small values from the analysis. The extraction communalities for this solution are acceptable

Table 3,

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.261	44.722	44.722	6.261	44.722	44.722	6.142	43.872	43.872
2	1.590	11.356	56.078	1.590	11.356	56.078	1.585	11.322	55.194
3	1.035	7.393	63.470	1.035	7.393	63.470	1.030	7.355	62.549
4	1.009	7.209	70.679	1.009	7.209	70.679	1.023	7.307	69.856
5	.907	6.476	77.155	.907	6.476	77.155	1.022	7.299	77.155
6	.760	5.425	82.580						
7	.669	4.778	87.358						
8	.587	4.189	91.547						
9	.427	3.050	94.597						
10	.291	2.081	96.678						
11	.196	1.403	98.081						
12	.167	1.190	99.271						
13	.072	.514	99.785						
14	.030	.215	100.000						

Extraction Method: Principal Component Analysis.

In table 3, the leftmost section shows the variance explained by the initial solution. Only four factors in the initial solution have eigenvalues over than 1, together, they account is 66.05 of the variability in the original variables. This suggests that four latent influences are associated with service usage, but there remains room for a lot of unexplained variation. The second section of this table shows the variance explained by the extracted factor before rotation. The cumulative variability explained by these five factors in the extracted solution is about 72.604%, a difference of 6.554% from the initial solution. Thus, about 6.554% of the variation explained by the initial solution is lost due to latent factors unique to the original variables and variability that simply cannot be explained by the factor model. The rightmost section of this table shows the variance explained by the extracted factors after rotation.

Table 4,

Rotated Component Matrix^a

	Component				
	1	2	3	4	5
FB2	.944				
FB1	.917				
WC3	.906				
WC2	.903				
WCC1	.852				
WCC2	.795				
WCC3	.792				
HC1	.784				
HC2		.735			
HC4		.717			
M1		.711			
M3			.976		
M2				.825	
M4					.983

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

Table 4, shows the Rotated Component Matrix. All the variables are over than 0.5, it means that all the questions are valid.

Reliability:

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.769	.807	14

Minimal value for reliability test using Cronbach Alpha is 0.7 and this research result reliability test value is 0.769, mean the questionnaire is relatively consistence.

Discussion:

From this data analysis, we know that in these four factors (Family background; woman characteristic; human capital and motivation), the last three factors, that are FB, WC and HC is important factors, and the family background is less important than other three factors. It means that for women entrepreneurs, they should focus on their characteristic, human capital, and motivation. But because of the research population is only 213 women, so the result is limited.

V. Conclusion and Recommendation

5.1 Conclusions

In this research, we have 213 respondents, and combine the data analysis; we have the conclusion as below:

1. Human capital has a significant influence in the success of women entrepreneurs.
2. Woman characteristic has a significant influence in the success of women entrepreneurs.
3. Motivation has a significant influence in the success of women entrepreneurs.
4. Family background has a less significant influence in the success of women entrepreneurs.

Regarding to variables, all of them have several indicators in this research. About family background experience, we finds one indicator is more important which is "Women would perhaps prefer to be active partner entrepreneurs with their spouses & provide necessary support rather than initiating & running a business enterprise entirely on their own." About human capital, one important indicator is "If I have a good monthly income, I will invest money in new equipment, hire more staff and expand the business." About women characteristic, one important indicator is "I figure out which things I do not understand well and adjust my strategies accordingly." About motivation, one important indicator is "I set goals for myself in order to direct my activities for making the business a success."

5.2 Recommendation for women entrepreneurs in Beijing.

1. For those women entrepreneurs in Beijing, they should focus on build human relations with man from vary area. Like: business area; literature area; entertainment area, etc.
2. For those women entrepreneurs in Beijing, they should and need focus on develop their own characteristic, promote their characteristic.
3. For those women entrepreneurs who have good monthly income, it's better for them invest money in new equipment, hire more staff and expand the business.
4. For those women entrepreneurs, they should have a clear goal in order to direct their activities for making the business success.

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Questionnaire

Please read each statement carefully and then answer it as honestly as possible. Please complete all of the questions. The writer promise all of the information in this questionnaire will be treated confidentially.

Personal Information: (please circle the answer that you choose)

Name:

- 1. What is your age group?
A 20-30 B 30-40 C 40-50 D over 50
- 2. Married status.
A married B unmarried
- 3. How many siblings that you have?
A 1 B 2 C 3 D 4 and above
- 4, what is your highest level of education?
A Primary B secondary C High school D Undergraduate
E Postgraduate and above
- 5. Are you the owner or one of the owners of the business?
A yes B no

please gives market (√) to the best answer according to you.

SA= strongly agree A=Agree DA= Disagree SD= Strongly disagree
please gives market (√) to the best answer according to you.

SA= strongly agree A=Agree DA= Disagree SD= Strongly disagree

No.	Item	Agreement Scale				
		SA	A	Neutral	SD	D
1.	Women would perhaps prefer to be active partner entrepreneurs with their spouses & provide necessary support rather than initiating & running a business enterprise entirely on their own.					
2.	Women's family obligations also bar them from initiating & becoming successful entrepreneurs.					
3.	Work-family conflict will influence the mood and attitude of					

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	women entrepreneurs.					
4.	Family support is very important for women entrepreneurs.					
	Human capital					
5.	I have got marketing training from TVETs (Technical and Vocational Education and Training)					
6.	Technical skills of women entrepreneurs are increasing					
7.	Women have the same level of knowledge and experience as men to start a new business.					
8.	If I have a good monthly income, I will invest money in new equipment, hire more staff and expand the business. Women characteristics					
9.	When I am working, the demands I make upon myself are pretty high.					
10.	When my way of running the business is not successful, I experiment with new different ways of running the business					
11.	. I figure out which things I do not understand well and adjust my strategies accordingly.					
12.	I can remain calm when facing difficulties because I can rely on my coping abilities.					
13.	When I get what I want, it is usually because I worked hard for it.					
14.	I am confident that I could deal efficiently with unexpected events.					
15.	When working in a group, I prefer being “in command” rather than being a follower.					
	Motivation					
16.	Working hard is something I like doing very much					
17.	It is usually easy for me to stick to my aims and accomplish my goals.					
18.	I accomplish a lot at work because I love my job.					
19.	I set goals for myself in order to direct my activities for making the business a success.					
20.	Family support is the major motivation.					