MOTIVATIONS, BEHAVIORS, AND SATISFACTION OF ENTREPRENEURIAL MENTORS (INTERACTIVE PAPER)

Michael Begelfer
University of Missouri-Kansas City, USA, mbegelfer@umkc.edu

Mark Parry
University of Missouri-Kansas City, USA

Recommended Citation
Begelfer, Michael and Parry, Mark (2014) "MOTIVATIONS, BEHAVIORS, AND SATISFACTION OF ENTREPRENEURIAL MENTORS (INTERACTIVE PAPER)," Frontiers of Entrepreneurship Research: Vol. 34 : Iss. 6 , Article 7.
Available at: https://digitalknowledge.babson.edu/fer/vol34/iss6/7

This Interactive Paper is brought to you for free and open access by the Entrepreneurship at Babson at Digital Knowledge at Babson. It has been accepted for inclusion in Frontiers of Entrepreneurship Research by an authorized editor of Digital Knowledge at Babson. For more information, please contact digitalknowledge@babson.edu.
MOTIVATIONS, BEHAVIORS, AND SATISFACTION OF ENTREPRENEURIAL MENTORS

Michael Begelfer, University of Missouri-Kansas City, USA
Mark Parry, University of Missouri-Kansas City, USA

Principal Topic

One critical factor in the success of entrepreneurial ventures is access to experienced mentors who provide both advice as well as access to their own entrepreneurial. The goal of this paper is identify those motivations which prompt entrepreneurial and non-entrepreneurial mentors to volunteer their time with formal mentoring organizations (FMOs), and examine the relationship between these motivations and (1) mentor behavior and (2) mentor satisfaction.

Some motives are related to the mentor's own entrepreneurial goals, including the desire to (1) increase one's visibility and the perceived legitimacy of one's own venture, (2) expand one's entrepreneurial network, and (3) identify investment and consulting opportunities. Other motives that are not related to a mentor's entrepreneurial goals are also important, including (4) altruism (the desire to help others and the desire to give back), (5) learning, and (6) self-enhancement. We will refer to the first set of motivations as Extrinsic motivations, and the second as Intrinsic motivations. Because intrinsic motivations can be satisfied (at least in part) by the process of interacting with mentees, we expect Intrinsic motivations to have a stronger relationship both with the time mentors spend with mentees and the satisfaction mentors have with the mentee relationships.

Methods

Our data has been collected from a survey of mentors in an FMO at a large Midwestern university. Our analysis will utilize SEM to isolate relationships among mentor types (developed by analysis of mentor survey responses), program structures, and mentor responses to program participation, such as satisfaction and retention.

Contribution

Our research will contribute to the academic literature by (1) developing and validating a scale for measuring mentor motivations and (2) providing insight into the relationship between mentor motivations, mentor interactions with mentees, and mentor satisfaction. Our findings should also provide insight into the management of formal mentorship programs. In particular, our findings should help these programs screen potential mentors, and assess mentor-program fit so to facilitate improved assignment of mentors to ventures. In addition, our analysis will also provide important program design questions to improve a program's ability to attract and retain mentors.

CONTACT: Michael Begelfer; mbegelfer@umkc.edu; (404) 933-9900; 329E BEH, University of Missouri-Kansas City, 5108 Cherry Street, Kansas City, MO 64110.