ENTREPRENEURIAL ORIENTATION AND SUBJECTIVE WELL-BEING: A COMPARISON OF EMPLOYED AND SELF-EMPLOYED MOTIVATION AND COMMITMENT (SUMMARY)

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Recommended Citation
Available at: http://digitalknowledge.babson.edu/fer/vol28/iss4/8

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SUMMARY

ENTREPRENEURIAL ORIENTATION AND SUBJECTIVE WELL-BEING: A COMPARISON OF EMPLOYED AND SELF-EMPLOYED MOTIVATION AND COMMITMENT

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Principal Topic

The purpose of this exploratory study is to examine the role of satisfaction and subjective well-being (SWB) in occupational choice. We focus our attention on the diversity of determinants of satisfaction with life for employed and self-employed individuals. Job satisfaction is a most studied variable, object of a lot of attention and of extensive literature, but seldom used in entrepreneurship studies. Not much research has been carried out to understand the effect of SWB on the decision to choose employment or self-employment. A closer look at the determinants of decisions, motivation and commitment of people whether employed or in charge of a new created organization will shed light on elements which individuals and society value beyond wealth. For M. Csikszentmihalyi (1990) the quality of experience in life is a function of the relationship between challenges and skills. Optimal experience, or flow, occurs when both variables are high.

Method

The first phase of the research uses oral histories of entrepreneurs which revealed common patterns. In the second phase, the survey was developed based on established measures of four variables: a dependent variable, satisfaction with life in general; independent variables: commitment, job satisfaction, job characteristics including optimal experience and entrepreneurial orientation items. The control variables are the respondents activity (employed or self-employed) as well as individual and firm level items. In total 1630 complete responses has been analysed.

Results and Implications

The findings suggest that job satisfaction is an important aspect for both employed and self-employed. But different activities typically affect the quality of experience and our study indicates that self-employed have a higher level of job satisfaction and satisfaction with life in general than employed. The results are found to support the hypothesized relationship between optimal experience, sustainable commitment and higher job satisfaction for self-employed.

Results of this study can be used to advise founders of new businesses and supporting structures regarding non-economic motivation of actors.

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