A Review on Entrepreneurial Self-efficacy

QI ZHANG, JINJIANG HE and NING CAI

ABSTRACT

The institutional entrepreneurship is a cross-organizational field behavior. Its essence is the interaction between organization and environment. The analysis of institutional entrepreneurship can be explained from embedded and agency perspectives. This paper puts forward the analysis of entrepreneurial behavior from the perspective of integration, as embedded – agency view. We sum up the 12 strategies and divide them into four kinds of strategic behaviors, find out legitimacy acquisition and legitimacy construction logic by combing the literature.

KEYWORDS
Institutional entrepreneurship, Embedded – agency view, Organizational field

INTRODUCTION ON SELF-EFFICACY

In the past, the study of knowledge and behavior focused on the types of response to people's behavior or knowledge acquisition, ignoring the process of dominating the interaction between these behaviors and knowledge. Albert Bandura proposed self-efficacy from the perspective of social learning in 1977. The concept of self-efficacy is defined as “the ability and judgment of the individual to be able to perform an activity” (Bandura, 1977). Bandura argues that people's ability to judge their own capacity plays a major role in the self-regulating system. And he thinks that people have the ability to achieve the necessary conditions for business performance, some people know what they can do, but his behavior did not reach the ideal effect. Because its own internal self-reference to regulate the relationship between knowledge and behavior, and how to determine their own ability and the judge of the way the behavior has become a key factor. In 1986, Bandura's further systematic discussion of self-efficacy in the "Social Foundations of Thought and Action-A Social Cognitive Theory" formed a preliminary theoretical framework of self-efficacy. Self-efficacy is expected to determine the effectiveness of the following processes: (1) Choosing behavior, that is, decisions about specific tasks in a particular scenario. (2) Motivational effort, that is, the degree of effort that is considered to be completed, and to what extent it can persist. (3) Human thinking patterns and emotional response patterns are affected by self-efficacy. In 1992, Gist & Mitchell pointed out that the three characteristics of self-efficacy: ① self-efficacy is from the actors themselves, specific tasks and others and other information on the basis of a comprehensive; ② self-efficacy involved in the motive component; ③ self-efficacy is a dynamic structure that will evolve according to new experiences and information, mainly from
direct experience, alternative learning, social environment persuasion, and physical and mental state (Bandura, 2001).

ENTREPRENEURIAL SELF-EFFICACY

The self-efficacy in the field of entrepreneurship is called entrepreneurial self-efficacy. And some scholars have named it as entrepreneurial efficacy and entrepreneurial self-efficacy. This paper takes the majority of scholars to name them. Scienton (1989) defines entrepreneurial self-efficacy as “the strength of a person's ability to succeed in playing the entrepreneurial role and accomplishing entrepreneurial tasks”. Krueger & Brazeal (1994) defines entrepreneurial self-efficacy as an individual's ability and control. Chen (1998) found that the relationship between self-efficacy and behavior in the field of entrepreneurship can be better explained by the empirical research. There are four main reasons: First, the entrepreneurial self-efficacy directly with the specific entrepreneurial behavior associated with, so as to better predict the entrepreneurial activities. Second, the entrepreneurial self-efficacy is the entrepreneur's ability to self-entrepreneurial activities of the degree of confidence than the meaning of a single task broader. What is more, entrepreneur can be in the interaction with the environment to enhance the sense of efficacy, so entrepreneurial self-efficacy is relatively stable is not eternal.

At present, some scholars have carried out more research on entrepreneurial efficacy and concluded that entrepreneurial self-efficacy has a significant effect in the process of entrepreneurship. Boyd & Vozikis (1994) argues that entrepreneurial self-efficacy is an important explanatory variable that leads to entrepreneurial behavior. Chandler (1994) demonstrates the positive impact of entrepreneurial self-efficacy on entrepreneurial performance. Krueger & Brazeal (1994) Luthans & Ibrayeva (2006) demonstrates the positive effect of entrepreneurial self-efficacy on performance through empirical research, and the complexity of the work regulates the relationship between entrepreneurial self-efficacy and performance, and argues that entrepreneurial self-efficacy is one of the key determinants of potential entrepreneurs.

THE RESEARCH ABOUT ENTREPRENEURIAL SELF-EFFICACY


In the empirical study, Chen (1998) cited the most about dimension scales. His study is about more than 140 undergraduates, MBA students and 175 small business managers, founders to measure their entrepreneurial self-efficacy. At last, he puts forward the entrepreneurial self-efficacy of the five Dimensions: marketing, risk management, innovation, decision making and financial control. The findings show that entrepreneurs and managers show different types of entrepreneurial self-efficacy. These five dimensions are mainly dependent on the total entrepreneurial self-efficacy score. But there are also obvious shortcomings, such as the overall average score not solve the self-efficacy in what specific areas of the most influential.

De Noble and Jung (1999) six-dimension scales.

De Noble (1999) improved the dimensions of entrepreneurial self-efficacy based on the study of Chen (1998). And he presented six dimensions: risk management,
product innovation, interpersonal network, opportunity identification, resources acquire, innovate the environment. And he used these six dimensions to conduct empirical studies on students from different professions, and the results showed that some of the items in the scale were related to entrepreneurial intentions and were able to differentiate between different professions.

**Mueller and Goic's (2003) four-dimension scales.**

The scale is based on the four stages of the entrepreneurial strategy built by Stevenson, Roberts & Grousbeck (1985) to define the basic dimensions of entrepreneurial self-efficacy. The four dimensions are: searching, planning, marshaling, and implementing. After that, Jeffrey E. McGee (2010) found five dimensions, as (1) finding ; (2) plan; (3) grouping; (4) The implementation of people; (5) the implementation of finance.

**Kolvereid and Isaksen (2006) four-dimension scales.**

Kolvereid and Isaksen (2006) used the principal component analysis method to present the last four dimensions for 18 measurement projects: opportunity identification, investment relevance, risk management and management. In 2007, Barbosa (2007) divided four entrepreneurial efficiency dimensions based on specific entrepreneurial tasks: relationship self-efficacy, managerial self-efficacy, tolerance self-efficacy and opportunity identification self-efficacy.

**THE APPLICATION OF ENTREPRENEURIAL SELF-EFFICACY IN ENTREPRENEURIAL RESEARCH**

Previous studies have shown that the higher the entrepreneurial efficacy, the greater the likelihood of individual choice for entrepreneurship. Boyd and Vozikis (1994) found that entrepreneurial efficacy is an important factor in determining entrepreneurial tendencies. Jung (2001) studied MBA and full-time managers in the United States and South Korea, and found that there was a significant positive correlation between entrepreneurial efficacy and entrepreneurial tendencies and behavior. Moreover, the American entrepreneurial self-efficacy is significantly higher than the Koreans.

Chandler (1994) validates the mediating role between entrepreneurial efficacy and entrepreneurial performance. Wang et al. (2005) also found that entrepreneurial efficacy as an intermediate variable affects entrepreneurial performance. In addition, they also found that entrepreneurial efficacy in the middle of the entrepreneur than the entrepreneurial sense of high level and low level of entrepreneurs in the face. Krueger (1994) found that entrepreneurial self-efficacy affects the perception and attitudes of individual entrepreneurship decisions. Domestic researcher Hu Pei (2008) gives a new interpretation of entrepreneurial efficacy to entrepreneurial decision-making. That is entrepreneurship is more willing to take entrepreneurial behavior. On the contrary, individuals with low entrepreneurial efficacy are generally will not choose their own business. But unfortunately, the author of this conclusion did not do empirical research lack of quantitative support. In the field of entrepreneurship, the earliest empirical study of entrepreneurial self-efficacy is Scherer et al. (1989). He found that parents' entrepreneurial performance
has an impact on children's self-efficacy, and that men and women are found to have differences in self-efficacy. Wilson et al. (2007) found that entrepreneurship education can significantly improve the entrepreneurial efficacy for female students. Existing studies have shown that there is a difference in the level of self-efficacy between men and women, and women's expectations for career success are often lower than men. Through the entrepreneurial education, the improvement of the performance level of female students is more obvious.

From the perspective of limited literature finishing, the cultivation of entrepreneurial self-efficacy is still lack of systematic empirical research, so the study of entrepreneurial self-efficacy of the predecessor variables, can better play the value of entrepreneurial self-efficacy, but also conducive to entrepreneurship education In order to cultivate more potential entrepreneurs into the cause of entrepreneurship, more actively promote the country's economic construction and development.

ACKNOWLEDGEMENTS

This research was supported by Zhejiang Provincial Natural Science Foundation of China: Study on the generating mechanism of corporate strategic entrepreneurship: viewing from a perspective of network reconfiguration. NO. Y17G020006.

Corresponding author: Jinjiang He, hjjzju@zju.edu.cn, School of Public Administration, Zhejiang University, Hangzhou 310058, China

REFERENCES