Toward a contingent Model of entrepreneurship in Tunisia

Introduction

The research in entrepreneurship has benefited from borrowing theories from other disciplines, notably sociology, psychology and economics (Shaker A, Z. 2007) . In fact in order to approach conceptually the link between national culture and entrepreneurial activity , researches applied Hofstede (1980; 2001) dimensions which are uncertainty avoidance, individualism versus collectivism, masculinity versus femininity, power distance, and long term versus short term orientation.

The individualistic and low uncertainty avoidance cultures prevailing in Western countries and the strong collectivist cultures of Eastern countries like Singapore, affect directly the entrepreneurial activity (HAMILTON, DANA, & BENFELL 2008), thus many researchers in all over the world had made the effort to describe and analyze entrepreneurial processes within a wide range of nations through the Global Entrepreneurship Monitor (GEM). The body of cross-cultural entrepreneurship research is important, however, intra-cultural's comparison of such activity has never been highlighted: why do some regions of a same nation are more entrepreneurial than others?

The aim of this research is to conceptualize a contingent model of entrepreneurship in Tunisia while comparing intra-regional cultural and institutional factors' impact on traits, intention and opportunity recognition.

Theory and Hypothesis

Using Hofstede (1980; 2001) cultural dimensions , researchers have in general hypothesized that entrepreneurship is facilitated by cultures that are high in individualism, low in uncertainty avoidance, low in power-distance and high in masculinity (Hayton et al 2002). But few of researches have deployed the impact of a long term orientation on an entrepreneurial process e.g. (Urban 2006). Furthermore, culture and institution are linked couple while explaining a phenomenon. In fact a country’s values are strongly related to the structure and function of its institutions and much less to differences in identity (Hofstede, Minkov, & Hofstede 2010). As a framework for describing new venture creation integrates

four major perspectives in entrepreneurship: individual, environment, organization and process (Gartner 1985). Institutional and cultural factors seem pertinently explaining many entrepreneurial processes, noticebly those focusing on intention, traits, and venture creation (see Table.1).

Furthermore, researches related to entrepreneurial intention have been following an exponential curve since 2006, (Denis J GARAND 2010), while borrowing their designs mainly from psycho-social theories, through ,the theory of Planned Behavior **TPB** of AJZEN, (1991; 2002), theory of entrepreneurial event formation **SEE** (Shapero & Sokol,1982) and finally the concept of **self-efficacy** of BANDURA (1989). These theory are analogic and could provide similar results (SALLEM 2011). As TPB and SEE theories are largely homologous to one another and both of them contain an element conceptually associated with perceived self-efficacy (perceived behavioral control in TPB; perceived feasibility in SEE) (KRUEGER & al. 2000), This research will use the combination of TPB and the concept of self-efficacy.

Risk-taking , innovativeness and alertness are the most important entrepreneurial traits (SALLEM, 2011) according to entrepreneurship paradigms as per : individual, opportunity recognition, new value creation and innovation (Fayolle & Verstraete, 2005).

These traits have a direct effect either on attitude toward entrepreneurship (FRUGIER, VERZAT, BACHELET, & HANNACHI 2003; Fini, Grimaldi, Marzocchi, & Sobrero 2010; TOUNES 2003), or on self-efficacy (Tang 2008; Steffens, Fitzsimmons, & Douglas 2006; HANKE, KISENWETHER, & WARREN 2005; Krueger & Jill, 2006; Gürol & Atsan 2006 ; Cools & Van den Broeck 2008 ; Marco van Gelderen 2008; HANKE, KISENWETHER, & WARREN 2005; Krueger & Jill 2006; McGee, Peterson, Mueller, & Sequeira 2009; FAYOLLE, GAILLY, & LASSAS CLERC 2006; Leroy, Maes, Sels, & Debrulle 2009; Cools & Van den Broeck 2008; Gürol & Atsan 2006).

Table 1. Authors focusing on institutional and cultural impact on entrepreneurship

		Traits			Intention		Opportunity:Evaluation; Or Identification;Or Acion or others
Traits /Institutional cultural factors	**Alertness**	**Innovativeness Or creativity**	**Risk taking Or propensity**	**others**	**Ajzen TPB**	**Bandura Self-efficacy**	
Individualism /collectivism		(Contiu, Gabor, & Stefanescu 2012; Fayolle, Basso, & Legrain 2008; MUELLER & THOMAS 2000; Shane 1993 ;Shane & Venkataraman 1996)	(Fayolle, Basso, & Legrain 2008)	(Kreiser, Marino, Dickson, & Weaver 2010; MUELLER & THOMAS 2000)	(Siu & Lo 2013 ; Liñán & Chen 2009)	(Siu & Lo 2013 ; Urban 2006)	(GUNTHER MCGRATH, MACMILLAN, AI-YUAN YANG, & TSAI 1992; MUELLER & THOMAS 2000; Mitchell, Smith, Seawright, & Morse 2000; Liñán & Chen 2009)
Long/short term orientation						(Urban 2006)	
Small/large power distance		(Shane 1993)	(Kreiser, Marino, Dickson, & Weaver 2010)	(Kreiser, Marino, Dickson, & Weaver 2010)		(Urban 2006)	(GUNTHER MCGRATH, MACMILLAN, AI-YUAN YANG, & TSAI 1992; Mitchell, Smith, Seawright, & Morse 2000)
Strong/week unecrtainty avoidance		(Contiu, Gabor, & Stefanescu 2012; Shane 1993; Shane & Venkataraman 1996; Shane 1995)	(Kreiser, Marino, Dickson, & Weaver 2010; MUELLER & THOMAS 2000)	(Kreiser, Marino, Dickson, & Weaver 2010; MUELLER & THOMAS 2000)		(Urban 2006)	(GUNTHER MCGRATH, MACMILLAN, AI-YUAN YANG, & TSAI 1992)
Masculinity/femi ninty		(Contiu, Gabor, & Stefanescu 2012; Shane 1993; Shane & Venkataraman 1996; Shane 1995)	(Kreiser, Marino, Dickson, & Weaver 2010)	(Kreiser, Marino, Dickson, & Weaver, 2010)		(Urban 2006)	
GEM or Institution role Or Other cultural frameworks		(Mindaugas & Mokseckiene 2013; Gasse, 2003; Shane & Venkataraman 1996)	(Gasse 2003; Kreiser, Marino, Dickson, & Weaver 2010)	(Clercq & Dakhli, 2009; Kreiser, Marino, Dickson, & Weaver, 2010)			(Audet, Riverin, & Tremblay 2009 ;Dimitratos, Voudouris, Plakoyiannaki, & Nakos 2012 ;GUNTHER MCGRATH & MACMILLAN 1992; Gasse 2003; HAMILTON, DANA, & BENFELL 2008; Kim, Aldrich, & Keister 2006; MARTZ JR, BISCACCIANTE, NEIL, & WILLIAMS 2005; MINGUZZI & PASSARO 2000; Marti, Courpasson, & Dubard Barbosa 2013; Thornton, Ribeiro-Soriano, & Urbano 2011; Yasin 1996)

Despite the relationship between environmental munificence and alertness especially when the entrepreneurs have high levels of self-efficacy in performing the roles and tasks of new venture creation (Tang 2008), few studies have linked alertness and self efficacy to opportunity recignition process never been measured up to now (Tang, Kacmar, & Busenitz 2012).

In the light of the above the Tunisian entrepreneurial contingent model has been designed (Fig.1). In the next paragraph the latter model and the way of measuring its components will be shown with the following hypothetical links:

proposition1: cultural dimensions have an impact on traits , attitude and self-efficacy.

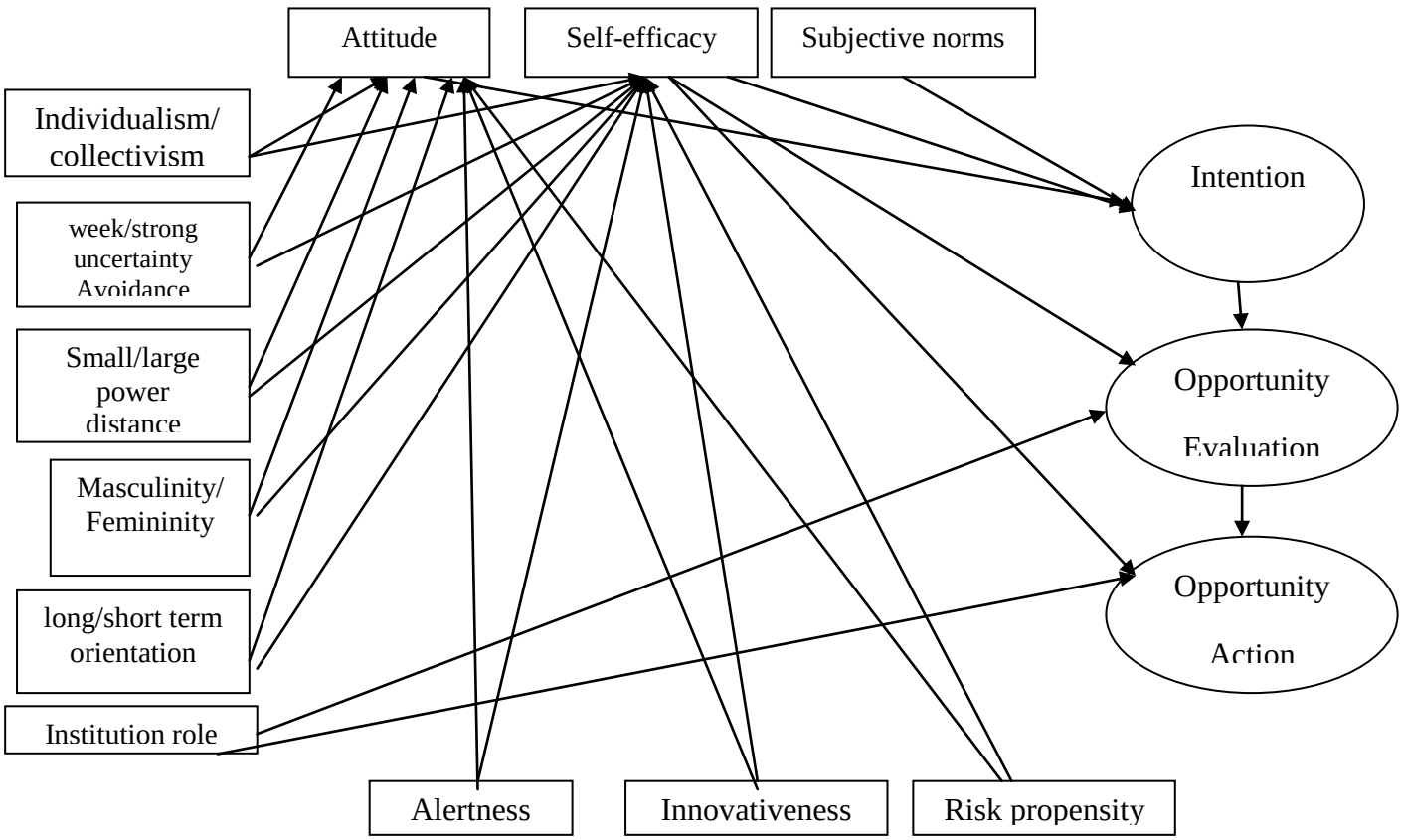
Proposition 2: Traits have an impact on attitude and self-efficay

Proposition3: attitude, self efficacy, and subjective norms has an impact on intention

Proposition4: self-efficacy, intention, institution role have an impact on opoortunity evaluation and opportunity evaluation / action.

Hypothetical Model

Figure 1. Tunisian entrepreneurial contingent model



***Measures**:*

Variables	Authors
Individualism, power distance, uncertainty avoidance	*(GUNTHER MCGRATH, MACMILLAN, AI-YUAN YANG, & TSAI 1992)*
Masculinity and orientation	*Hofstede (1980; 2001)*
Institution role	*(Kim, Aldrich, & Keister 2006)**;** GEM*
Alertness	*(KAISH & GILAD 1991)*
Innovativeness and risk propensity	*(Jackson, D.N 1994)*
Attitude, subjective norms, self-efficacy and intention	*(Siu & Lo 2013)*
Opportunity evaluation/Action	*(Tang, Kacmar, & Busenitz 2012; AUTIO, DAHLANDER, & FREDERIKSEN 2013)*

Data collection

We have already gotten the authorization of Tunisian Ministry of employment and have administrated our questionnaire (87 items) in Arabic language in order to be understood independently from the education level of the nascent young Tunisian entrepreneurs following CEFE.

Results

From our prior sample of 408 nascent young Tunisian entrepreneurs following CEFE, and belonging to various Tunisian cities, our model seems promoting as 70 percent of hypothesis are supported and using SEM method the model has a very acceptable fit with an RMSEA=0.064 and CFI=0.75 (a very complex model).

Conclusion

The originality of our research is manifested on tracing some challenges, as Tunisia has neither a GEM classification nor an index score of culture. While trying to conceptualize the contingent model of entrepreneurship of this country the intuition drives this research to another way of thinking: intra-cultural and institutional indexes for each region were calculated in an effort to understand why some Tunisian regions are more entrepreneurial than others. This research has very encouraging results that may interest many emergent countries working on regional development like Tunisia. Recommendations and new research lines are offered to focus on how changing culture to serve entrepreneurial activity in these regions.