PEOPLE'S DEMOCRATIC REPUBLIC OF ALGER

MINISTRY OF HIGHER EDUCATION AND SCIENTIFIC RESERACH

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Titled

The motivations to create start-ups in the developing countries: Explorative study of Algerian entrepreners

Option: Strategic Management

PRESENTED BY:

Chaima Nour DJILAT

Supervised by:

Dr. Hamza AIB

COMMITTEE

Dr. Doudjemaa AMROUNE	Mouhamed Boudiaf University, M'sila	President
Dr. Hamza AIB	Mouhamed Boudiaf University, M'sila	Supervisor
Dr. Abdelhalim Laachache	Mouhamed Boudiaf University, M'sila	Examiner

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Abstract:

The study aims at identifying the incentives for establishing startups in developing countries, specifically Algeria, and to clarify the relationship between the independent variable - incentives, which have three dimensions - social incentives, personal incentives and economic incentives, with the dependent variable, which are startups .

The nature of the study is qualitative. We processed our research using interviews with 5 entrepreneurs, including those who own an emerging company and those who have an innovative project from different regions of Algeria, M'sila, Biskra and Skikda. we relied in the analysis on Nvivo program to analyze the interview data.

The results show that there is an impact of social, personal and economic incentives on creating start-ups in Algeria. In addition, we find another type of incentives, which is support mechanisms. Support mechanisms is represented as the most motivating factor to create start-up among Algerian entrepreneurs

Keywords: the motivation, start-up companies, devloping countries

Résumé:

L'étude vise à connaître les motivations création des start-ups dans les pays en développement, en particulier l'Algérie. Elle clarifie l'influence des incitations sociales, personnelles et les incitations économiques sur la creation des start-ups.

La nature de l'étude était qualitative. L'étude de terrain a été conduite par 5 entretiens entrepreneurs possèdant des entreprises en démarrage ou un projet d'entrepreneur en Algérie. Nous avons utilisé le programme Nvivo pour analyser les données.

Les résultats montre l'impact des motivations sociales, personnelles et les motivations économiques sur la création des start-ups en Algérie. De plus, nous découvrons la présence d'une autre incitation, qui est les mécanismes d'accompagnement. Cette incitation est représentée commee le facteur le plus motivant à créer des start-ups par les entrepreneurs en Algérie.

Mots-clés : la motivation, startups, pays en développement

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dedication

for the bridge that leads me to paradise, to my mother

i would like to express my love to the dearest person to my life, Imane

to my brothers, Taybe, Azzedin, my sisters Soumia, Hadjira, Aya
To my sweets Hadda, Fouzia

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Contents

List of Tables

List of Figures

Introduction

1. Introduction :

1.1 Backgrond:

From the middle of the first decade of the twenty-first century to the present day, we have been attending a thriving global startup scene (Lee & Kim , 2019).This is due to the circumstances of the global trend towards low growth , thus generate an international motives to accelerate growth and development by encouraging the establishment of entrepreneurial projects , as they bring about changes and reforms at the global level, especially with regard to rehabilitating the national economy and society (Marques et al. , 2013). Researchers and practitioners heve gone to great efforts to clarify what start-up companies are and their importance, as studies on startup companies have occupied a large space and become a central topic in entrepreneurship studies since the 1990s (Mclure , 1990 ; Battistella & Pessot ; Watson et al. , 1998)

This is because they are the effective element in accelerating and developing the economic and social growth of the state, and its presence is a key to achieving development in various fields.Because start-up companies work to create job opportunities and create new markets. It is also has a pivotal role in increasing production and technological progress , It is generator and incubator of creative ideas and innovation (Kee & Abdul Rahmanb , 2020 ; Rabah , 2018) This role they play earns them great importance and a high position in developing countries in general and Algeria in particular, and this last one is not different from other countries in their quest to advance the wheel of development.

As it is considered an oil country, this is not enough today with the trend and intense competition that the world is witnessing. Therefore, Algeria is working on economic diversification (Bojelja& Zroukhi & Ghallab , 2020 ; Malik , 2018 ;). By moving towards entrepreneurial projects, which are represented in the emerging enterprises sector, which is a modern sector that the Algerian state has recently taken care of (Bouchaour , 2018). The idea of entrepreneurship and the establishment of a start-up company is based on full attention to the development of the state in various fields, so it is very popular in many less developed countries.

For this reason it works to strengthen its sectors by focusing on the need to go towards entrepreneurship, as it is the starting point for innovation and development and growth.Entrepreneurship in developing countries is concerned with creating a catalyst that helps transform and create a new economic model (Acs & Virgill , 2010). And with the increasing trend towards entrepreneurial projects in developing countries and Algeria in particular,this is accompanied by the presence of entrepreneurs in a remarkably , as it is considered an important factor in determining the dynamics of the economy , it is the essence of entrepreneurship.

And the entrepreneur is likely to have goals and reasons for choosing to be part of the entrepreneurial community and to join the marathon of establishing startup companies, without a motive for something, there will certainly be no success (Delmar, 1996).

It is noteworthy that the motive in establishing a start-up company or establishing an innovative project stems from stimuli that push the individual's behavior to change in order to decide to go towards entrepreneurial projects.

The motive here is the expression of a subjective or objective position(Estay & Durrieu & Akhter , 2013). The entrepreneur may have an independence or achievement mentality and a desire to learn, which is represented in the beliefs of the personality (Marques et al. , 2013).Or it may be the desire to bring about change and benefit society (Humphris , 2017). Or there may be other reasons as necessary motives resulting from unemployment (Stephan et al. , 2015). Or the need for innovation and the desire for creativity (Ben Yahya , 2018). The presence of a facilitating and supportive environment, provides supportive technology (Hamli , 2019). And other motives that It appears in developing countries.

It is striking that we realize the importance of the motives, which will be an incentive for the establishment of global startup companies in the future, and in Algeria, being one of the developing countries, efforts are being made and use supportive mechanisms in various ways, according to the available capabilities in order to meet the needs of entrepreneurs and create an entrepreneurial environment Heading towards the start-up sector (Barhouma & Mahdeed , 2012).

1.2. Problem statement and research questions:

Nowdays, startups have become one of the most important pillars that most of countries rely on ; as they contribute to the advancement of a strong and solid economy; a prosperous and developed society. In addition they are companies based on innovative and creative ideas that have essence solutions to problems and a high growth rate. In fact, the importance of startup companies have great influence on the entrepreneur's decision to go towards entrepreneurship stemming from a reaction that is an incentive to go towards entrepreneurial projects. And these incentives differ from one person to another and from one region to another. And The variety of incentives, whether negative or positive, works to push to go towards entrepreneurship and establish a start-up company. The problem statement of this research is:

What are the Motivations that contribute to influencing the establishment of start-up companies in the developing countries?

To answer the problem statement, we intend to answer three questions reflecting motivators dimensions to creat Start-up companies :

1) To what extent do personal motives an impact on the creation of start-ups in the developing countries?
2) To what extent do social motives an impact on the creation of start-ups in the developing countries?
3) To what extent do economic motives have an impact on the creation of start-ups in the developing countries?
4) Do and to what extent other motives have un impact on the creation of start-ups in the developing countries?

1.4. Research choice reasons:

This study was conducted due to some personal and objective factors

1. The economic and social importance of the topic.
2. The interest shown by the Algerian government towards this topic because its new orientation.
3. The novelty of the topic in the domains of academia and its implementation in Algeria
4. Entrepreneurship has become crucial and inevitable necessity in order to achieve development and growth in various domains.

1.5 Research objectives:

There is a set of goals that the researcher sought to achieve

1. Enriching research on startup companies and focusing on the incentives for their establishment, as they play an important role in achieving growth in various fields
2. Exploring the reality of startup companies in Algeria, as it is the option that the Algerian government is working on.
3. Providing a comprehensive vision of the most important incentives that push the establishment of a startup company in Algeria.
4. Enriching research in the field of startup companies and presenting through it a set of recommendations and suggestions that would facilitate the trend towards the startup sector.
5. Highlight the effect of stimuli and alter the individual's behavior and orientation towards free enterprise.

1.6 The relevance of the research:

The importance of this research lies in fact that it involves a new recent topic that has a international interest and attention. This study of the incentives is designed to found start-up companies in developing countries, precisely in Algeria.

The importance of the study is divided into objective importance and practical importance.

1.6.1. Objective importance :

2. The current study is one of the studies that have broad interests locally and globally. Where the field of emerging institutions is considered one of the pioneering studies as well as the trending topic in Algeria. And the importance of the stimuli that have a great support for the trend towards the founding of startups..
3. This study provides a theoretical root for the concept of startups and incentives.
4. Due to the scarcity of studies that dealt with the issue of incentives for the establishment of startup companies in Algeria, this study comes as an enrichment for the research that deals with incentives and their impact on the establishment of startup companies in Algeria.

1.6.2. Practical importance:

1. Having the knowledge of the reality of startups in Algeria.
2. Research and reveal the truth about the effect of stimuli and their role in creating start-up companies.
3. The growing importance of the study as it keeps pace with the state's trends towards establishing start-up companies and the incentives for their establishment

1.7. Spatial, temporal and human limitations:

- ✓ **Spatial limitations:**
  An interview on the Zoom app and in the incubator of the university of Msila.
- ✓ **Temporal limitations:**
  The study took place from the beginning of January till the end of May 2021. As for the analysis of data and analysis, it lasted till the end of June 2021.
- ✓ **Human limitations:**
  meetings and interviews with holders of innovative projects and startups

1.8 Research design:

This part clarifies the methodological choice of the thesis and the research design that is based on an exploratory study. The latter is an observational field that can be described through research questions that are open questions. The research relied on the descriptive-analytical approach by standing on the phenomenon to be studied, since it is a qualitative research.

In fact, the literature recommends two ways to conduct the research, and the choice of one of the two methods depends on the appropriateness of the problem and the quality of the method for the research to be studied. These methods are; Quantitative research and qualitative research. Quantitative research depends on collecting and analyzing data and statistics, while qualitative research obtains results that are not based on statistics, but rather focus on words and people's observations and situations, ans it works to describe and analyze their behavior

(Bryman , 2012)

And that's what the study focuses on, where the author stands as to the problem to be studied, which is the motives to establish start-up companies in developing countries , where the author describes the sample and notes the situations that push individuals to establish start-up companies and analyze the results that are reached in order to answer the research hupotheses

1.9. Previous studies :

	The study of (Watson te al , 1998)
Study title	Small business start-ups: success factors and support implications
Study type	Economic article (International Journal of Entrepreneurial)
Study community	Cohort of new start-ups
The study sample	504 Start-up company
Purpose of the study	• Focus of the information concerning the start-up company and development and growth of new smallbusinesses. • the motivations of the founders in establishing a new businesses. • profile the characteristics of those businesses whichcontinued to trade • Challenges facing start-up founders .
Study steps	• the study is divided into an introduction to the subject and then gave an overview of concerning the start up, development and growth of new small businesses and the factors associated with various outcomes failure and survival • in the second chapter a field study Cohort of new start-ups 504 Start-up company.
Tools	Depends on postal questionnaire
The most important results	• marketing and finance are particular problems for small businesses • the importance of various "push" and "pull" as motivators for business start-up • the incubator organisation can have a significant influence on the business venture. • variables included in our entrepreneurship factor are associated with

	• entrepreneurial behaviour for creat start-up

	(Marques et al. , 2013)
Study title	Entrepreneurial orientation and motivation to start up a business: evidence from the health service industry.
Study type	Economic article (*International Entrepreneurship and Management Journal)*
Study community	a specific group of health care professionals (HCP)
The study sample	367 health care professionals (HCP)
Purpose of the study	orintation towards entrepreneurship and its motives • the characteristics of the HCP company conducive to entre entrepreneurship
Study steps	the study is divided into an introduction to the subject and then gave an overview of the characteristics of the entrepreneur , then the motivators of moving towards entrepreneurship In the second chapter a field study with 367 health care professionals namely diagnostic and therapy technicians
Tools	primary data collected and an online survey
The most important results	• There was a significant correlation between cognitive factors and psychological for the entrepreneurial intention to start up a business • Psychological factors are positively related to creativity and innovation • the entrepreneurial orientation and motivation to start up a business in the health service industry.

	(Tech , 2018)
Study title	*Financing High-Tech Startups*
Study type	Book
Study community	Entrepreneurs and investors
The study sample	34 interviews with entrepreneurs and investors
Purpose of the study	• Methods of financing startup companies • reasons information asymmetries and transaction costs between the investor and the startup • mitigation strategies to overcome the liability of complexity to finance entrepreneurs and innovative and complex startups
Study steps	• The study is divided to chapter one , research gaps are addresses in multiple ways startup companies and the current state of venture financing , investors and entrepreneurs • The second chapter It integrates the theoretical bodies of knowledge on (entrepreneurial) • The third, fourth, and fifth chapter constitute the methodological body of the thesis and the field study summarizes the findings from 34 interviews that were conducted with entrepreneurs and the investors
Tools	34 interviews with entrepreneurs and investors
The most important results	• high-tech products were of interest to all the interviewees • Hardware and software can be very interesting for investors • All startups that were interviewed engaged in prototypin

1.10 Difficulties of Research:

2. Lack of qualitative studies that rely on analysis by the program Nvivo.
3. Nvivo program requires time to get used to.
4. It took a lot of time to look for entrepreneurs who own startups

Literature review

2-LITERATURE REVIEW:

2.1 Research theories :

2.1.1 Start-ups theories

some theories can be considered the main as axis, and these theories can be classified in three categories: organization, management and entrepreneurship.

2.1.1.1.Organization theories focusing on startups:

Van de Ven (1984) is among the first to study approaches toward studying startup creationThey looked at entrepreneurial techniques and methods and ecology. The organizational approach discusses the conditions in which planning and organizing are done to establish a startup, and how it is developed in the early stages, which are among the most important stages of establishing a budding institution.

Yet, organization theories are silent on the issue of organizational evolution, and more specifically on startup evolution (Salamzadeh &Kawamorita, 2015).

However, the theories of organization demonstrate the importance of organizational development (the evolution of organization in an emerging institution). Moreover, there are

several processes around organization such as, Among these theories, the following are more relevant in studying startups: organizational ecology theory (e.g. see, Scholz & Reydon, 2010), organizational configurations (e.g. see, Miller, 1990), contingency theory (e.g. see, Tosi& Slocum, 1984), resource dependence theory (e.g. see, Davis& Cobb, 2010), uncertainty theory (Kamps & Pólos, 1999).

2.1.1.2. Management theories focusing on startups :

According to its general definition (getting things done through the other people, or coordinating the efforts of people toward common goals), management is about people (Hofstede, 1999). On the other hand, management theories are either “perspectives” or “descriptions of the relationships among organizational characteristics” (Dean & Bowen, 1994). Thus, according to this view, while management theories have less to do with startups in an organizational sense; they have more to do with those entities as individuals/teams that coordinate their efforts toward some common goals.

Moreover, management theorists and scholars are becoming more interested in studying startups (Davila et al., 2003). Some of the main management theories used in startup research are as follows: strategic management (e.g. see, Pettigrew et al., 2001), small business governance (e.g. see, Ritchie& Richardson, 2000), human resource management (e.g. see, Miles & Rosenberg, 1982), team management (e.g. see, Kaiser& Müller, 2013). However, these theories are loosely connected to startup research and are mostly considering startups as their samples or cases (Salamzadeh &Kawamorita, 2015).

2.1.1.3. Entrepreneurship theories focusing on startups :

entrepreneurship theories on startups fall into two categories:

1- macro-level theories (e.g. see, Schumpeter's theory (Schumpeter, 1934), population ecology (Hannan and Freeman, 1977)

2-micro and meso level theories (see e.g. Vesper, 1990; Lim et al., 2008; Bhaves, 1994; Veciana, 1988; Deakins and Whittam, 2000; Núñez, 2007; Serarols, 2008; Samuelsson and Davidsson, 2009). this category is more interested than other theories on startups companies, and this likely for several reasons including :

• entrepreneurship interest in ideas, creativity, development, and innovation of products or services. thus, the theories of entrepreneurship are considered more than others that deal with the early stages of any business.

• the essence of startups is to turn an idea into business, and this is what entrepreneurship studies are interested in (Salamzadeh &Kawamorita, 2015).

2.2.Concepts of Start-ups :

2.2.1. Introduction to start up :

The word start-up was firstly used in the magazine Forbes back in 1976 (Start-Up, 2016). And over the past two decades, it has become very famous around the world.Therefore. It is a must that a set of definitions be provided to clarify more about start-ups.To begin with. The dictionary defines that: ‘a business that has just been started. (English dictionary,2021) Moreover, Amy Fontinelle declares that a start-up is a company at the first stages of its activities startup is founded by one or more entrepreneurs who try to develop a product or a service hoping that there will be a satisfactory demand for a product or a service and most of these start-ups face many problems at the beginning and from them constraints revenue and high costs (Fontinelle, 2020).

Moreover, Paul Graham who has financially supported more than 1000 start-ups has a different view about startups. he also declares that Start-up is not necessary to be a recently created company and it's not important to find a new technological solution or to be supported by the diverse venture. A start-up is a company designed to grow fast. And good growth is achieved weekly the rates a between 5% and 7% and sometimes exceptionally 10% (Graham, 2012).

According to Blank et al **(2012, xvii**): Start-up is a temporary company characterized by creativity and innovative solutions, and growth it aims to launch a new product or service resulting from a new idea(Bhide, 2000).

States that a Startup is a human institution designed to create a newproduct or service under uncertain conditions(Ries , 2011).

However. Through various definitions, The term start-up refers to new business projects founded by one or more entrepreneurs characterized by venture and innovative solutions to solve pressing issues it aims to launch a new product or service that comes up from great ideas.

According To the age of the start-ups the the priode chosen of time between 5 and 12 years (Zaech, 2017); there are also other reasons associated with this, the expansion of the company or acquisition by another company or its revenues exceeding 20$ million, or the increase in the number of its workers. (Ibid, 2016). In this vein, Natalie Robehmed confirmes the previous idea by saying: from Forbes magazine complete the start-up “if you have just set up a tiny for-profit enterprise and are intent on it becoming big enough to take over the world – even if you're still working from your bedroom you're probably a startup founder."(Robehmed, 2013) .

2.2.2 Types of Start-ups :

The researcher devoted this title to highlight the various types of the start-ups which they containare different distributions of start-ups in the relevant literature or Internet

2.2.2.Steve Blank Approach (2018).

2.2.2.1.Lifestyle Start-ups: Work to Live Their Passion :

Constant learning and passion at work and living a suitable lifestyle for it, for example web designers (Blank, 20118).

2.2.2.2.Small-Business Start-ups: Work to Feed the Family :

It has been spoken about small companies such as groceries,plumbers,barber,ect And these companies usually are slowly in growth which is the opposite of what Graham defined and the capital limited, but they represent the majority in the number of entrepreneurs in general and their enterprises create local jobs.(Graham , 2012 ; Blank, 2018)

2.2.2.3. Scalable Start-ups: Born to Be Big

the founders believe they can change the world, and their ambition is bigger than those who make a limited profit , but they seek to form stocks that eventually become traded or acquired thus achieving millions of dollars in profits through risk and adventure, such as google,facebook and twitter (Blank, 2018).

2.2.2.4.Buyable Start-ups: Acquisition Targets

The target of these companies is to sell them to bigger companies, for millions of dollars and avoid the traditional venture-capital investors' Typical case is creating a website (Blank, 2018)

2.2.2.5.Social Start-ups: Drive to Make a Difference :

Social entrepreneurs have the desire to make a change in the world to become a better place, and they have the ambition and passion to achieve that rather than making a profit or take market share (Ibid).

2.2.2.6.Large-Company Start-ups: Innovate or Evaporate :

To ensure their survival and growth the companies have to keep pace with the developments and changes taking place in the external environment through continuous development and improvement , and this challenge requires entirely new organizational structures and skills (Ibid).

2.2.3.Life Stages of Start-ups :

Paul Graham explained that what distinguishes start-ups from others is the fast growth. but in reality so difficult because they often encounter different problems and difficulties at some stages to reach the summit.

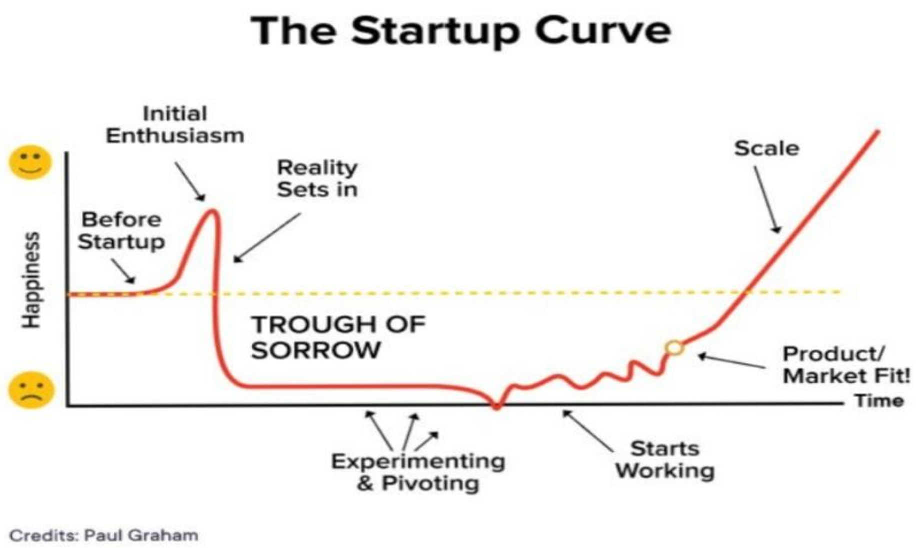
and we find much relevant literature has different opinions about the number of the start-up's stages according to Salamzadah there are 3 stages start with Bootstrapping stage and the Seed stage than Creation stage. (Salamzadah, 2015).

Moreover, according to Andrew Metrick and Ayako Yasuda (2011) in their book called (Venture Capital & the Finance**)** they defined four stages of startup growth.

Firstly. Seed/Startup Stage, Early Stage, then Expansion (Mid) Stage, and the later stage. (MIKE-B, 2018).

Paul Graham illustrates the stages by the following curve

Figure 1 : the stages of start-ups growth



Source: https://arkapravo.substack.com/p/pmf through figure 1, it can be defined 5 stages of start-up growth

2.2.3.1 Befor start-up stage :

In this stage, they start with an innovative or new idea on the side of a person or a group, and this idea is studied and extended to which it can be in the reality, and study the market and target customers and regarding financing, they use personal funds, or ask family members and friends for their investment in the idea or ask government subsidies (Salamzadeh,2015).

2.2.3.2.TheStart stage :

To present the product or service to the market, and they worked on developing and improving them. Thus, the founder seeks to support, as to, were as:

accelerators, incubators, small business development centersand the funding is provided by family, friends, and business angles(Salamzadeh,2015).

2.2.3.3.The enthusiasm stage :

Here is a high enthusiasm because of the product or service reaching the peak, and the activity expands. also, the product idea becomes available to everyone, and the pressure and fear of failure, the reason the increase in the product offered by others, or the emergence of other obstacles push the curve to retreat (Bouchaoure , 2018).

2.2.3.4.Glide and climbing stage :

Here the project retreats until reaches a stage that can be called the trough of sorrow or trough of death although the enterprising financiers continue to finance the project and also the growth rates are so low, so the entrepreneur strives to continually improve and introduce modifications to the product, so the company begins to reappear and then a new product with better features appears from first product and is marketed in a large scale (Bouchaoure , 2018).

2.2.3.5.Growth and ascension stage :

Atthis stage, the start-ups begin to grow continuously and the curve starts to rise, this is due to the efforts made by the entrepreneurs to improve and develop the product or service and move from its experimental phase to the testing phase and present it to the appropriate market, where it is a probability that 20% or 30% of the target customers use the advanced product and after that will achieve huge profits.(Bouchaoure , 2018).

2.2.4.Financing of Start-ups :

Funding is one of the most important resources that start-ups needs for their businesses to succeed and the potential for survival.

2.2.4.1.Self-funding and FFF :

Often at the beginning, funding is provided by the project owner, or possible to resort to friends or family or fools which are easier than resorting to other sources that may impose conditions on them, and this is at the first stage of developing the product and launch it to the market (Bruno and Tyebjee, 1985; Freear and Wetzel, 1990; Manigart and Struyf, 1997).

And we can find business angels are also important for start-ups to support new entrepreneurs and these are called informal funding it is the most important primary source for start-ups It's possible that entrepreneurs in developing countries rely on informal funds as well (Mickiewicz & Korosteleva, 2011).

2.2.4.2.Banks :

It is another option Traditional way of getting financial resources by (mortgages or loans for various purposes) as collateral or personal guarantee of the entrepreneur.

And the banks can refuse the funding request for many reasons mostly the high riskiness of the project or the entrepreneurs were unable to put up the desired information(Manigart & Struyf,1997).

Firms with assets of greater liquidation value getting easier access to finance, their many authors suggest that bank financing will depend upon whether the lending can be secured by Given the increased information (Storey, 1994 ; Berger and Udell, 1998).

Furthermore "common to have only one or two

different financial sources at the startup" Manigart &Struyf (1997:126)

2.2.4.3..Public Subsidies & Crowdfunding :

According to (Tech, 2018) public Subsidies can have various forms as the creation of spaces

for work, educational programs, and providing grants from public bodies, tax reliefs from the government, and some studies that show, that low-income countries have low levels of financing (Mickiewicz& Korosteleva,2011).

And Tech sees, according to the crowdfunding is a new way and unique option for start-ups have different forms such as reward, donation that means their people called " backers" finance a startup and they receive a reward in the form of the final product or service in the future, we can find crowdfunding platforms such as Kickstarter and Indiegogo.(Tech, 2018)

2.2.4.4..Family Offices:

Here is spoken about wealthy families , they already own companies and investments, and they aim to diversify their activities.

These family offices are characterized as entrepreneurial because their owners are the shareholders and the enterprising who afford the risks of financing the start-ups in the early stages in which the uncertainty and ambiguity are high (Amit et al. 2008).

2.2.4.5.Corporate Venture Capital and Accelerators :

Corporate Venture capital is a project that the company adopts by establishing special units for strategic investment to achieve profits, increase sales and diversify the market (Chesbrough , 2002).

But the main motive is securing intellectual property and attracting human skills tech(2018).

And about the accelerators are very important and necessary in accelerating the growth of start-ups in their early stages, and they don't depend on financial support only but combine more elements, such as intensive education, mentorship, and periodic follow-up (Hathaway, 2016).

2.2.5.Characteristics of the start-ups :

Startups have several characteristics that distinguish them from others, including :

2.2.5.1.Innovation :

The start-up company is characterized by the ability to innovate, resulting from a wonderful idea as defined Bhide, and the technological evolution of the world and the race towards creativity the world is witnessing, innovation is considered the source of the competitive advantage of companies (Bhide, 2012)

2.2.5.2.The fast growth :

The growth is one of the advantages of the start-ups and there are most definitions focus on fast growth,(Kuratko et al. 2015).Graham (2012).

"Start-up is a company designed to grow fast" and in other words, it is a company that aspires to rise in multiple levels, and Besides scaling revenue growth.

2.2.5.3.Temporary company :

One of the most influential thought leaders on Start-ups, Steve Blank, clarifies :

“a Start-up is a temporary organization designed to search for a repeatable and scalable business model”

in other words , it is a company that works on the success of its project by providing a product or service that fits with requirements and needs of the market in which you want to be present in it quickly and repeatedly (Blank , 2018).

2.2.5.4.Companies that require low costs :

In the sense that start-ups can Making enormous and faster profits compared with low cost (Jagdali,2020).

2.2.6.Importance of Start-ups :

Indeed interest in Start-ups has become a necessary and competing matter,because of their great importance in the national economy, and we will mention them :

2.2.6.1.the social importance :

Entrepreneurship is moving towards more social added value (Fayolle & Matlay,2010). This meaning highlights the significance of social aspects for startups or any business thus, The Start-ups focus on finding solutions to help society facing problems in different fields such as medicine , health, energy, education,and the envirment (Salamzadez & Elyasi & Arasti,2018).

2.2.6.2.Creation of New Jobs :

Startups are the driving force for new jobs and one of the most important engines of economic growth and social in the world.

According to a report carried out by the organization for economic co-operation and development, startups contribute to the creation of around %60–70% of new jobs (Lee & Kim, 2019).

And another study carried out by The OECD (Criscuolo & Gal & Menon, 2014).

Had collected employment data from 18 countries over the past years, and showed that young companies that are five years old or younger have an effective role in creating job opportunities.

Another report that supports what we previously presented with impressive numbersin 2015, 414,000 startups created 2.5 million new jobs, according to a 2017 U.S. Census report. The Bureau of Labor Statistics shows that 415,226 startups were created in 2017.

Leading to a gain of 1.7 million jobs. And venture capitalists invested a record $130.9 billion in new companies in 2018 (Ryder,2019).

2.2.6.3.Market Gap Filling :

Start-ups operate under conditions that constantly challenge their survival , and this leads to high failure rate , especially in the early years of their life stages (Shepherd, Doughlas, & Shanley, 2000).Nevertheless, they are considered carriers of innovation and creativity that distinguish them from others so that entrepreneurs have the ability to building innovative and advanced models through users notes in case of uncertainty in the market (Nguven Duc &Dahle & Steinert & Abrahamsson,2017). I.e filling the deficiencies and gaps in the market through thier new solutions and ideas.

2.2.6.4.Other Important Aspects :

James Rosebush claims thatStartups are the lifeblood of the private sector economy. And this quotation clarifies the positive impact and the important role that startups play in the private sector through the creativity and innovation they provide,and in the fact it goes further than that through the distinctive and unique solutions that they reach , and this is what makes them able to design products and services with high-quality ,compared to what is found in the market**(**Rosebush , 2015).

Accordingly, this is what makes it grow fast and be more flexible than other companies,and they can be placed almost anywhere, in the world and can inter global markets ,and be eligible to establish international companies.And this is thanks to the benefit of the government , in terms of revenues and investments (Gerard, 2016).

2.2.7.Challenges of startups :

Startup companies face various obstacles as any other company or institution. Therefore, the researcher devoted this title to discuss and illustrate multiple challenges that start-up go through.

2.2.7.1.Financial challenges :

Funding is considered the essence of startups in every stage of its life , and also it is considered one of the common problems for new projects to launch. In the first stages we find the entrepreneur try to convince friends and family of the extent of the splendor of his/her idea and try to direct them to invest in it.

and The need for financing the entrepreneurial projects continues to expand and develop, so he/she begins to search for investors to negotiate with them and convince them of his /her plans (Salamzadeh & Kawamorita ,2015).

Or try to borrow from banks, he will probably find another challenge which is the possibility of refusing to lend because of insufficient guarantees or there is a risk in the project (Manigart & Struyf,1996).

2.2.7.2.Human resources:

Startups companies usually start from one or more founders , he /she working on embodying an idea and devloping it according to the needs of the market .

and this requires experts to develop the first model , the ability to negotiate and communicate with users and suppliers and this in the end, need hiring employees and forming an integrated team and the ability to guide them to succeceed of the project , and the human resource management problem may be the reason for startups sliding into death valley (Salamzadeh & Kawamorita , 2015).

2.2.7.3.Support mechanisms:

Support mechanisms are among most important reasons for the success of Strart-ups that include angel investors, hatcheries, incubators, science and technology parks, accelerators..ect and the sifficulty accessing these mechanisms will definitely lead to disapperance.(Salamzadeh & Kawamorita , 2015).

2.2.7.4.Environmental elements:

The environmental elements are considered one of the determinants of business success and growth and lack of interest it leads to failure of startups, included business infrastructure , the particular customer markets, community Lifestyle and legal issues and economy ...ect , and all of these are need to take into consideration (Watson &Hogarth-Scott & Wilson , 1998). Aand in algeria specifically , the minister of knowledge economy and start-ups emphasized during a hypothetical conference, Algeria is currently facing great challenges, the most important being the transition from an economic model based on oil revenues to a more sustainable, more resilient and more ambitious economy(Start-up , 2018).

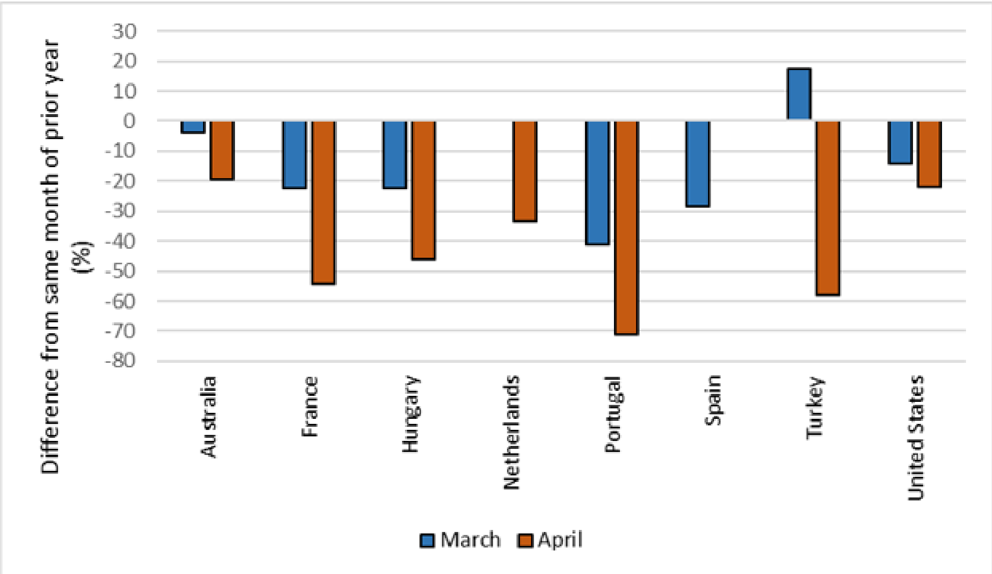
2.2.7.5.the challenge facing Start-ups in the time of COVID-19 :

As it has been mentioned previously about the importance of startups in the national economy , and their ability to deal with environmental variables, the COVID-19 crisis posed a great challenge to it. a recent study for the OECD COVID-19 Hub (OECD 2020a), they analyse the challenges facing the start-ups under the conditions of COVID-19.

Which are represented which are as follow The crisis is. reduced probability the creation of start-ups , threatens their survival and limiting their growth. and thus leads to absence of a new generation of startups, and consequently affects the results of the growth of the economy.

And figure below illustrates the extent of the decline in business formation during COVID-19 (Calvino & Criscuolo & Verlhac ,2020).

Figure 2 : Declines in business formation during COVID-19



Sourse : .(Calvino & Criscuolo & Verlhac,2020)

The figure shows, the rate of decline in the establishment of companies significantly in many countries, during the tow monthes March and april 2020, with a sharp decrease of up 70% in the month of april 2020 in Portugal compared to the same month of prior year, and 46%, 54%, and 58% in Hungary, France, and Turkey, respectively.However, both Australia and Spain recorded more moderate declines(Ibid).

2.3.Motivations for start-up :

Motivations have been a fundamental topic in psychology science ,and organization , where motivations are defined as a group of energetic forces that originate , which arise within and are liberated in the form of behavior taken by individuals (Murnieks & Klotz & Shepherd , 2019).

Therefore,The motives are the most important driver for the orientation towards entrepreneurship and its success , and the literature often reveals that the motives for entrepreneurship differ in terms of their positives and negatives (McClelland et al., 2005). Or alternatively push or pull factors (Orhan and Scott, 2001). In the experience of being an entrepreneur , this can now no longer be the primary choice , but instead there are negative and terrible incentives that push you to this decision , or there are points of interest which might be taken into consideration high quality incentives to emerge as an entrepreneur (Marques et al. , 2013).

2.3.1.Types of Motivations :

Indeed , a succsfull intreperneur is a filled with various drivers and motivations some are positive and others are negative .Thus, this title is dedicated to discuss these motives :

2.3.1.1Self Motivated :

Literature shows that the motivation of becoming an entrepreneur can be interpreted as a personal decision resulting from an interaction of several factors which end in a specific situation. therefore, entrepreneurship is multi-dimensional as it is considered as an introduction to explain the behavior of the entrepreneur (Estay & Durrieu & Akhter, 2013).

The motives thus can be discussed from the intention (Bird, 1988; Katz and Gartner, 1988). Of the entrepreneur. Moreover, the definition of an entrepreneur's intention is a self-acknowledged conviction by a person whom they intend to set up a new business venture and consciously plan to do so at some point in the future (Thompson, 2009). And this intention is followed by the desire to their own achievement of self-realization and a sense of self-confidence Kirby (2002), (Kobia & Sikalieh, 2010).

This latter is achieved by self-employment, and the confidence in entrepreneurship, which is a belief in the impact and change that it causes, that is, because there are models that are emulated which enhance and develop faith in their abilities and strength. Thé fact that psychologists talk about self-efficacy and skills

(Röhl, 2016). And the desire to build something of one's own and to build his own approach to work

Without being subordinated to anyone and that is motivated by independence and their own time to control and to make independent decisions (Schumpeter, 1934).

Subsequently, independence in self-employment achieves an advantage for the individual and a great value, compared to what he achieves in traditional labor, such as responding to and permanently obeying the instructions and laws of the company or the government's agency, Hence, the decision of becoming self-employed achieves different goals including, achieving self-government without restrictions or orders, so that any entrepreneur achieves his goals, and dreams effectively (Röhl, 2016).

In this line of thought, these people are trying to achieve financial independence and desire to profit. Meanwhile, there is also a chance of being more flexible in their personal life and more time to spend with their families (Shane et al., 1991). Therefore, it generates a desire to exclude the idea of public employment, or to get rid of them, due to the restrictions imposed by these jobs (Sadeghi, 2019; Douglas & Shepherd, 2002). And a willingness to explore new ideas (Liang et al., 2013). And the aspiration for achievement, that, motivates individuals to face difficulties and challenges in order to reach their aim and is considered a characteristic of entrepreneurs (Estay & Durrieu & Akhter, 2013).

Plus, their openness to the world and its changes(Liang et al., 2013). This latter creates in them the will to take risks so that risk inclination versus uncertainty is considered an advantage only for entrepreneurs

(Sánchez & Sahuquillo, 2017).

2.3.1.2. Necessity driven motivation :

There are negative external reasons that pushes individuals to entrepreneurship, such as job dissatisfaction regarding to low income, or inappropriate workplace (Ammirato et la . , 2019). Neverthless, the difficulty in finding a job which leads to a high unemployment, and a shortage of job positions.

The government's ability is limited to ensure adequate levels of production and employment (Sánchez & Sahuquillo, 2017). Also, the economic condition of any country is considered as one of the most important factors that drives entrepreneurship, as there is a high rate of a tendency towards entrepreneurship, and this is due to economic crises that causes a large layoffs from companies which sadly results in a high unemployment rate.

Yet, this type of situation has relatively positive aspects, because it creates the need and the necessity to save money by heading towards entrepreneurship. Therefore, this condition could create new job opportunities, and offer decent working conditions (Sadeghi , 2019). these economic conditions that afflict, the idea of migration may be generated among individuals, in order to search for a better standard of living, and migration in the literature is the movement of an individual or group of people from their homeland to live in another country, and that is either to settle or live only temporarily.However, migration is either within the country or between continents (Khosa & Kalitanyi , 2014).

Migration may be due to the presence of attractive opportunities for the individuals, for example, economic policies and a suitable environment for work (Azmat , 2010). Or the existence of short reasons, in other words, negative motives that compel individuals to think about immigration, and people do not have a choice or a suitable bid, for example, social marginalization, the inability to find job in the formal public sector, a lack of wages, discrimination in the labor market and redundancy, environment Generally unmotivated economic (Khosa & Kalitanyi , 2014). Immigrants ,then, are directed towards entrepreneurship, and thus the term immigrant entrepreneurship appears which is a concept used for individuals who have moved towards entrepreneurship in the host country by establishing projects as the most appropriate solution for survival, (Khosa & Kalitanyi , 2014). In fact, immigration is considered the best way and the best solution for those who do not have education or basic skills to seek and to escape from the harsh reality of poverty and unemployment (Azmat, 2010).

2.3.1.3.Opportunity-driven motivation :

Motivations are considered as a basic link between the activation of internal energy and its directing towards creating emerging projects , it is a personal result with environmental determinats and the topic here is the establishment of businesses that are formed through the challenges or opportunities that he or she sees (Estay & Durrieu & Akhter , 2013).

And the opportunity is considered a reality that it must be searched and explored. It can be created by the entrepreneurs as it depends on the extent of their knowledge of the market the alertness and the skills they acquires . Thus, the opportunity is considered one of the factors that attract individuals towards entrepreneurship .the latter is not completed without the availabale opportunity , even if the entrepreneur is assiduous , because it creates a new market and new jobs (Sadeghi , 2019) .Therethus , Opportunity Can be found in various economic circumstances , whether there is a crisis or,a prosperity or a recovery in the country . A wide range of studies confirm that the orientation towards entrepreneurship is resultedfrom the existence of an opportunity in which the rate of success and sustainability.

Which is higher than entrepreneurship that its the result of necessary motives , because that the individuals do not think about entrepreneurship , but about the necessities prompted them to do. So, the entrepreneurs who search and seek beyond the opportunities they have a greater desire to develop their business (Devece et la. , 2016). And Sadeghi (2019). Adds that , in the general entrepreneurship achieved by both opportunities / motivation necessity.

2.3.1.4.Social motives:

This type of motivation focuses mainly on the social aspect, where entrepreneurship contributes to social growth development. Furthermore, entrepreneurship works on influencing social resilience, this latter is defined as the ability to keep pace with social and economic changes and adapt to them (Galappaththi et al ., 2017).

On the other hand, it seems that the motivation of the entrepreneurs is to have the desire and the full interest in making a positive difference atthe society in various fields by trying to improve and to develop the values of the surrounding system (Ruvio & Shoham, 2010).

In addition, the realization of social values is one of the most important motivations, by combining resources in a new way to stimulate social changes. The goal is to create social start-ups that seek to create solutions to social problems, which require entrepreneurs to adapt and continuously learn or acquire from one generation to another (Picazo et al., 2015).

Entrepreneurship is important because it helps in creating wealth and raising the standard of living, as well as economic development. This is achieved through making a positive impact on members of the entrepreneur’s community and his/ her surroundings, and as a result, or rather ultimately, she/he will succeed in obtaining appreciation, respect, and appearance among his/her friends, family, and society as a whole. (Shane et al., 1991).

In fact, what makes a businessman is the concept of "social integration", being an important and essential part of society and inseparable from it (Galappaththi et al., 2017). In other terms, entrepreneurs create an integrated chain of social relationships and this is called social capital. (Picazo et al., 2015).

In addition to that, social ties help find solutions to potential problems and to achieve a balance between finance and human capital. Through this, you can have an easy access to information about customers, suppliers, and competitors.

These social ties are an effective role in ensuring the success of the entrepreneurship project (Piegeler, 2015).

Alternatively stated, the most important component of society is culture, and this concept cannot be ignored because it has a strong influence on the orientation towards entrepreneurship. Entrepreneurial culture helps entrepreneurs to make a positive change, innovate, create and take risks.

Also, this component is considered one of the social motives that generate entrepreneurial thought and free business, because entrepreneurial culture differs from one country to another and from one community to another. Hence, the environment is determined more by culture than by geography, as we often find self-reinforcement found in environments with a strong entrepreneurial culture (Klaus-Heiner, 2016). This type of culture connects individual values, beliefs, and behaviors, and this explains the extent to which they influence individual behaviors. This includes their choices in heading towards entrepreneurship and joining the entrepreneurship community (Thurik & Dejardin, 2011).

To clarify more , it has been found that Algerian culture , which is based on Islamic background , strongly affects on family's values, work and relations

(Beggar , 2016).

Therefore, the entrepreneurial culture was born as a result of external conditions and several aspects such as regional culture, national or personal characteristics that includes beliefs, values, and behaviors (Thurik & Dejardin, 2011).

2.3.1.5.Creativity and innovation :

Creativity is referred to as generating new and distinctive results , and innovation is the creation of a set of new ideas , processes , or procedures designed to benefit society greatly , this definition demonstrates that creativity is the generation of ideas from innovaion (Acar et al . , 2018).

Both creativity and innovation are fundamental pillars of sustainability, and through them the entrepreneur achieves a competitive advantage (Al-Askari , 2011). This statement is supported by Schumpeter as he explained that an entrepreneur is an innovator, and he continues by explaining that entrepreneurship is creativity, as creativity is new and unique ideas that no one has ever done before, in other words it is thinking outside the box (Sternberg , 2004).

So that he works Entrepreneur explores opportunities for creativity, and works to find unique ideas through which a new thing can be created such as a new product, a new service, new technologies (Ward , 2004). And this is called creative intelligence (Sternberg , 2004). And in fact creativity is characterized by modernity and Excellence, and it can be acquired and is not considered hereditary, as the family is considered an important role in creating entrepreneurial attitudes for its children and thus works on forming their creativity. There are researches that state that creative students are the result of the family's interest and the educational environment (Ward , 2004).

Regarding to innovation, it is based only on an innovative idea, as they represent an economic(Al-Askari , 2011). Mixture and what's humanity is witnessing today in terms of data and technological development, that made innovation a competitive advantage, and no society can be part of this development and head towards entrepreneurship except through innovation and promotion. Where entrepreneurs create new markets and new products by using information and tools in an innovative and modern way (Al-Askari , 2011).

2.3.1.6.Support mechanisms :

One of the positive aspects and attractive that make people motivated to become entrepreneurs, is the presence of support and facilities from various parties. First, either there is a source of private money, e.i. From the person's savings, or family or friends, and this is called social networks for the entrepreneur (Wang & Schøtt , 2020). in addition , the existence of bank facilities in the provision of loans (Cassar , 2002).

And this back , the state policy of paving the way for individuals to head towards entrepreneurship through its facilities and tax reduction. Sometimes, they access exemptions and grants, and it is one of the most important positive drives (Aleisa , 2013). and also we find the motivation from the support provided by the investors of the venture capitalists and angel investors, who support and encourage creative ideas and innovation , through financing and by sharing their technical expertise and knowledge of the market which provides strategic advice (Wang & Schøtt , 2020). And business incubators, accelerators, and technology centers can not be neglected, since they are important drivers supervising students on how entrepreneurship works, due to the care they provide for business and ideas by providing space and helping new projects to grow and develop. They also work to facilitate ways to reach the embodiment of ideas, in addition to the workshops and intense mentorship and education programme and courses that you conduct and the continuous guidance and encouragement of innovation by linking them with experts, businessmen, investors, and innovators. Moreover, there will be a reduction of the gap between knowledge, efficiency, and resources (Hausberg & Korreck , 2018).

The role of universities and education centers is to promote entrepreneurial thinking so that education is positively linked with the motivation of opportunity and challenge. Learning and teaching entrepreneurship becomes a must, as students and people, in general, enjoy the prestige of becoming a market leader, and there is a great expectation that they will boost growth in their projects (stephan et al , 2015).

2.3.1.7.Technology :

Today, technology and entrepreneurship is witnessing a great trend , and this is for many benefits it brings to nations and societies , and with this acceleration , a new type of entrepreneurship emerged , which is digital entrepreneurship(Ammirato et al., 2019). Where that technology has an impact on the entrepreneurial community in all fields, where it is not possible to find a start-up that does not rely on technology , for research and innovation

(Mckendrick , 2017) . And associated with our general surroundings and goes about as a gateway to vasts measures of information which can be gotten to easily.and the information technology works to convert creative ideas into fact , and working to creates addeds value

(Ammirato et al., 2019). And technology paves the way towards entrepreneurial thought. There is the Information Technology and Innovation Foundation (ITIF) report that supports this as it states that the number of technology based start-ups in the American economy is 47% , meaning that they have an effective role in the country's economy and the study continues by explaining that technology based industries have a role in creating new jobs and markets, as they have a major role in the country's economy and those who work in the technology field achieve high wages compared to other jobs, as technology has a role in achieving a competitive advantage in the entrepreneurship community (Mckendrick , 2017).

And from technology trends, artificial intelligence has an important role in creating or discovering the opportunity and helping to search for information through which the idea is generated, and all this about Through a set of data and algorithms, they join to help development and innovation (Chalmers & MacKenzie & Carter , 2020)

2.3.1.8.Motivation breaks gender normes :

the business world and its success is not limited to men only. Women have an effective role and have the ability to make a difference in their societies and economies and in various fields, whether in developed or developing countries (Fleck et al., 2005). Businesswomen are considered essential performers for the state (Howard & Halkias & Dean , 2019) And that you make the decision to be part of this business community is owing to several reasons, including classic, compulsory, or family(Sharafizad & Coetzer , 2017).

With regard to classic motives, as it includes women's desire for independence and the challenge and the adventure to prove oneself (Howard & Halkias & Dean , 2019l), and there’s some Necessary motives are to go towards entrepreneurship, meaning that self-employment is the only solution that women resort to Among these reasons, the amputated and suspended opportunities for women in employment, as the male business culture conquers in society (Orhan & Scott , 2001).

And thus the result of which is unemployment and frustration, which corresponds to the need for money in order to live and to help itself, hence generating the idea of business .(Fleck et al., 2005). As for the employed woman and because of her abandonment of her job and her orientation towards entrepreneurship, this is due to gender discrimination and male prejudice, which affects women negatively in various fields.

Including formal work structures (Howard & Halkias & Dean , 2019). And the barriers they endure. Women to reach higher ranks and executive positions, and many of the barriers and obstacles that women face in order to reach higher executive positions. This is precisely called the fixing the glass ceiling , To pass to family motives, we find the desire to earn a living for the family, and there is also the care required of the woman towards her family, a study that states that women with children are likely to choose jobs that are close to home that do not require restrictions or long working hours (Sharafizad & Coetzer , 2017). And do not forget the presence of social incentives , It helps generate entrepreneurial thinking, including working on highlighting the role of women in society and demonstrating.

Their importance by helping other women and also by narrowing the gap that is based on gender inequality and a desire to highlight the extent of their ability to achieve success in the business world that is related to Strongly with masculine speeches (Howard & Halkias & Dean , 2019).

2.3.1.9.The ecosystem :

2.3.1.9.1.Introduction to Ecosystem :

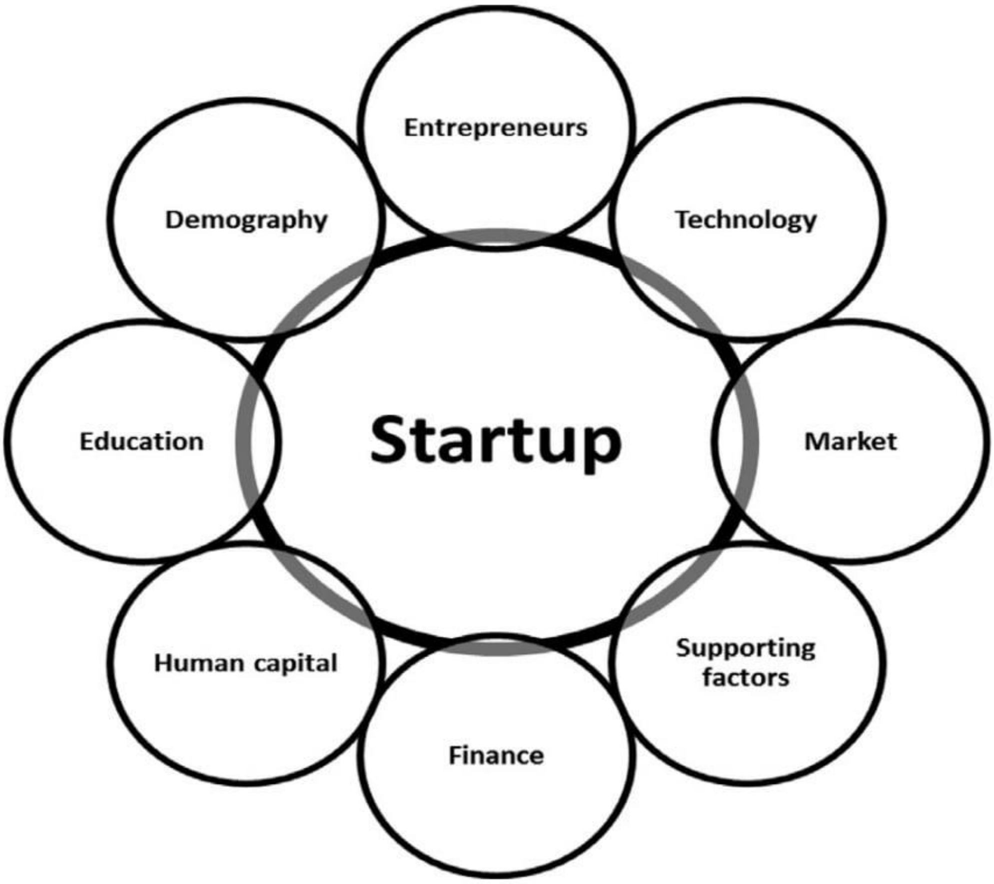
The term ecosystem appeared for the first time in 1935 by A.G Tansley in his research paper vegeta-tional concepts and terms (A. J. WILLIS, 1997) .Therefore, a set of definitions will be presented to clarify more about the ecosystem. To begin with (Tripath et al., 2018).

Define the ecosystem comprises a community of living beings whose members interact with one another ,and their interrelationships with both living and non-living in their environment. In this line of thought. Moore explains the business ecosystem, as economic societies that interact with each other, and have common commercial activities (Moore, 2006). Moreover, (Jackson ,2011). Declares that ecosystem, consist of various actors, with complex relationships, that intend by technological development and innovation. And the ecosystem deals with various institutional entities and innovations that lead to the creation of economic fortunes.

2.3.1 9.2.Components of the Startup ecosystem :

the components have important role in the entrepreneurship ecosystem , and they are the main pillars on which the ecosystem builds the startups.

Figure 3. Key components in a Startup ecosystem



Source : Tripathi et al., 2019 : 78

Figure 3 shows the components in which a startup ecosystem is built, derived from the study done by Tripathi et al.(2019), where they divided this model into 8 basic components, represented by :

1-**Entrepreneurs**: They are one of the main elements of any startup ecosystem, who see market needs as an opportunity for them by Tripathi et al.(2019). They are also distinguished from others by characteristics, among them creativity and self-efficacy, alertness (Urban, 2019) . And they can take risks and deal with ambiguity and uncertainty(Kirby,2002). And also they like renewal (Antoncic et al., 2015).

2-**the Technology** : Technology is the main pillar on which most companies depend, as itprovides quick ways to meet challenges, and is considered a competitive advantage for thecompany, as it works on the development and continuous improvement of products or services environment (Tripathi &Seppänen & Boominathan & Oivo & Liukkunen, 2019).

3-**the market** : The market is the place where ideas are presented in the form of products andservices, and looking for investments (Tripathi et al,2019). Therefore, the entrepreneur must have anoutlook and knowledge of the external environment and know the requirements and needs of the market (Ibid).

4- **Supporting factors** : Incubators, accelerators, co-working space, are the most important supportingfactors for Start-up. Plus, for inexperienced entrepreneurs, given the support they provide for youngprojects and the formation and guidance of entrepreneurs, during a limited period until the project grows (Cohen, 2013).

5-Finance : Funding is very important for entrepreneurial projects, as it ensures their vitality in the market and financing can be obtained from varioussources such as family, friends, bank loans, or investment capital financing. These sources are among the elements of the ecosystem of Startups (Bosma & Terjesen & Schøtt, 2016).

6- **Human Capital** : To gain a competitive advantage in the market, the entrepreneur must know the market, and this is achieved by the presence of the set of competencies, experience, and human skills (M. J. de Villiers Scheepers & Mealy & Clements & Lawrence, 2018).

7-**Education** : Education is the fastest system to provide the absorptive capacity of entrepreneurs, through what universities terms of training courses, workshops, and educational programs to promote entrepreneurship (Johannison, 1991). Thus, this system plays an important role in increasing the pace of growth in the ecosystem of start-ups (Tripathi et al,2019).

8-**Demography** : Demography mean everything related to History, language and culture, immigrants, society, and gross domestic product (Tripathi et al., 2018).

2.3.1.9.3 Ecosystem characteristics :

Through the previous literature, it has been shown that the environmental system has an effective role in the entrepreneurship success and the development of emerging companies. Some systems are model and good example growth , and innovation. A clear business model example with a heart of innovation and entrepreneurship success the environmental system of

Israel, and London, they have a well advanced start-up culture. And the famous uncontested of them California's Sillicon Valley , is the source of information today, and the fertile ground for most technology , and it has scalability and rapid growth (Steiber , 2016).The most well-known Silicon Valley companies are Apple, Facebook, Google, and Netflix. The area also launched Tesla, Twitter, Yahoo!, and eBay. There are many business support companies such as Cisco, Oracle, Salesforce.com, Hewlett-Packard, and Intel. Other companies include Adobe, Intuit, and Zynga (Aleisa , 2013).

Thus, the good ecosystem for startups is based on several characteristics that provide problem solving and reduce barriers to startups, technology, and other areas. The essence of the ecosystem is building a strong economy by developing startups and creating new jobs which leads to new markets. In addition to the presence of a strong ecosystem means the presence of entrepreneurs with multiple skills and high competencies, as they are a great source in the labor market (Aleisa , 2013).

2.4. Theoretical model and formulation of propositions :

One of the most important basic steps in the research is the theoretical framework , because it summarizes and gives a comprehensive summary on the most important points that will be addressed in the research by clarifying the relationship between the dependent variable and the independent variable , back to what the research theories and previous studies came with . It is the first pillar upon which the study rests.

2.4.1.The relationship between start-ups and the motives :

Literature shows that there isn't consensus definition of startups, but there is a clear consensus about the impact they have on the economic and social system of the state, where its core is innovation and creative ideas. In accordance to its importance , there is a great interest in creating a supportive environment for the emerging enterprise sector, and this is in fact due to the existence of the will of the state. In order for the entrepreneur to decide to go towards entrepreneurial projects, there are likely to be incentives that push them to establish a start-up company. The stimuli here are thé forces that arise from within and is liberated to be a reaction, and the stimuli are many that may stem from a personal desire such as the tendency for independence and the desire to innovate. it may be the presence of a supportive ecosystem, or other reasons such as unemployment or the existence of a supportive educational environment such as universities, or it is likely that there are support mechanisms by the state and others.

Where there are stimuli, whether negative or positive, internal or external, they push towards the establishment of a start-up company, .

The relationship is,then, mandatory. in the presence of effective motives, that have an impact on the trend towards establishing start-up companies. this leads to the emergence of an entrepreneurial society.

2.4.2 Drafting research proposals:

Study proposals are formulated by looking at previous studies that dealt with the subject, and they must also be formulated based on the research sub-questions.

1- Formulation of the first proposal:

Through this proposal, the researcher seeks to find out whether personal motivations contribute to the establishment of start-up companies and in the study of (Caliendo & Kritikos, 2011). Which is a research paper, where its focuses are on knowing a set of cognitive and contextual characteristics, to explain why some people become entrepreneurs while some don't.

2- Formilation of the second proposal:

Through this proposal, we aim to find out whether economic motivations contribute to the establishment of start-up companies and in the study of (Devece et al., 2016). Which is an article, it was concluded that entrepreneurship can have better results and prosperity during an economic recession.

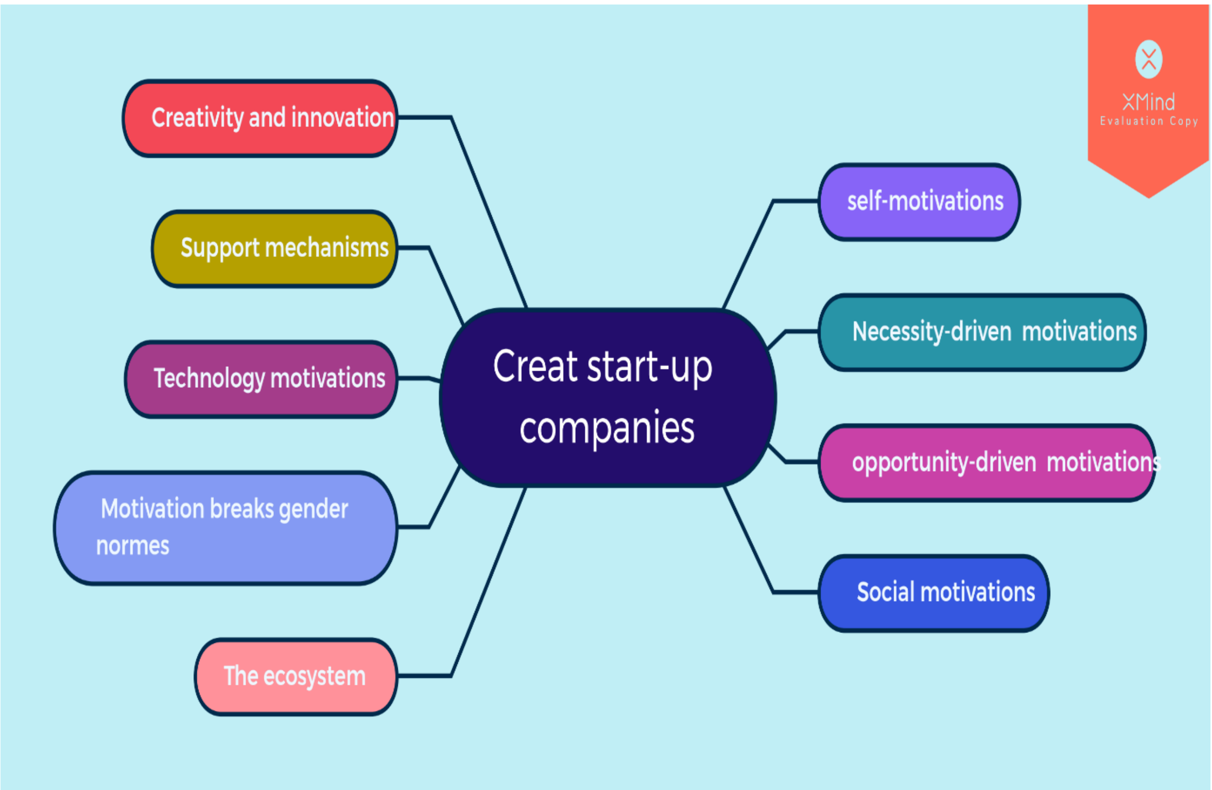
3-Formulation of the third proposal:

Through this proposal, we look forward to finding out whether social motivations contribute to the establishment of start-up companies and the study of (Ghalwash & Ismail, 2017). It is an article, which focused on entrepreneurs' tendency to establish pioneering projects that have impacts on society and their desire to create an impact on society and improve it for the better.

2.4.3 The theoretical model :

The theoretical model of research is determined based on what has been addressed in previous studies, which focused on the basic concepts of research.

Figure 4 : The theoretical model



Source: Prepared by the student based on the program X Mind

2.3 Summary of the theoretical framework :

The first chapter is devoted to the theoretical part of the study variables. It deals with the theories that have hinted at startups, then an introduction is presented about startups from various aspects as there are many different opinions of some authors. Secondly, according to Steve Blank, there are 6 types of startups with their growing stages that are covered in the thesis; these types are, in turn , divided into 5 different stages.

In addition to discussing the various sources of funding for emerging startup as one of the most important elements that must be known.Then , followed by what startups stand out from the rest under the heading of startup properties.

After that, the researcher discussed the importance of startups from various social and economic aspects. The chapter also addresses the various obstacles and challenges facing startups, whether in terms of financing, searching for human competencies, finding supportive mechanisms, responding to the elements of the environment, or crises that may occur without prior warning, such as the Corona virus.

Then, the chapter deals with the incentives for creating startups that push individuals to become entrepreneurs and work to establish their own startups, which is the most important part of the thesis, and therefore the various types of incentives that derive the individuals to move towards the entrepreneurial community, which may start by the personal motivations and what It is followed by the love of being independent, the desire for self-realization and the challenge of risks.

Subsequently, it is followed by motives based on necessity such as unemployment or dissatisfaction with the workplace. The chapter is matched by the presence of opportunities that can be seized as available as a catalyst, after that social incentives and the habits and culture of society and the feelings that the individuals are responsible for the direction of their society, creativity and innovation had a share in the proposition as they are the beginning of excellence and the establishment of a startup company; and it is not possible to neglect the support mechanisms, which include both government support and the quality of incubators and accelerators as a mentor and the role of universities and education in directing towards leadership, it is considered a strong motivation to create start-up projects.

Last but not least, we talked about an important supporter which is considered as a point of strength for everyone who wants uniqueness, which is technology. Because, no one can find startup without relying on technology since it is conciderd as a catalyst. the researcher discussed the gender incentive and its orientation towards entrepreneurship focusing on women and the struggle with the male discourse that pushes them to create projects for which they are responsible, and in the end the catalyst that represents the precursor and facilitator of the orientation towards entrepreneurship and the establishment of emerging institutions, which is the ecosystem and which helps you to excel and succeed

Research design

3-Methodology Design :

3.1 Research epistemology:

According to the literature , many researchers have defined epistemology as one of the branches of philosophy, and its means .

Hypotheses and its results of a critical study research to highlight the logical origin and objective value( ).

Over time, four major research philosophy components have developed, pragmatism, positivism, realism, and interpretivism

•**Pragmatism :** focuses on practical applied research, integrating different perspectives to help interpret the data.

•**Positivism:** focuses on causality and law-like generalizations, reducing phenomena to the simplest elements, and it is considered more and more commonly used in organizational sciences because it is more realistic . And it is called the vision model from the outside.

•**Realism :** focus on explaining within a context or contexts. because it is characterized by inaccuracies in sensations, due to the presence of insufficient data

•**Interpretivism :** focuses on the explanations and details of the behavior of individuals and their inseparable actions , and it constitutes the social world.

As for management sciences , they are modern sciences compared to social sciences , and scientific research in them is constantly evolving , so thinking about epistemology is necessary. in order to add legitimacy and acceptance .

In the given research the researcher follows interpretivism philosophy, in order to understand the behaviors and actions and try to give a clear and appropriate explanation , about the motivators that contribute to the trend towards establishing start-up companies.

3-2 Research methodology:

3-2-1 Research design :

In order to justify the steps of the study field objectively and systematically, the researcher must address this chapter by relying on the hypotheses of the study related to the incentives for the establishment of start-up companies, which are embodied in many personal motives, social motives, and economic motives, where's the researcher will depend on a qualitative study, which is based on Conducting interviews with entrepreneurs, and then analyzing these interviews by the Nvivo program.

3-2-2 Sampling definition :

The practical part of this thesis was interviews conducted with entrepreneurs from different regions in Algeria, where there are those who own a start-up company and there are those who own an innovative project, and due to the nature of the qualitative study followed by the researcher, the selection was made through an intentional sample.

From the business incubator in the state of M'sila, a person who owns a startup company and two people who own innovative projects were selected, from Biskra a person who owns a startup company, and from Skikda a person who owns an innovative project.

And the criteria for selecting the pioneers :

1. Diversity of information sources from several parties
2. Focusing on people with knowledge and experience in entrepreneurship
3. Diversifying counterparties from different regions to obtain information from reality.

3-2-3 Study tools :

After conducting an exploratory study of the motivators for establishing start-up companies , and formulating hypotheses , it became clear to the researcher that the appropriate study tools to test the hypotheses are the interview. There are many research options provided in the qualitative research method.

Informal interview, structured interview, semi-structured interview, and unstructured interview. These kinds of interviews are conducted , out only once, and either with an individual or with a group. And generally cover the duration from 30 minutes to several in than an hour but in fact, most of the qualitative research is based on a semi-structured interview which is one of the most commonly used types when it comes to thesis writing(Jamshed , 2014).

And this is a type of interview that the researcher has chosen as it is most appropriate for the topic of the thesis, the researcher designs the questions and puts them in an order according to the situation, then asking interviewees the questions.

Here the questions allow to answer with a kind of freedom and comfort, and give an opportunity to speak , in addition to the depth and quality of the information that the interviewees will provide , and thus there is accuracy in the information issued by the interviewees , and this is what achieves direct interaction between the researcher and the interviewees , where it makes them make an effort and be serious in giving the necessary and relevant information.

3.2.4 Data collection:

3.2.4.1 Data analysis tools :

The research's goal is to know the motives for establishing start-up companies , which is the most important stage that the field study will address.

The study clarifies how to collect and process data focusing on the qualitative analysis program Nvivo . Moreover, The study follows three main steps as follow;

•**First step :** is setting certain criteria for selecting the participants in the research , in order to facilitate the selection process , and also increase the quality of the research .

One of the criteria that has been set is the selection of entrepreneurs who have business experience so that they own start-up companies or have innovative projects , recognized by the ministry , so that they have lable , and they are also selected from different regions of Algeria , since there are different reasons and motives .

After that , the procedure for finding relevant participants started with social media Facebook and Instagram on start-ups and innovative projects in Algeria and the study reaches out to the business incubator of M'sila, to find relevant participants.

•**Second step :** the entrepreneurs are selected to be interviewed. Then a guide is prepared for the semi-directed interview at this stage , where a list of topics to be covered.

The list has 10 open questions related to the topic, that are consistent with the study variables in order to answer the research hypotheses and questions clearly.

The interviews have been conducted through face-to-face interviews and through using zoom application , which the study relies heavily on , due to the presence of Covid-19.

•**Third step:** the data obtained from the interviews are processed by the Nvivo program, and the basic approaches of the program are extracted in the form of numbers and statistics , then they are collected and the results are drawn.

3.2.5 The Nvivo program :

Was developed by an international developer of qualitative research programs (QSR international), a program that supports qualitative research methods, allows the collection, organization and analysis of the content of interviews, surveys, audio files, social media and web pages, and several quantitative indicators can be extracted to help the researcher go deeper More in analyzing the content of interviews, which are known as quantitative approaches, textual or qualitative analysis.

The approaches of the qualitative analysis program (Nvivo): The researcher can rely on 4 main approaches when they analyse the study's data. The software "Nvivo" has 4 essential approaches: lexical, linguistic, objective and knowledge maps.

1. **Lexical approach:** Its main objective is to describe what we are tackling. It depends on absolute frequency (effect of words repetition) and similarities between the used words.

2. **Linguistic approach:** Its main goal is to describe how we talk. This approach allows us to differentiate between the two levels of discourse and not only the grammatical ranking or system, but also the semantic conformity which is a scientific method.

3. **The thematic approach:** It aims at explaining the content. It relies on the reading of the document part by part by decoding the content into small pieces that can be understood and explained.

4. **Cognitive maps:** Its main objective is to structure a certain idea. It is a graphs representation (chart for ideas and relationships between ideas) for the mental visualisation for a topic or many topics in a given period.

3.2.5.1 steps to use Nvivo :

Qualitative data analysis Guide Interview in Nvivo There are three steps that ought to followed :

a) Data import:

After recording the data related to experts who were interviewed, it is reserved in word files for each expert, and in our study we have 5 experts, and then a file is opened in Nvivo program Then comes the stage of importing the five expert word files.

b) Data encoding:

In this step, a set of nodes is created, which are the axes of the study and then encoded. It is also possible to create child nodes, which represent the sub-axes, after which the answers of each expert are drawn with the special node Bahaa.

For example, in our study, four nodes were created, namely (support mechanisms , personal motives , social motives , economic motives) then each node is linked with its own hypothesis to be tested. In our study, three hypotheses were.

c) Data analyzing and extracting results In the last step:

Some operations are applied to the program to extract the results of the approaches, which were mentioned previously. Then comes the stage of data analysis and interpretation of the results obtained in order to test hypotheses and know the extent of their achievement.

3.2.6 the reality of start-ups in Algeria :

There is a global agreement about the great importance of emerging companies, and their effective role in the development of the national economy and the social stability.

Many Asian countries had the success and advancement of a strong economy, and their transformation into productive forces is thanks to start-up companies (Bakhiti, 2020). It has became a large proportion of the economy in most countries of the world, due to their creativity and innovation, an increase in production capacity and a reduction in unemployment rates. With this importance and the role that startups have played for decades.

It is considered as a newborn in Algeria and one of the most important topics that resonate in the business environment in Algeria recently. In other words, Algeria was somewhat late to join this type of economy, and this is also accompanied by a delay in technology in various fields, in addition to the weakness of government spending on scientific research and development, which did not exceed 7% of GDP for the year of 2016. It ranked 64 at the global level.

In fact, there are many initiatives in establishing start-up companies, but until now, there is no pioneering experience. In other words, there are only projects that are considered imitations of other projects that have succeeded in other countries, as we find most of these startups in the field of e-marketing only. An example for this latter the most successful startup company in Algeria is Oued Kniss Company, a website that was founded in 2006 and is in fact a simulation of an idea that was implemented in France (Bouchaour, 2018).

As we mentioned previously, the emerging enterprises of the Algerian government have received great attention in recent years, through the International Symposium on Emerging Enterprises held on November 16, 2019, at the International Conference Center and organized by the Ministry of Interior, Local Authorities and Urban Development, and from the initiative of the Algerian government was Created of a delegated ministry for start-ups, business incubators and the digital economy in January 2020 (Bakhiti, 2020).

3.2.6.1 table1 :Statistics about startups according to the National Agency for Youth Employment Support:

Startups have received great attention from the National Agency for Supporting Youth

The years	Number of projects funded in the ICT	Percentage of the total projects
From creat to 2010	6858	5%
2011	451	1%
2012	616	1%
2013	591	1%
2014	750	2%
2015	655	3%
2016	628	6%
Total	10 549	3%

Source: Bakhiti, 2020

Employment, as the following table represents the encouragement of the National Agency for Supporting Youth Employment for pioneering projects in the information and communication technologies (ICT) sector.

We note from the table that the number of start-ups funded by the National Agency for Supporting Youth Employment in the Technology Sector has reached 10,549 enterprises until 2016, it means 3% of the total percentage of funded projects (Bouchaour, 2018).

According to the latest statistics, Minister Delegate in charge of Startups and Knowledge Economy Yassin Walid stated that there is an increase in the number of startup companies to more than 5,000 companies in 2021.

3.2.6.2 Government actions to guide to start-up companies :

A summary of the President’s statements during the annual forum for startups:

I officially announce the launch of the Startup Fund

- The state will bear all risks in the event of the failure of the projects of emerging institutions after an audit of their positions
- This fund was established to keep emerging institutions away from bureaucracy and banks, because this discourages young entrepreneurs
- The fund will be accompanied by new and appropriate legal frameworks
- The establishment of the Emerging Enterprises Fund is a continuation of the important decisions taken in line with the high aspirations of our youth.
- The establishment of the fund also falls within the framework of the challenges based on the knowledge economy to support the economy with new incomes outside of hydrocarbons.

  The realization of projects and innovations will start once a permit is issued by the concerned department.
- New tax exemptions for start-ups, and facilities to benefit from real estate to establish incubators and accelerators.
- Project financing is in a short period, and the governors must solve the financing problems before the end of the year
- It is noteworthy that the Finance Law for the year 2020 came with new tax measures and incentives for the benefit of the owners of emerging enterprises, especially those that are active in the areas of innovation and new technologies, by exempting them from tax on profits and value-added fees in order to ensure the development of their performance, which allows achieving sustainable economic development for the country in the long run. average.

https://edd-dz.net/35195.html

3.7 Data Analysis :

3.7.1 Analysis of interviews with experts :

In this research , the experts who were interviewed and their characteristics will be discussed , and the most important information and data obtained for the various stages that the case study.

3.7.1.1 Climate interviews with entrepreneurs :

The atmosphere of the semi-directed interview, which took place with the sample of the study, and which was conducted in the business incubator in M'sila , and on zoom application. Will be explained , and the methodological steps that were followed in order to obtain the necessary data and information in the study will be explained.

3.7.1.2 the table of climate the interviews :

through the following table , the atmosphere of the semi-directed interview will be clarified , which was conducted with the study sample.

Table 2 : the climate of the enterviews

the expert :	Date and duration of the interview and method of registration.	Circumstances of the interview.	the important objectives
The first entrepreneur : Age : **28 years old** Gnder : **female** academic level :**PhD student,in microchemistry** Project : **an innovative project lable from start-up ministry in algeria, in a natural food supplement against gastric ulcers.** Region : **M'sila** Project life :**8 months**	**Interview date :** 25/05/ 2021 at 11.22 am **Interview location :** business incubator of M'sila **Interviewduration :** 29 minutes **Registration :**an audio recording of the answers directly after the entrepreneur's permission	-Thank you to the expert for accepting the interview -Provide a brief explanation of the title of the study and the purpose of the interview -The interaction with the subject was excellent, which helped in obtaining a lot of important information	-find personal motivators -find social motivators -find economic motivators
The second entrepreneur : Age :**43 years old** Gnder : male Academic level :**PhD student in the public sector, and 15 years experience in LAFARGE company** Project :**start-up company in field of electronics and** : **an innovative project lable from start-up ministry in algeria** Region : **M'sila** Project life :**3years**	**Interview date :**7/6/2021 at 14.00 pm **Interview location :** business incubator of M'sila **Interview duration :** 27 minutes **Registration :**an audio recording of the answers directly after the entrepreneur's permission	-Thank you to the expert for accepting the interview -Provide a brief explanation of the title of the study and the purpose of the interview -The interaction with the subject was excellent, which helped in obtaining a lot of important information	-find personal motivators -find social motivators -find economic motivators

The third entrepreneur : Age :**30 years old** Gnder : **male** Academic level ::**PhD student in mechanical engineering** Project : : **an innovative project lable from start-up ministry in algeria, and patented inconcentrated solar system hybridization** Region : **M'sila** Project life : **4 years**	**Interview date :**16/05/2021 at 10.10 am **Interview location :** business incubator of M'sila **Interview duration :** 27 minutes **Registration :**an audio recording of the answers directly after the entrepreneur's permission	-Thank you to the expert for accepting the interview -Provide a brief explanation of the title of the study and the purpose of the interview -The interaction with the subject was excellent, which helped in obtaining a lot of important information	-find personal motivators -find social motivators -find economic motivators
The fourth entrepreneur: Age :**25 years old** Gnder :**male** Academic level : **master 2 in environmental engineering** Project :**aninnovative project lable from start-up ministry in algeria**	**Interview date :** 12/05/2021 at 10 :00 am **Interview location :** on Zoom app **Interview duration :** 35 minutes **Registration :**an audio recording of the answers directly after the entrepreneur's permission	-Thank you to the expert for accepting the interview -Provide a brief explanation of the title of the study and the purpose of the interview -The interaction with the subject was excellent, which helped in	-find personal motivators -find social motivators -find economic motivators

Region : **Skikda** Project life :**3years**		obtaining a lot of important information	
The fifth entrepreneur : Age : 25 years old Gnder : male Academic level : PhD student Project Region : start-up company « DZlooking » Project life : 3 months	**Interview date :** 17/05/2021 at 18.00 pm **Interview location :** on Zoom app **Duration :** 30 minutes **Registration :**an audio recording of the answers directly after the entrepreneur's permission	-Thank you to the expert for accepting the interview -Provide a brief explanation of the title of the study and the purpose of the interview -The interaction with the subject was excellent, which helped in obtaining a lot of important information	-find personal motivators -find social motivators -find economic motivators

3.7.1.3 The traditional analysis of the study sample interviews:

After conducting the interviews with the study sample, it will be analyzed and clarify the most important things confirmed by the entrepreneurs in the summary with the dimensions of the study in order to know the trends and opinions of the entrepreneurs about each dimension in order to give a preliminary idea about the interview climate

Table 3 : The traditional analysis

	The entrepreneur 1	The entrepreneur 2	The entrepreneur 3	The entrepreneur 4	The entrepreneur 5
The social motivations	-the Desire for a decent life and Traveling is achieved only when you have your own business -I want to influence my community in a positive way and to be a role model for them - the important thing that prompted me to go towards establishing my project is the society's view of women, because they think that	- Among my motives to go towards creating my innovative project is to influence those around me and serve the community, as it deserves. the idea of my project is a great addition to the society and the economy	-I feel that I can influence others and benefit my community and change my surroundings for the better. -To be an entrepreneur, you must know that you have to give a lot to your community, both at the economic and social levels. - I think that a person should be a positive part	- Being a person who has studied the environment has created a responsibility towards my environment and I want to make a change in my environment -My project is based on a large social addition and I really have always wanted to provide a service to my	-to be an influential person and serve your community and not just for yourself. this is what motivates me to establish my startup and to provide a service to university students who do not have a job

	they cannot enter the business factor, as it is difficult for them and they cannot reconcile between their work and their family. so, I want to change this idea, because I am a woman and I can have a project		of his society, and work to develop it because for me the motivation to go in establishing my startup is my sense of responsibility towards my community - I always want to spend more time with my family but I can't; because of my business . in fact, establishing my own project helps me a lot to be among them more	community and the environment - I wanted to have a project that is friendly to the environment and society so that there is a solution to a problem facing society and the environment - also what prompted me to go towards establishing a project is to change the culture of society towards the environment for the better	
The personal motivations	-The motive in the direction of establishing a project in self-realization	-The most important thing that pushes me to establish my own business is my ambition to achieve something wonderful	-I see myself as, competent person with abilities and skills, more than being an ordinary employee. this what	_ I am a young man who tends to take risks and loves to try new things and this is what prompted me to	Freedom and independence are important motivators for establishing my start-up company

	_ Achievement in this life is all I think about and my desire to embark on a wonderful adventure whose end is surely fruitful _ I am a stubborn person and I love a challenge and being a woman who wants to prove herself and challenge everyone who says that I can't	-I have many dreams, including being independent in my work - My decision to establish my own business is like freedom from prison - I have creative ideas that I am able to embody. so, I decided to go towards entrepreneurship and have my own project	motivates me to go towards establishing my start-up company. -I prefer to be independent in my decisions and financially independent - I really I have the ability established my startup company	establish my own project. - I desire Free and independence in my decisions and no one controls me	- the desire to be in charge, makes me feel more comfortable - I like to have freedom of time and financial independence
The economic motivations	-The job makes me a prisoner and I am a doctoral student and I	- Being an employee means being not creative Or innovative. and this is	-I had a good job with a good salary, but I always feel like I'm restricted	_ After graduation I found myself a hero and this is what prompted	_ The lack of employment in my specialty is a motive to establish my startup

	do not think of getting a job in the future , but rather continue with my project - The job does not achieve what I want, but helps me how to live - According to previous experiences in employment, I conclude that the job is a slow death for the youth of Algeria - The job brings safety but kills creativity	what motivates me to create my own project - I always feel that I have great ideas and I always want to embody it in the place where I work, but it is rejected, just the routine	_ it is a shame to be employed by someone and put all my efforts him, when I can work for myself, so I left the job and decided to establish my start-up company	me to establish My own project - also the thing that motivates me to establish my project is my feeling of marginalization, bureaucracy, and nepotism - the fact that a job brings a salary, but it takes life in return, and I discovered that the job is only for cowards, and this is what motivated me to establish my own project	- I think that the state cannot interest all the youth of Algeria, so I decided to create a job for myself and set up my own startup - among the reasons that motivated me to establish my company is to reduce unemployment

Support mechanisms	_ In fact, all the credit goes to the business incubator in Msila. Its presence encouraged and motivates me to go towards establishing my project, as it provides us with many training workshops and lectures by trainers _ I also cannot forget the merit of the University of M'sila, which paves the way for us and encouraged us to move towards entrepreneurship	_ Frankly, I did not think about heading towards entrepreneurship until after the Algerian government's orientation, so I thought why not try it, it is really an incentive for me - M'sila University I cannot forget its helps In motivating me to move towards establishing my project, as it provided us with financial incentives by supporting our project _ and the business incubator also had a great role in facilitating	My study at university helped me and motivates me greatly to go towards the establishment of my startup company, and the professors have a great role	_ The most motivating thing to move towards setting up my project is Algeria's orientation towards entrepreneurship and the establishment of start-ups, so I decide To be one of the first people to establish their own startups	_ I remember the summer university. and in the forum on entrepreneurship. I didn't know anything about this topic. It motivated me to discover that world and become an entrepreneur

		the trend towards establishing my project			

Data of Analysis

4. Data analysis and results

4.1 Analysis of field study interviews and testing of study proposals :

After interviewing the mentioned entrepreneurs and completing the procedures for holding the information in the files, and then processing it by the Nvivo analysis software, the output will be obtained according to qualitative approaches.

4.1.1 The results of the lexical approach :

After processing the interviews in the Nvivo program for entrepreneurs with whom the field study was conducted , the following table was obtained .

Tabel 3 : frequency statistics for all interviews.

Word	length	Numbre
Work	4	55
Personal	8	40
community	9	34
Job	3	32
Employed	8	31
Project	7	22
Achieve	7	16
People	6	16
abilities	9	13
entrepreneurship	16	11
success	7	11
Goal	4	10
freedom	7	9
independence	12	8
learned	7	8
effect	6	8
Skills	6	7
business	8	7
competencies	12	6
environment	11	5
unemployment	12	5
algeria	7	4
university	10	4
family	6	4
incubator	9	3

Source : prepared by the student based on the outputs of Nvivo.

Through Table (2) related to the lexical approach; the repetition of vocabulary appears in all of the study sample which is based on 63 items identified in the Nvivo program. 25 items indicative of the subject of our study are selected according to the sources (5 entrepreneurs), there are several terms that are repeated a lot. This ndicates its importance.

It has been noticed that the word work , personal and project, repeated respectively , (55) , (40) , (22) which indicates the importance of these motives in moving towards free projects and the establishment of start-up companies.

As for the community , effect , people , environment and family , repeated respectively (34) , (8), (16), (5), (4), which reflects the existence of social motives that are the reason for individuals to go establish start-up companies.

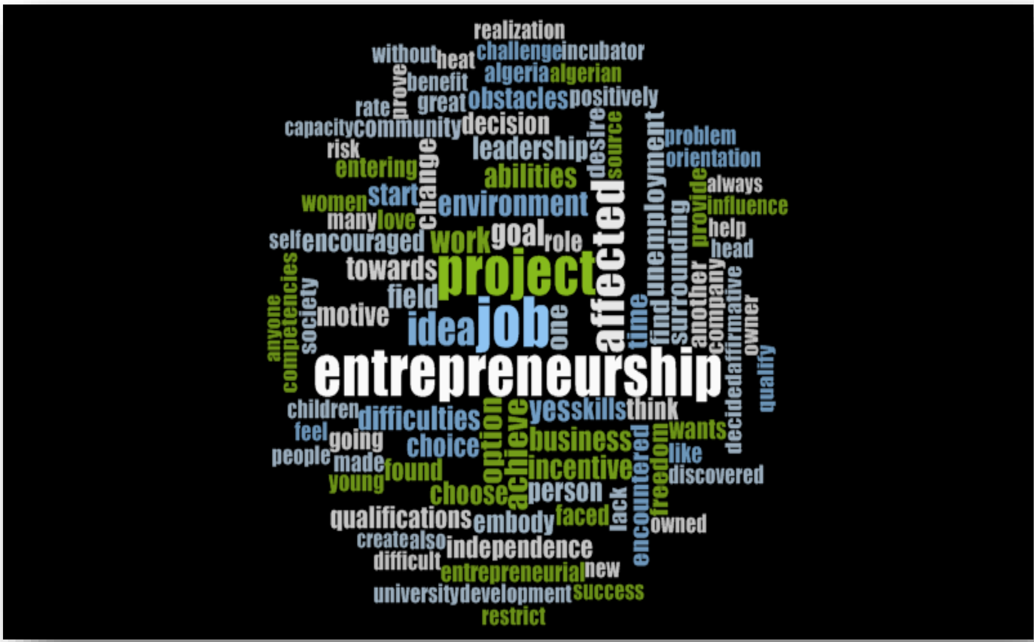
As for job , the employed , entrepreneurship , unemployment, repeated respectively, (32), (31), (11), (7), (5), which indicates that there are economic incentives that were an important motive for entrepreneurs to move towards owning start-up companies.

As for achieve , abilities, success , goal , freedom , independence , skills , competencies, repeated respectively, (16), (13), (11), (10), (9), (8), (7), (6). these terms represent personal motives that indicate a personal desire to move towards establishing start-up companies.

After that, the learned , algeria , university, and business incubator, (8), (4), (4), (3).respectively these terms denote the support mechanisms that , with their facilities , are an incentive for entrepreneurs to establish start-up companies and entrepreneurial projects.

the repretion of words in the form of word cloud can also be inferred through the following

Figure 5 : word cloud for resources. prepared by the student based on the outputs of Nvivo.



From the form of the word cloud , which shows the sum of the most frequently used terms with the sources , and we note that the work , job , entrepreneurship , project , community , these words are the most frequently used by entrepreneurs and has been extensively.

4.1.2 The results of the linguistic approch :

This similarity will be determined based on the linguistic approch to the textual similarity coefficients between the sources.

Table 4 : Correlation coefficient between the resources

Source A	Source B	Coefficient de corrélation de Pearson
Éléments internes\\Enterp5	Éléments internes\\Enterp4	0,682412
Éléments internes\\Enterp5	Éléments internes\\Enterp2	0,657657
Éléments internes\\Enterp4	Éléments internes\\Enterp2	0,62972
Éléments internes\\Enterp5	Éléments internes\\Enterp3	0,567768
Éléments internes\\Enterp3	Éléments internes\\Enterp2	0,536796
Éléments internes\\Enterp4	Éléments internes\\Enterp3	0,519357
Éléments internes\\Enterp2	Éléments internes\\Enterp1	0,451602
Éléments internes\\Enterp5	Éléments internes\\Enterp1	0,432436
Éléments internes\\Enterp3	Éléments internes\\Enterp1	0,413524
Éléments internes\\Enterp4	Éléments internes\\Enterp1	0,399018

Source : Prepared by the student based on the outputs of Nvivo

correlation coefficient ranges from (0.682412) to (0.399018). We note that there is a comptability correlation between the entrepreneur (5) and the entrepreneur (4), and this is with a correlation coefficient (0.682412). We note that there is compatibility between the entrepreneur (5) and (2). And this is the correlation coefficient (0.657657). There is also an agreement between the entrepreneur (5) and (3) with a correlation coefficient (0.567766). There is also compatibility between the entrepreneur (4) and (2). With a correlation coefficient (0.62972).Moreover, There's also a similarity between the entrepreneur (3) and (2), with a correlation coefficient (0.536796). we highlighted that there is a similarity between entrepreneur (4) and (3) with a correlation coefficient of (0.519357). While we note that there is a similarity between (0.451602_0.399018) for the entrepreneur (1) with the entrepreneur (2), (3)),(4), (5)

4.2 Analysis of the first proposal :

Testing the first proposal In here, the first proposal will be tested based on the outputs of the Nvivo program as an aid to analysis, and this is by linking the proposal with the nodes that express it, and each node contains the answers of experts, and by relying on a set of the aforementioned approaches to determine the frequencies and correlation coefficient The coverage ratios and then they are verified. We formulated the first hypothesis to find the social motivators that contribute to the creat start-up companies

and it was formulated as follows:

Social motives might fluence the creation of start-up companies

4.2.1 The results of the lexical approach :

Table 5 :statistics of frequency of social motives

word	length	Numbre
Society	7	5
environment	11	4
Women	5	4
community	9	3
development	11	3
Influence	9	3
Benefit	7	3
Family	8	3
People	6	2

Source : prepared by the student based on the outputs of Nvivo

From the results of the lexical approachWe note that the term community was repeated (5) times, and it is one of the components of the first hypothesis, which indicates that social stimuli were a motive for entrepreneurs to move towards establishing start-up companies. and it shows the frequency of each of the environment , woman repeated respectively (4), (4).

Which explains that the diversity of the environment and the difference of sex have an impact on decision-making and orientation towards free projects. As for social communication, development, influence, benefit and family, each of them was repeated (3) times. This indicates that the environment and the people surrounding the entrepreneurs, in addition to the desire to make an impact in the community, were among the important incentives in moving towards the establishment of start-up companies. As for the word people, it was repeated (2), but to a weak degree, which indicates that it is less important for entrepreneurs compared to what preceded it.

4.2.2 The results of thematic approach:

The coverage ratio in each particular node represents: the number of words of one source around a particular node over the number of total words for the same source (Herizi, 2017) .

And depending on the Nvivo program, coverage rates were used for a node of social motivators according to each entrepreneur.

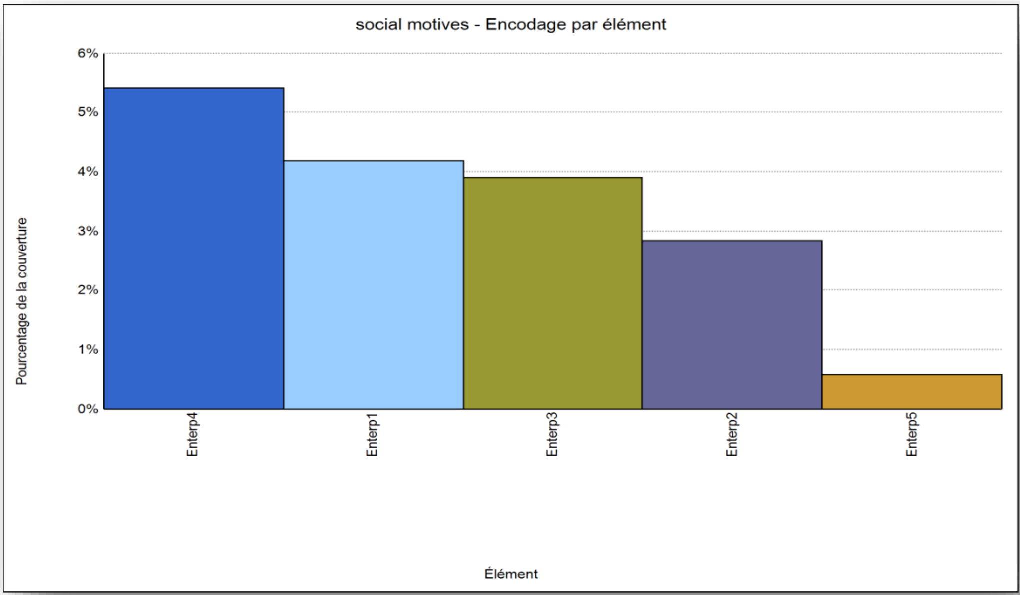
Table 6 : Represents the coverage ratio of the social motivators

Element	Percentage of coverage
Elements internes\\Enterp1	4,18%
Elements internes\\Enterp2	2,83%
Elements internes\\Enterp3	3,91%
Elements internes\\Enterp4	5,43%
Elements internes\\Enterp5	0,59%

Source : prepared by the student based on the outputs of Nvivo.

The above tabel relates to thematic approach of coverage ratios for the social motivations, node for each entrepreneur , where the average coverage ratio for this node was 3.38% restricted between 5.43% and 0.59%

Figure6 : coverage ratios for the social motivators node



Source : prepared by the student based on the outputs of Nvivo

The figure represents the coverage rates for the social motivators node , where it is clear that the largest coverage rates are 5.43% and 4.18% . This indicates that social motivators, which are represented in the desire to influence society and work to make positive change, are a strong motivators for both entrepreneur 4 and 1 compared to other entrepreneurs. As for the rest of the pioneers, the percentages are few, ranging between 3.91%, 2.83% and 0.59%. it is noticed that in the columns of data in the corresponding figure, due to the presence of other stimuli that are important for them in order to establish startup companies that will be discussed later.

4.3Analysis of the second proposal :

our goal through this second proposal is to know the personal motivators and their contribution to the direction of establishing start-up companies .which was formulated as follows :

personal motives might in fluence the creation of start-up companies

4.3.1 The results of the lexical approach:

Table 7 : statistics of frequency of personal motivators

Word	Length	Numbre
Achieve	7	10
Abilities	9	7
independence	12	6
qualifications	14	6
Skills	6	6
Freedom	7	5
Goal	4	5
challenge	9	3
Risk	4	3
success	7	3
happiness	9	2

Source : prepared by the student based on the outputs of Nvivo.

The above table represents the lexical approach to the second proposal personal motives, in which 11 items are chosen, which are significant for the subject of the study. The fact that the most important thing that motivates the pioneers to establish start-up companies is the desire to achieve achievement, which are repeated (10) times, and the belief in their abilities (7) times, and the desire for independence (6) times. As for each of the qualifications, skills and goals, they are repeated (6), (6), (5) respectively. This indicates the qualifications possessed by the entrepreneur that pushes him to achieve his goals and the desire to go towards entrepreneural projects. Moreover, freedom, challenge, risk, success, happiness, they are repeated on the following growth (5), (3), (3), (3), (2) respectively. This indicates that these terms stem from the personality of entrepreneur.

4.3.2 The results of thematic approach:

depending on the Nvivo program, coverage rates were used for a node of personal motives according to each entrepreneur.

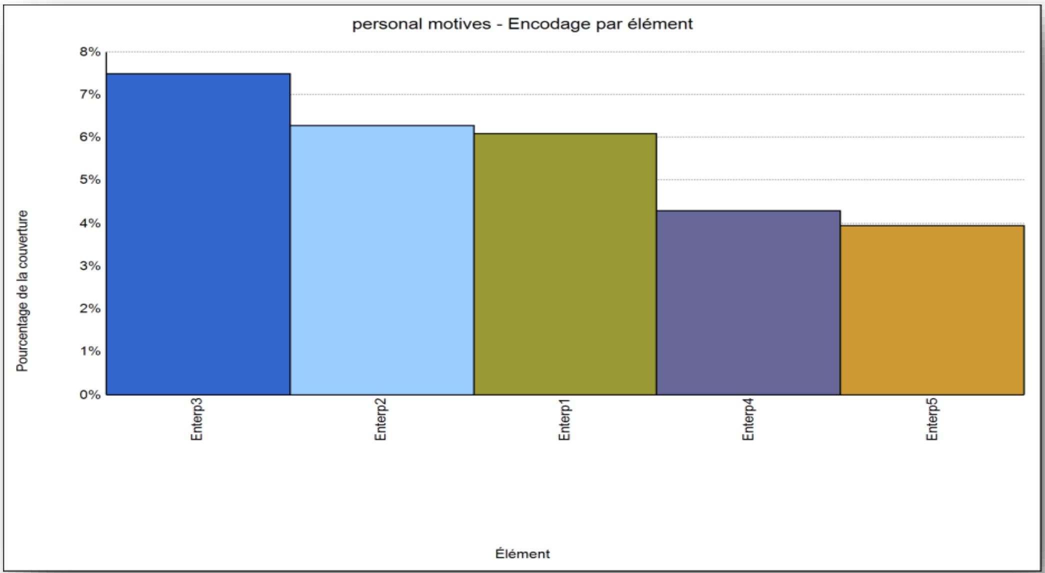
Table 8 : Represents the coverage ratio of the personal motivators

Element	Percentage of coverage
Elements internes\\Enterp1	6,08%
Elements internes\\Enterp2	6,28%
Elements internes\\Enterp3	7,49%
Elements internes\\Enterp4	4,29%
Elements internes\\Enterp5	3,96%

Source : prepared by the student based on the outputs of Nvivo.

The above table relates to thematic approach of coverage ratios for the personal motivators node for each entrepreneur , where the average coverage ratio for this node was 5.62. restricted between 7.49% and 3.96%.

Figure 7 : coverage ratios for the personal motivators node



Source : prepared by the student based on the outputs of Nvivo.

The figure represents the coverage rates for the personal motivators node , where it is clear that the largest coverage rates are 7.49% and 6.28%. This indicates that personal motivators, which are represented the convictions of the personal and the personal characteristics of entrepreneurs , represented in the desire to achieve themselves and with the adventures spirit and risk for establishin start-up companies. are a strong motivators for both entrepreneur 3 and 2. After that the entrepreneurs 1, 4, and 5, the percentages were close between 6.08%, 3.96%. Because there are personal motivators for them , but in a small way due to the presence of other motivators.

4.3.3 Linguistic approach results:

Table 9: The correlation coefficient between node of the social motivators and personal motivators

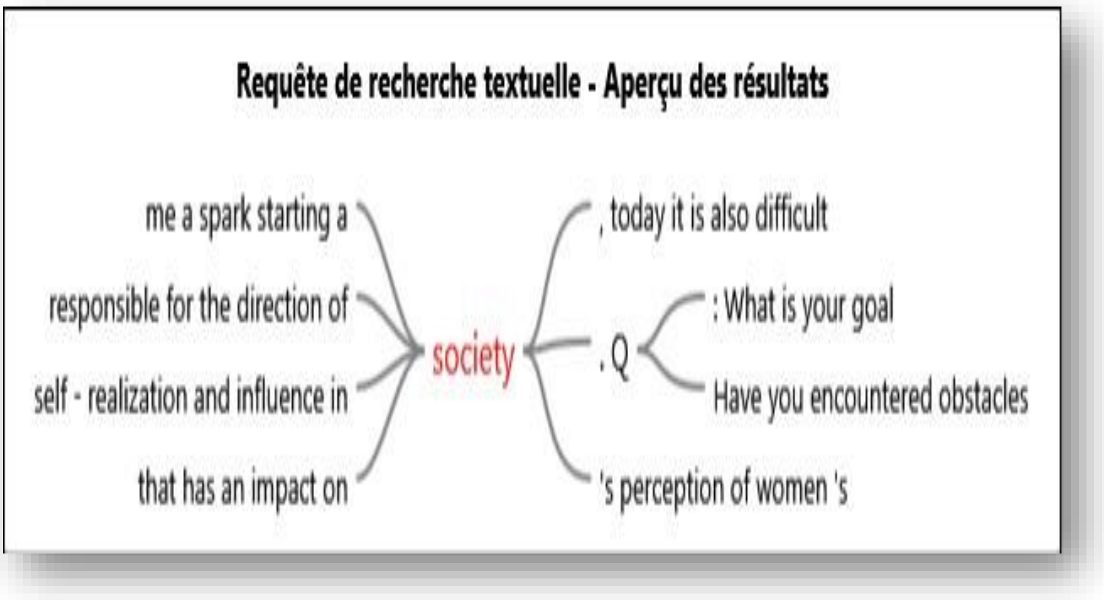
Node A	Node B	Pearson correlation coefficient
Nœuds\\CHAPITRES\\social motives	Nœuds\\CHAPITRES\\personal motives	-0,500882

Source : prepared by the student based on the outputs of Nvivo.

From the results of the corresponding table that represents the correlation coefficient between the social motivators node and the personal motivators node, so that we note that the correlation coefficient reached (-0.500882).This explains the existence of an inverse relationship, meaning an increase in one stimulus is accompanied by a decrease in the other stimulus, due to the motives of the entrepreneurs discussed in the interview.

Cognitive map of the node of social motivators.

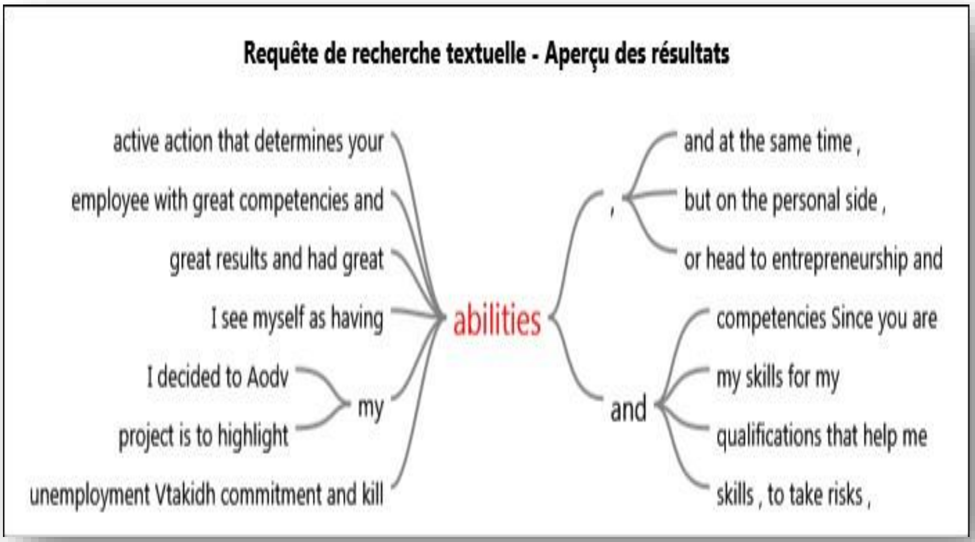
Figure 8 :cognitive map of the node of social motivators



Source : prepared by the student based on the outputs of Nvivo.

Cognitive map of the node of social motivators.

Figure 9: Cognitive map of the node of personal motivators



Source : prepared by the student based on the outputs of Nvivo.

4.4 Analysis of the third proposal :

Our goal through this third proposal is to know the economic motivators and their contribution to the direction of establishing start-up companies .

Which was formulated as follows :

economic motivators might influence the establishment of start-up companies

4.4.1 The results of the lexical approach :

Table 10 : statistics of frequency of economic motivators

Word	Length	Numbre
Job	3	21
Project	7	13
entrepreneurship	16	11
Work	4	9
Unemployment	12	5
Company	7	4
Employed	8	3
Business	8	3
Salary	6	2

Source : prepared by the student based on the outputs of Nvivo.

The above table represents the lexical approach to the third proposal economic motivators, in which 9 items are chosen. It is noticed that each of the jobs, work, and unemployment are repeated as follows (21), (9), (5). This indicates the things that motivate entrepreneurs to establish start-up companies which is the difficulty that lies in finding a job with the desire to work. In other words, economic conditions are an incentive to go towards entrepreneurial projects. As for entrepreneurship, business, and projects, a company, is repeated as follows (11),(3),(13),(4). This shows the need for entrepreneurs to create their businesses and improve their financial situation. In the end, the salary is less frequently by (2) times, which improves the dissatisfaction of some entrepreneurs with the salaries of the job, and it is a motivator for them to move towards establishing start-up companies.

4.4.2 The results of thematic approach:

depending on the Nvivo program, coverage rates were used for a node of economic motives according to each entrepreneur.

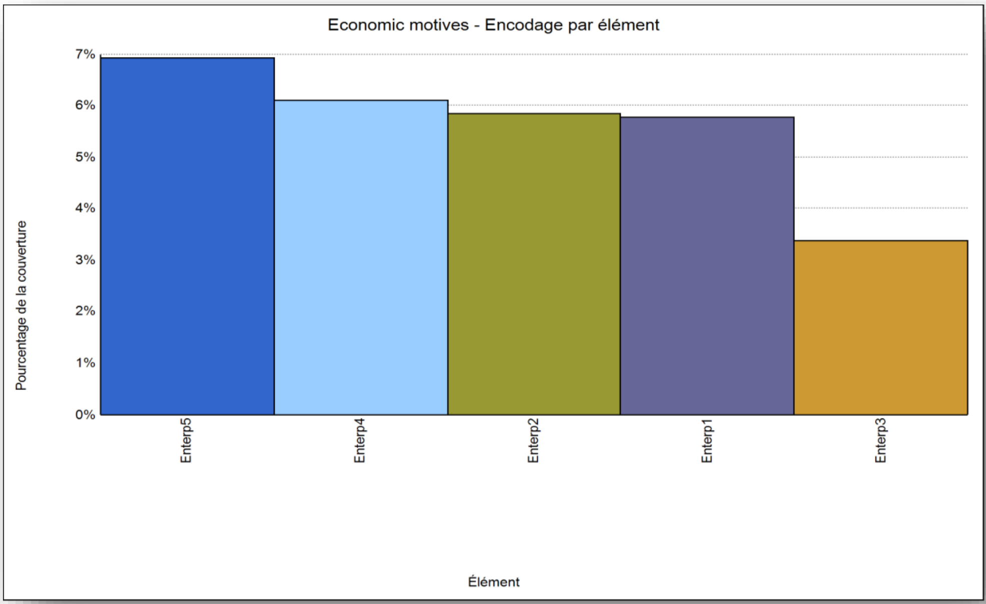
Table 11 : Represents the coverage ratio of the economic motivators

Element	Percentage of coverage
Elements internes\\Enterp1	5,78%
Elements internes\\Enterp2	5,86%
Elements internes\\Enterp3	3,39%
Elements internes\\Enterp4	6,10%
Elements internes\\Enterp5	6,92%

Source: Prepared by the student based on the outputs of Nvivo.

The above table relates to thematic approach of coverage ratios for the economic motivators node for each entrepreneur , where the average coverage ratio for this node was 5.61%. restricted between 6.96% and 3.39%.

Figure 10: Coverage ratios for the economicmotivators node



Source: Prepared by the student based on the outputs of Nvivo.

The figure represents the coverage rates for the economic motivators node, where it is clear that the largest coverage rates are 6.92% and 6.10% this indicates that economic motivators, which is the difficulty of finding a job, unemployment, or dissatisfaction. It was a strong motive for both entrepreneurs 4 and 5, and in fact, there is a consensus of opinion among most entrepreneurs, where we notice the convergence in the ratios, which were limited between 6.96% and 3.39%.

4.4.3 Linguistic approach results:

Table 12: The correlation coefficient between a node of the economic motivators and personal motivators.

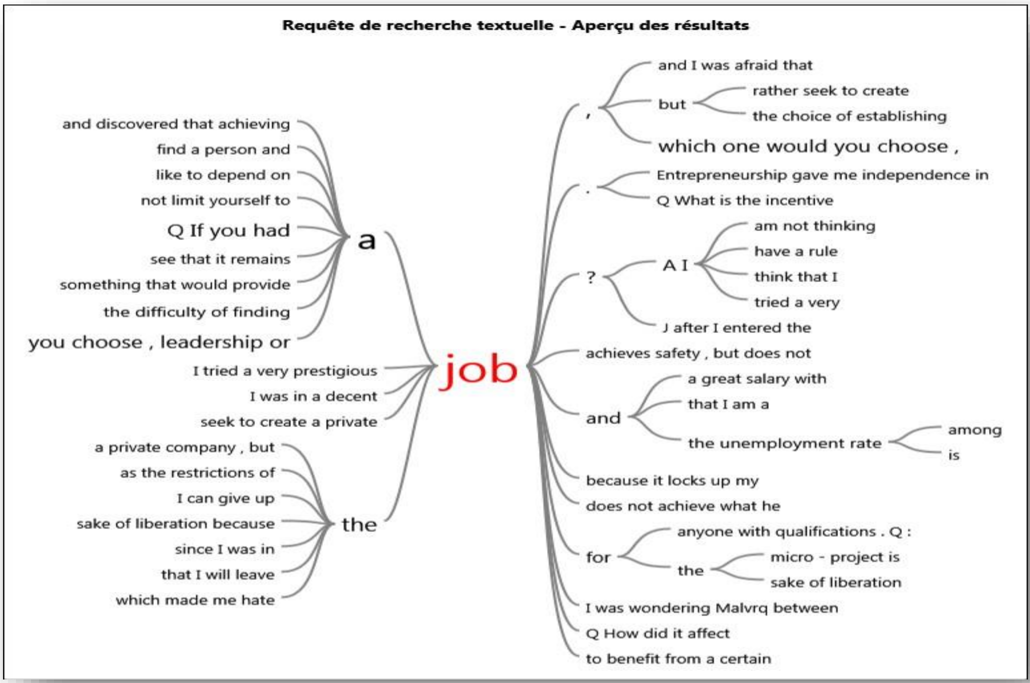
Node A	Node B	Pearson correlation coefficient
Nœuds\\CHAPITRES\\personal motives	Nœuds\\CHAPITRES\\Economic motives	-0,321902

Source: Prepared by the student based on the outputs of Nvivo.

From the results of the corresponding table that represents the correlation coefficient between the economic motivators node and the personal motivators node, so that we note that the correlation coefficient reached (-0.321902). This explains the existence of an inverse relationship, meaning an increase in one stimulus is accompanied by a decrease in the other stimulus, due to the motives of the entrepreneurs discussed in the interview.

Cognitive map of the node of economic motivators :

Figure 11: Cognitive map of the node of economic motivators



Source: Prepared by the student based on the outputs of Nvivo.

4.5 Analysis of the fourth proposal :

Our goal through this third proposal is to know the economic motivators and their contribution to the direction of establishing start-up companies.

Which was formulated as follows :

support mechanisms motivators might influence the establishment of start-up companies

4.5.1 The results of the lexical approach :

Table 13: Statistics of frequency of support mechanisms motivators

Word	Length	Numbre
Incubator	9	5
Algeria	7	4
University	10	4
Government	10	2
Studies	7	2
academic	8	2
Camp	8	1
Learned	7	1
Mechanisms	10	1
Search	6	1

Source: Prepared by the student based on the outputs of Nvivo.

The above table represents the lexical approach to the fourth proposal support mecanisms motives, in which 10 items are chosen, which are significant for the subject of the study.where The incubator was repeated (5), the university (4), and the studies (2). which explains the role they play in motivating the student to move towards entrepreneurship and establish a start-up company, through training and workshops conducted by the educational community. As for Algeria, it was repeated (4) times, the government (2), and support mechanisms (1) time, and this indicates that the Algerian government is making facilities by allocating its mechanisms for motivating them to go towards free projects, as for camping And learning and research were repeated (1) once. This indicates that the individual activities were encouraging to move towards establishing start-up companies.

4.5.2 The results of thematic approach:

depending on the Nvivo program, coverage rates were used for a node of support mechanisms motivators according to each entrepreneur.

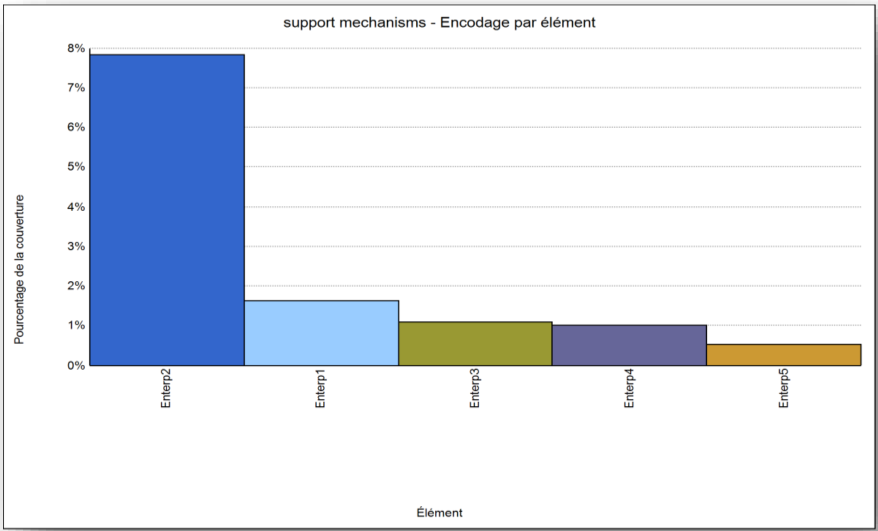
Table 13: Represents the coverage ratio of the economic motivators

Élément	Pourcentage de la couverture
Éléments internes\\Enterp1	1,64%
Éléments internes\\Enterp2	7,85%
Éléments internes\\Enterp3	1,10%
Éléments internes\\Enterp4	1,03%
Éléments internes\\Enterp5	0,54%

Source: Prepared by the student based on the outputs of Nvivo.

The above table relates to thematic approach of coverage ratios for the support mechanisms motivators node for each entrepreneur , where the average coverage ratio for this node was 2.43%. restricted between 7.85% and 0.54%.

Figure 12: Coverage ratios for the support mechanisms motivators node



Source: Prepared by the student based on the outputs of Nvivo.

The figure represents the coverage rates for the support mechanisms motivators node, this indicates It is clear that the largest coverage rates were for the entrepreneur (2) and (1), with rates of 7.85% and 1.64% respectively. This is due to their benefit from workshops, training, and lectures, and the state's orientation, which facilitated the way for them and was an incentive to direct students towards entrepreneurship and the establishment of start-up companies. As for the entrepreneurs (3), (4), (5). The percentages were rather low because there was not a strong motivator for them, but there were other motivators that were mentioned in the interviews, which were a strong motive to move towards establishing startup companies

4.5.3 linguistic approach results:

Table 14:The correlation coefficient between a node of the support mechanisms motivators and economic motivators.

Source: Prepared by the student based on the outputs of Nvivo.

Node A	Ndde B	Pearson correlation coefficient
Nodes\\CHAPITRES\\support mechanisms	Nodes\\CHAPITRES\\Economic motives	-0,405523

From the results of the corresponding table that represents the correlation coefficient between the support mechanisms motivators node and the economic motivators node, so that we note that the correlation coefficient reached (-0.405523). This explains the existence of an inverse relationship, meaning an increase in one stimulus is accompanied by a decrease in the other stimulus, due to the motives of the entrepreneurs discussed in the interview.

Table 15: The correlation coefficient between a node of the support mechanisms motivators and social motivators

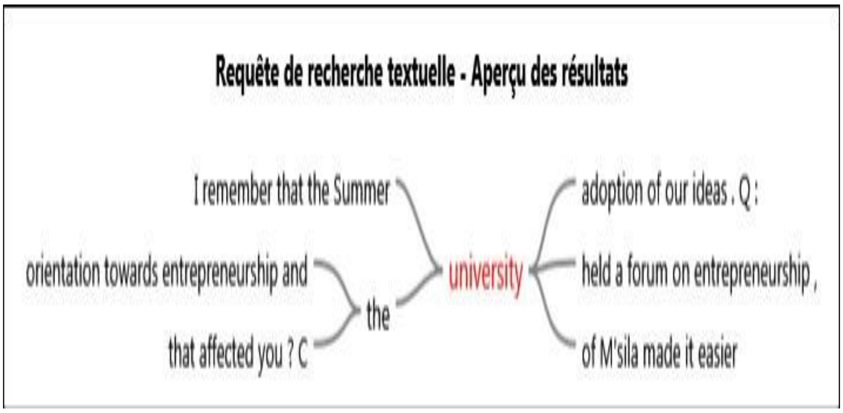
Node A	Node B	Pearson correlation coefficient
Nœuds\\CHAPITRES\\support mechanisms	Nœuds\\CHAPITRES\\social motives	-0,557443

Source: Prepared by the student based on the outputs of Nvivo.

From the results of the corresponding table that represents the correlation coefficient between the support mechanismsmotivators node and the social motivators node, so that we note that the correlation coefficient reached (-0.557443). This explains the existence of an inverse relationship, meaning an increase in one stimulus is accompanied by a decrease in the other stimulus, due to the motives of the entrepreneurs discussed in the interview.

Cognitive map of the node of support mechanisms motivators :

Figure 13 : Cognitive map of the node of support mechanisms motivators



Source: Prepared by the student based on the outputs of Nvivo.

4.6 Study's practical summary :

After completing the theoretical side of the study, the second chapter was addressed, which focuses on the field study. The methodological framework of the study was clarified, the detail in the study sample, as well as the tools used for collecting and analyzing data, which are the traditional analysis of the interview. This is in order to know the orientation of all the respondents about the dimensions of the study, and to use the analytical program Nvivo, which in turn facilitated the process of analyzing and discussing the proposals by giving a quantitative formula.

The field study was carried out with 5 entrepreneurs from different regions, there are 3 entrepreneurs from the Wilayat of M'sila, two of them own innovative projects and received the label innovative project mark, and another owned a startup company and received the start-up label. And his entrepreneur from the state of Skikda owns an innovative project and also obtained the innovative project mark, and another from the state of Biskra owns a start-up company. They were carefully selected in order to understand the problem of the study well

Discussion and Conclusion

5. Conclusion :

The thesis studies the incentives for establishing start-up companies in developing countries. The study was based on an interviews with entrepreneurs who have a relationship with the establishment of start-up companies and innovative projects in different places of Algeria, in order to know the most important stimuli that prompted them to move towards establishing innovative projects and startup companies. All in all, the most important results that have been reached will be presented and discussed.

5.1. Discussion of the results :

The research problem focuses on What are the Motivations that contribute to influencing the establishment of start-up companies in developing countries specifically in Algeria, and further divided into other three sub-questions. The first question is about social incentives and their impact on the establishment of start-up companies. The second question is concerned with personal incentives and their effect on establishing a startup company. The last question is about economic incentives' impact on establishing startup companies. since the study is exploratory, it has three main propositions. The first proposal is an answer to the first sub-question. Social incentives may have an impact on the establishment of start-up companies. the second proposal is an answer to the second sub-question, personal incentives may have an impact on the establishment of start-up companies. As for the third proposal, it is an answer to the third sub-question, which economic incentives may have an impact on the establishment of a start-up company.

The field study is conducted through semi-directed interviews with five entrepreneurs from different regions of Algeria, some of whom own a start-up company and some of them own innovative projects.in order to obtain information that agrees with our study, and then the traditional analysis of the interviews is carried out, and then the information is analyzed by a program qualitative analysis Nvivo.

5.1.1 The first proposition :

Preposition 1. Social motives influence the creation of start-up companies in the developing country.

This proposal is devoted to exploring the impact of social motivation on the establishment of start-up companies through the information that was analyzed by the Nvivo program, which is researched by the traditional interview, entrepreneurs focused on influencing and developing society which was the motives to go towards establishing start-up companies, and this is evident in the words of one of the entrepreneurs. **I feel that I can influence others and benefit my community and change my surroundings for the better.**

To be an influential person and serve your community and not just for yourself. this is what motivates me to establish my startup and to provide a service to university students who do not have a job.

I think that a person should be a positive part of his society, and work to develop it because for me the motivation to go in establishing my startup is my sense of responsibility towards my community.

Relying on the lexical approach, it has been proven that there are some terms related to this proposal that shows the contribution of social incentives to the trend towards establishing start-up companies. the coverage rate of the social incentives node reaches 3.38%

In comparison with the study (Ghalwash et al. , 2.17) which deals with the issue of social incentives and entrepreneurs to start entrepreneurial projects. that is, the social incentives contribute to the orientation of entrepreneurs towards entrepreneurial projects, as entrepreneurs have their social interests.

the study, then, discovered that the social aspect has common entrepreneurs points in terms of the desire for change and influence. The latter is consistent with the study through what is reached through the analysis that social incentives have an impact on the entrepreneur's tendency to establish start-up companies.

5.1.2 The second proposition :

Preposition 2. Personal motives influence the creation of start-up companies in the developing country.

The proposal is devoted to exploring the personal motivation impact on the establishment of start-up companies, through the information analyzed by the qualitative analysis program Nvivo. the traditional analysis of the entrepreneur's interviews focuses on the desire for achievement, independence, and the extent to which they possess capabilities and skills that qualify them to move towards establishing start-up companies. this is evident in the words of one of the entrepreneurs. **I see myself as, competent person with abilities and skills, more than being an ordinary employee, this what motivated me to go towards establishing my start-up company. and another entrepreneur, I really have the ability to establish my startup company.**

and another one I like to be free and independent in my decisions and no one controls me. another one Achievement in this life is all I think about and my desire to embark on a wonderful adventure whose end is surely fruitful

Following the lexical approach, it has been proven that there are some terms related to the proposal. these terms show the contribution of personal incentives in facing towards the establishment of start-up companies. As the average coverage ratio for the personal incentive node 5.62%. And by approaching the study (Caliendo et al., 2011). This deals with the topic of searching for the personality of entrepreneurs, which reaches the personality of the entrepreneur as one of the most important incentives that contribute to the trend towards establishing entrepreneurial projects and startup companies, thus to his risk desire and desire for self-realization and achievement and the desire for independence and freedom. This is what thé study reaches out to.

5.1.3 The third proposition :

Preposition 3. Economic motives influence the creation of start-up companies in the developing country.

The proposal explores thé impact of economic incentives on the establishment of start-up companies, through the information analyzed by the qualitative analysis program Nvivo. This Analysis is done relying on the traditional analysis of interviews, where the entrepreneurs focused on their unwillingness to employ and their inclinations in Establishing start-up companies and this is evident in the words of one of the entrepreneurs, **The job makes me a prisoner and I am a doctoral student and I do not think of getting a job in the future , but rather continue with my project.**

another entrepreneur, the fact that a job brings a salary, but it takes life in return, and I discovered that the job is only for cowards, and this is what motivated me to establish my own project.

Following lexical approach, it has been proven that there are some terms related to this proposal, which shows the contribution of economic incentives to the trend towards establishing start-up companies, as the coverage rate of the economic incentive node reaches 5.61%, compared to the study (Devece et al,. 2016). The economic crisis, which concluded that the state's economic crises or economic stagnation are among the most important incentives that push towards the establishment of start-up companies, because unemployment or work difficulties push towards the establishment of start-up companies and this is related to the study's main aim through what is reached through Analysis of economic incentives that has an impact on the trend towards establishing start-up companies.

5.1.4 The fourth proposition :

Preposition 4. Support mechanisms influence the creation of start-up companies in the developing country.

After we conducted a field study to explore incentives that may affect the establishment of startup companies in developing countries, and after relying on 3 proposals to see if they contribute to the orientation of entrepreneurial projects, we discovered another catalyst that affects the trend towards establishing startup companies, which are support mechanisms. And that is through the information that was analyzed by the Nvivo analysis program, which was reached through the traditional analysis of interviews.

Where one of the entrepreneurs focused on the Algerian state's confrontation with entrepreneurship and start-up companies, it was a great incentive for them, as the Algerian state worked to develop facilities that they benefited from, in addition to the role of the business incubator, which was their main facilities, and this is evident in the words of one of the entrepreneurs **In fact, all the credit goes to the business incubator in Msila. Its presence encouraged and motivates me to go towards establishing my project, as it provides us with many training workshops and lectures by trainers, and another entrepreneur, Frankly, I**

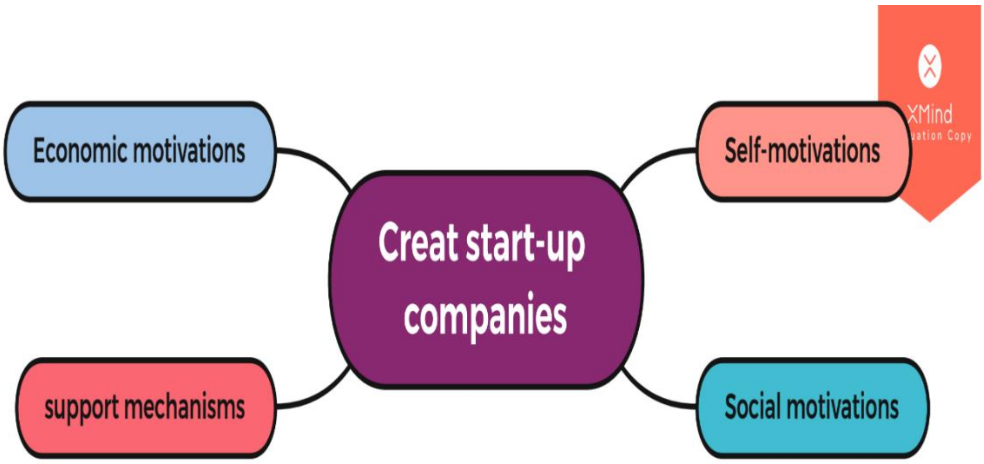
did not think about heading towards entrepreneurship until after the Algerian government's orientation, so I thought why not try it, it is really an incentive for me, and another one, The most motivating thing to move towards setting up my project is Algeria's orientation towards entrepreneurship and the establishment of start-ups, so I decide To be one of the first people to establish their own startups, and also, I remember the summer university. and in the forum on entrepreneurship. I didn't know anything about this topic. It motivated me to discover that world and become an entrepreneur.

Relying on the lexical approach, it has been proven that there are some terms related to this catalyst, which shows the contribution of support mechanisms in the trend towards establishing start-up companies, where the coverage rate reached 2.43%. And in comparison with the study (Gómez, 2007) that touched on the issue of the process and problems of startup companies, and that touched on the need for business incubators as facilities for entrepreneurs, through training and guidance, and the most important thing is education, which creates the motivation for students to go towards establishing start-up companies.

the analysis show that the support mechanisms are among the important incentives that have an impact on the trend towards the establishment of emerging companies in Algeria. the support mechanisms are among the important incentives that have an impact on the trend towards the establishment of emerging companies in Algeria.

5.1.5. model of the motivations to creat start-ups in Algeria

Figure 14: Model of the motivations to creat start-ups in Algeria



Source: Prepared by the student based on the program X Mind

5.2 Academic Contribution:

1_ Our study focuses on the incentives that may affect the establishment of start-up companies in Algeria, as it is an addition to the references related to the subject

2_ Understand the nature of incentives and their impact on entrepreneurs in their orientation towards establishing start-up companies

3_ We formulated 3 proposals that are considered stimuli for the establishment of start-up companies and innovative projects from different regions in Algeria, and this led to the identification of different stimuli that affect the creation of start-up companies

4_ Our research is considered a scientific addition as it is a modern topic in Algeria

5.3 Field contributions :

1_ The personality of the entrepreneur and his tendency to independence and freedom is a great motivator in the trend towards establishing start-up companies

2_ The social aspect and the desire to make an impact and development in the community is a great motivator in the trend towards establishing start-up companies

3_ Unemployment, job dissatisfaction, or economic crises are a major motivator in the direction of establishing start-up companies

4_ The existence of support mechanisms such as universities, business incubators, and state facilities is a great motivator in the trend towards establishing start-up companies.

5.4 Recommendations and suggestions

1- The necessity of providing escort centers for holders of pilot projects on a large scale

2- Intensifying training courses and workshops for university students to create pioneering thought

3- The need to focus all attention on emerging companies and entrepreneurs by setting up facilities and creating an appropriate environment for them by the Algerian state.

4- The Algerian state’s use of successful experiences in how to incubate entrepreneurial projects by creating an appropriate ecosystem

5.5. Research limitations

1- Our study was conducted on a small sample of 5 entrepreneurs only

2- Decreased number of startups

3-There is confusion and ambiguity about the issue of startup companies in Algeria because the topic is recent

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الجمهورية الجزائرية الديمقراطية الشعبية
وزارة التعليم العالي والبحث العلمي

Université Mohamed Boudiaf a M'sila

Faculté des Sciences Économiques, Commerciales et des Sciences de Gestion

Département: ....

جامعة محمد بوضياف بالمسيلة
كلية العلوم الاقتصادية والتجارية وعلوم التسيير
قسم: ....

تصريح شرفي

بالالتزام بمعايير الأمانة و النزاهة العلمية في إعداد مذكرة الماستر

أنا الممضي اسقله:

الطالب (ة)*: جبيلط شيماء نور المولود(ة) بتاريخ: 1997/11/25 ب: المسيلة

الحامل لبطاقة التعريف الوطنية (أو ر.س.) رقم: 203373700 الصادرة بتاريخ: 2018/09/09 عن: بلدية المسيلة

المسجل بالسنة الثانية ماستر شعبة: علوم التسيير تخصص: إدارة استراتيجية خلال السنة الجامعية: 2021/2020

والمعد لمذكرة الماستر التي تحمل عنوان** :

the motivation To creat Start-up in developing countries

أصرح بشرفي أني إلتزمت بمراعاة معايير الأمانة والنزاهة العلمية المطلوبة في إنجاز مذكرة الماستر المذكور أعلاه.

حرر بتاريخ: 2021/06/27

التوقيع و البصمة

*يحرر كل طالب (ة) تصريحا فرديا في حالة إعداد المذكرة من طرف أكثر من طالب(ة) واحد .

**يدرج هذا التصريح ضمن ملاحق المذكرة