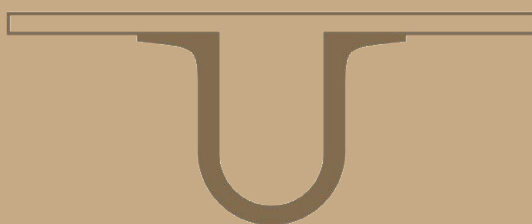




UNIVERSIDADE D
COIMBRA



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**REPRESENTAÇÕES SOCIAIS DO EMPREENDEDORISMO E
INTERNACIONALIZAÇÃO DE NEGÓCIO**

SOCIAL REPRESENTATIONS OF ENTREPRENEURSHIP AND
BUSINESS INTERNATIONALIZATION

Dissertação no âmbito do Mestrado Integrado em Psicologia, Área de Especialização de Psicologia das Organizações e do Trabalho, orientada pelas Professoras Doutoradas Carla Maria Santos Carvalho e Lisete Santos Mendes Mónico e apresentada à Faculdade de Psicologia e de Ciências da Educação da Universidade de Coimbra

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Social Representations of Entrepreneurship and Business Internationalization

The main objective of this work was to analyze and understand the social representations associated with the concept of entrepreneurship using a sample of 966 higher education students. A second objective was to study the social representations in this sample concerning their ideas to create their own business intended to different types of market (national or international), with emphasis on international markets and business internationalization. These social representations were collected through the free association technique. In order to analyze the data and to reach these objectives it was used the software *Ensemble de Programmes Permettant L'Analyse des Evocations* (EVOC) as well the program *Interface de R pour les Analyses Multidimensionnelles de Textes et de Questionnaires* (IRaMuTeQ) to obtain a graphical representation and a better visual perception. The obtained results revealed that in this sample “innovation” is the main concept behind entrepreneurship and that even though internationalization is nowadays an essential feature for every organization, there are in fact more ideas for the national market than for the international one. Limitations and clues for future investigations will be discussed.

Keywords: Entrepreneurship; Social Representations; Higher Education Students; Ideas of Business; Internationalization of Business.

Representações Sociais do Empreendedorismo e Internacionalização de Negócio

O objetivo central deste trabalho consistiu em analisar e compreender as representações sociais associadas ao conceito de empreendedorismo, utilizando uma amostra de 966 estudantes do ensino superior. Um segundo objetivo consistiu em estudar as representações sociais nesta amostra em função das suas ideias para criar o seu próprio negócio serem destinadas a diferentes mercados (nacionais ou internacionais), dando ênfase aos mercados internacionais e à internacionalização de negócio. Estas representações sociais foram recolhidas através da técnica de associação livre. Para analisar os dados e alcançar estes objetivos foi utilizado o programa *Ensemble de Programmes Permettant L'Analyse des Evocations* (EVOC) e também o programa *Interface de R pour les Analyses Multidimensionnelles de Textes et de Questionnaires* (IRaMuTeQ), para obter uma representação gráfica e uma melhor perceção visual. Os resultados obtidos nesta amostra revelaram que a “inovação” é o principal conceito associado ao empreendedorismo e que, apesar da internacionalização ser atualmente uma característica essencial para as organizações, parecem existir mais ideias destinadas para o mercado nacional do que para o mercado internacional. Limitações e pistas para investigações futuras serão discutidas.

Palavras-chave: Empreendedorismo; Representações Sociais; Estudantes do Ensino Superior; Ideias de Negócio; Internacionalização de Negócio.

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OBRIGADO.

Nota Introdutória:

A presente dissertação foi redigida integralmente na língua inglesa e em formato de artigo com o objetivo de uma posterior publicação numa revista científica da área.

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“The entrepreneurial journey starts with jumping off a cliff and assembling an airplane on the way down.” (Reid Hoffman, co-founder of LinkedIn)

Introduction

This paper pretends to approach concepts like entrepreneurship, business internationalization and social representations. Entrepreneurship is currently an interesting field of research for Work and Organizational Psychology, but it is not a new topic in the scientific literature, becoming more and more popular lately due to the economic crisis and to the demand for keeping the growth of the economy and the creation of new jobs (Frese & Gielnik, 2014; Martinho, 2010).

Besides Psychology, the most relevant research in this topic derives from Sociology and Economics and the main ideas about this concept are the notions of opportunity and economic benefits, leading to such things as employment, productivity or innovation, for example. It is a topic of interest for the business world, for the governments and for the academics around the globe (Dorin & Alexandru, 2014; Frese & Gielnik, 2014; McDougall & Oviatt, 2000; Van Praag & Versloot, 2007).

Organizations are motivated to change by proacting or answering the demands of their environments and respectively their business markets, being internationalization a perfect example of that. The risks that an organization faces by entering a global market certainly increases the idea that internationalization is an action of entrepreneurship, but it is still a topic on a developmental point that produces a solid interest for both academical and practical circles (Allen, 2016; Lu & Beamish, 2001; Nemetz & Fry, 1988; Žur, 2015).

Being a concept that comes from entrepreneurial opportunities, internationalization can be defined as an outcome of the actions of the organizations to enhance the borderless network positions by boosting and protecting their position and reputation in the business world market (Johanson & Vahlne, 2009; Žur, 2015).

Social representations are useful to regulate the perception we have of the world and how we act towards it, being useful to understand

the notions behind some topics (Vallaster & Mühlbacher, 2012).

The main purpose of this paper is to understand and analyse that perception, particularly the social representations behind the concept of entrepreneurship by using a sample of 966 students currently going through a higher education course. We also pretend to study this sample in function of their ideas to create their own business in different types of market, nationally or across international borders. In order to achieve these goals and analyse all the collected data, we will use the software IBM SPSS Statistics, being SPSS the abbreviation for Statistical Package for Social Sciences, the software *Ensemble de Programmes Permettant L'Analyse des Evocations* (EVOC) and the software *Interface de R pour les Analyses Multidimensionnelles de Textes et de Questionnaires* (IRaMuTeQ) (IBM Corp., 2013; Ratinaud, 2009; Vergès, Scano, & Junique, 2002).

This paper is structured as follows. First, the literature review about social representations, entrepreneurship (including entrepreneurial organizations, academic entrepreneurship and entrepreneurs), and internationalization of business (including a relevant model on this topic and a reference about the organizations with the ability to internationalize themselves). Then, the objectives, the method, the sample and the procedures used for this study are described, the results are displayed, and those outcomes are discussed. Finally, the conclusion, the limitations of this paper and the possible future research are presented.

I - Literature review

1. Social Representations

The concept of social representations was first introduced by Serge Moscovici in 1961 in an attempt of a renovation of the Social Psychology. Later, this big theory was decomposed in three other theories: the closest to the original, presented by Denise Jodelet; a more sociological outlook proposed by William Doise; and the one introduced by Jean-Claude Abric that highlighted the dimension of the cognitive structure of social representations. The last one, proposed in 1976, is a structural approach that can really help us understand the complex amount of meanings prevailing in social processes and practices. For this paper, we decide to adopt this approach (Abric, 1994a, 1994b; Doise, 1985, 1992; Jodelet, 1989; Moscovici, 1976; Parreira, Mónico, Oliveira, Cavaleiro, & Graveto, 2018; Sá, 1996).

According to the structural approach, the central core theory is the most entrenched theoretical development in the field of social representations. In this theory, a social representation is formed by a central core and a peripheral system, which are two qualitatively distinct component systems. The central core is formed by stable and consistent group values and by the collective memory, having a common and consensual basis which defines the homogeneity of the social group. The peripheral system is formed by the further elements of the social representations, coming from here the flexible and individualized expressions of them, being the one that is sensible to the immediate context, allowing the integration of the individual backgrounds and experiences, and supporting the heterogeneity of the social group. Briefly, the central core gives the basic meaning and definition to the social representations and the peripheral system allows the central core to adapt to the actual reality, distinguish the content of the representations (Abric, 1994a, 1994b; Sá, 1996; Wachelke, 2012).

Social representations regulate how we perceive the world and

how we act towards it, but simultaneously are developed by the interactions of the individuals. This perspective connects the impact of the individual, organizational and market situations. They can be described as complex structures of knowledge, actions and affects that come up from speaking about socially significant objects, individuals, ideas or behaviors (Vallaster & Mühlbacher, 2012).

This construct has opposite characteristics like being rigid and flexible, being universal and inter or intra individually different simultaneously (Abric, 1994a, 1994b; Vallaster & Mühlbacher, 2012). With social representations that are collectively formed, people can create their own ideas of how the world works and communicate them with other individuals. They are social constructions and not individual ones. We can say that there is no real world or just a one-way interpretation of how it works and social representations are useful as a system of reality perception (Morera, Padilha, Silva, & Sapag, 2015).

The concepts that are mostly associated to the social representations of entrepreneurship are innovation, creativity, business and opportunity (Castilho, Salgueiro, & Parreira, 2018).

2. Entrepreneurship

This concept has become an important field of studies and a vast label under which a collection of diverse research can be housed, so the first and maybe the largest problem with this concept has been its definition or how to simplify it. This topic is not new, and it was since the beginning of the 1980s that the interest around it has been growing and growing around the world. Entrepreneurship is not an occupation, being more like a behavioral characteristic related with individual activities that can take place in many different contexts or activity sectors. Nowadays is known as a source of expansion, rising and a competitive power. In brief, it can be described as the recognition and exploitation of opportunities in the business world within the individual and the opportunity nexus. It may lead to the creation of new businesses

or just to the consolidation of the ones that already exist (Duman, 2018; Fitz-Koch, Nordqvist, Carter, & Hunter, 2017; Klofsten, 2000; Shane & Venkataraman, 2000; Testas & Moreira, 2014; Wennekers & Thurik, 1999).

The main limitation or barrier to entrepreneurship or to any innovative process is the fear of failure, which is not positive to the entrepreneurial process but, unfortunately, is unavoidable. During this process, the entrepreneurs need to deal with different fears of failure, such as the fear of losing a client, not being paid, not finishing the job on time, not being in control of the cash activity or simply not having the time to be with their loved ones. But, in fact, an entrepreneurial act cannot exist without uncertainty (Cacciotti & Hayton, 2015; Martinho, 2010; Van Praag, 1999).

For an organization to be categorized as entrepreneurial, performance advantage over other organizations is not the only criteria, since this concept covers other issues, such as detection and exploitation of opportunities. After all, the most important criteria are that the organization needs to generate opportunities and space to the entrepreneurial behaviors of their employees. When compared with other organizations, an entrepreneurial organization commonly grows or expands faster, consequently creating more employment, but in a more dynamic way, leading sometimes to employment with less quality, less benefits and less stability (Van Praag & Versloot, 2007; Wennekers & Thurik, 1999; Żur, 2015).

2.1 Academic Entrepreneurship

The entrepreneurship education has proved to be important for the prosperity of any university, economy or region (Volkman, 2004). The concept of entrepreneurship appeared in the academic context and has become a remarkable topic of interest, attracting more and more attention in the last decades. It is taught since 1947, having started with an American course by Myles Mace in the Harvard Business School

under the name of “Management of New Enterprise”. Later, in a progressively way, more professorships, new courses or training programs are being conceived or developed at the universities, stimulating and increasing entrepreneurial behaviors or building a path towards the creation of quality entrepreneurial organizations (Katz, 2003; Kloffsten, 2000; Testas & Moreira, 2014; Valente & Costa, 2018; Volkmann, 2004).

Education is intrinsically connected to the development of entrepreneurial competences, highlighting the importance of education on the diffusion of entrepreneurship to build up a more entrepreneurial society (Testas & Moreira, 2014). Therefore, education should become more focused on skills than on content, allowing the students to create more ideas and fewer liabilities (Martinho, 2010). In the economics or business areas there are no other subjects which has developed so much in such a dynamic way and gain so much interest in universities like entrepreneurship has. Also, this subject needs to be taught in a proper, dynamic and creative way and not in the standard form (Volkmann, 2004).

Spreading the concept of entrepreneurship to the academic field is still a challenge and universities really have a key educational role on this topic. It is imperative to acknowledge the fact that anyone can be an entrepreneur due to their education or even their experience. If the students have an entrepreneurship education, they really become more likely to have greater entrepreneurial intentions and visions than those who had not experienced that kind of education (Gerba, 2012; Volkmann, 2004; Zarate-Hoyos & Larios-Meño, 2015).

2.2 Entrepreneurs

Nowadays, we live in a world of easy solutions, so it is not easy to become an entrepreneur, going this against the idea that everything can be achieved without effort. They should be willing to give up their comfort zone and they need to have specific personal qualities,

attitudes, skills and information (Martinho, 2010).

We also live in a world where there are no jobs for life, so people really need to adapt themselves, be flexible, resistible to frustration and be entrepreneurial. Even though not all entrepreneurs become successful, they are becoming essential in our society by availing and recognizing potential opportunities, taking risks, building a thriving economy and being present in the international markets. In sum, they are generators of economic prosperity and can be described as someone with an intuition to detect the best opportunities, being innovative, optimistic, responsible, and proactive individuals with a sense of autonomy and self-assurance (Allen, 2016; Badzinska, 2017; Castaño, Méndez, & Galindo, 2016; Martinho, 2010; Samila & Sorenson, 2017; Testas & Moreira, 2014; Van Praag, 1999).

The concept of what an entrepreneur is dates to the 12th century and comes from a French word, standing for someone who instigated fights. Later, it was introduced in a different way by an economist named Richard Cantillon in 1755, who considers that an entrepreneur is someone who gives a contribution to the economic value of the society but also, while doing this, takes risks and deals with a lot of uncertainties. Cantillon was the first one to give an economic connotation to this concept (Chiavenato, 2007; Lobato & Carmo, 2009; Van Praag, 1999).

An entrepreneur needs to have a good self-efficacy, a need for achievement and an entrepreneurial orientation. Their situation is regularly particular in its unpredictability, complexity and changing requirements in the entrepreneurial process. Being an entrepreneur is neither a profession nor something permanent but something temporary, unless they keep innovating continuously (Frese & Gielnik, 2014; Van Praag, 1999).

We can also see entrepreneurs as someone who has initiative, creates dynamic paths, builds or has their own business and is self-employed or their own managers. In fact, it is possible to be an

entrepreneur without creating their own business, but if someone does it, they are already entrepreneurs. They have a very relevant and specific role in the overall economy, increasing great levels of employments creation, productivity prosperity and great quality innovations, being usually more satisfied in their jobs than simple employees (Duarte & Esperança, 2012; Nambisan, 2017; Testas & Moreira, 2014; Van Praag & Versloot, 2007).

Furthermore, the entrepreneurs who conduct business across the globe and who are interested in the process of business internationalization also need to think globally and understand other cultures around the world (Kamara & Adedapo, 2017; McDougall & Oviatt, 2000).

3. *Business Internationalization*

Internationalization is no longer optional for most organizations, being an essential feature, a key dimension and a driving force of the business world, but also one of the most crucial compromises that an organization may take. It illustrates the level of engagement with markets across borders and it is mostly characterized by competition, innovative opportunities, commercialization, risk-seeking behaviors, self-interest, status building and positions in the market. This complex phenomenon can be described as the process whereby an organization decides and starts to operate across national borders, expanding involvement in international actions, such as management commitments, concessions, franchising or unions and acquisitions (Johanson & Vahlne, 2009; Knight, 2017; Knight & Kim, 2009; Malhotra & Hinings, 2009; McDougall & Oviatt, 2000; Miller, Lavie, & Delios, 2016; Schwens et al., 2018; Vithessonthi & Racela, 2016; Williams & Shaw, 2011).

Peter Buckle and Mark Casson, with their book, *The Future of the Multinational Enterprises*, are often considered and cited as the basic source of the internationalization approach (Buckley & Casson, 1976).

This process happens when an organization decides to increase the international involvement and invest across national borders in foreign or uncharted markets with the goal of creating profits and growth by accomplish singular and innovative activities (Allen, 2016; Johanson & Vahlne, 1977). While doing this, the organization should think about the mission and decide what it wants to do or become in the future by always searching for the best opportunities (Dinu, 2018).

Hence, in order to find them and collect information or built networks, Internet proved to be a great facilitator nowadays and its influence must be related to the internationalization process due the need of the organizations not only to impose a physical presence in the host market but also a virtual one (Mathews, Bianchi, Perks, Healy, & Wickramasekera, 2016; Mathews & Healy, 2007, 2008).

Internationalization can sometimes be confused with globalization. These two topics are indeed connected but, at the same time, they are very distinct. While globalization is much more than an economic phenomenon and has its focus on the worldwide flow of ideas, resources, people, cultures, values or economies, internalization focuses more on the relationship between and among nations, cultures, people or systems. So, the difference consists on the concept of worldwide flow and the concept of relationships among nations, which is deeply singular and can be sometimes confusing (Fischer, 2003; Knight, 2017).

Being an entrepreneurial act, internationalization always tries to reply to recognized opportunities and even though it can be a challenging strategy for both small and large organizations (usually more challenging for the small ones - that are not always entrepreneurial) and also a way of growth for them, there are some possible negative consequences, uncertainties or high risks associated with this process, mostly related with the liabilities of newness and foreignness. Therefore, the organizations need to possess the abilities and the resources to deal with these consequences and need to be

proactive and innovative, so they can reach the utmost success possible. To prevent failures in this process and enter new markets across borders, the organizations should also acquire or develop new knowledge and competences (Brock & Alon, 2009; Knight & Kim, 2009; Lu & Beamish, 2001; Singla & George, 2013; Van Praag & Versloot, 2007; Żur, 2015).

During this process, organizations should pay attention to the markets and build cordial relationships among other nations. Markets can be stable, but they are changing as well, sometimes gradually, other times quickly or in a revolutionary way. Concerning Portugal, we can say that it is following the path of the international markets, with a lot of uncertainties and risks, having an increment in the number of work places that no longer offers stable working conditions to their employees (Kamara & Adedapo, 2017; Silva, 2013; Vahlne & Johanson, 2013). The Portuguese people also have the will to create their own business, but they have a lot of hesitations that stops them to moving from theory to practice (Martinho, 2010).

Concluding, internationalization has both risks and benefits. After all and in a logical way, if the risks outweigh the benefits, then this process will have a bad impact on the organization performance. Otherwise, if the benefits outstand the risks, then this process will have a positive impact, being worth it and proving that exists a positive connection between internationalization and organizational performance (Altaf & Shah, 2015; Vithessonthi & Racela, 2016). However, when an organization starts this process, it is almost certain that it will have a continuity (Welch & Luostarinen, 1988).

3.1 The Uppsala Model of Internationalization

This model, also referred as the U model, was created in 1977 by Jan Johanson and Jan-Erik Vahlne. It defends that internationalization should be a progressive and sequential process built upon concepts like knowledge and experience obtained by every

successful entrance in a market across national borders by growing the commitment in a foreign country and reducing the risks and uncertainties. Internationalization will only keep going if the performance and the expectations are encouraging, making possible the development and profiteering of new opportunities (Johanson & Vahlne, 1977, 1990, 2009; Vahlne & Johanson, 2013).

Since this model was proposed, the number of organizations which have started entering markets across national borders by adopting this approach and, by that, reducing their liabilities, have substantially increased (Malhotra & Hinings, 2009; Sousa & Lages, 2011).

3.2 Organizations with the Ability to Internationalize

By internationalizing themselves, organizations may spread from their home countries to across borders by creating parts of replicas or total replicas of their value chains. Without neglecting local context, this process will start by occupying near countries and markets, but as involvement and profits grows, more distant markets and places will be reached. Despite that, the organizations should not access markets where there is not any demand for that kind of business, and they can only start this process after having a solid business in the domestic or national market. They should also select the foreign market they want to reach, use product diversity and innovation to boost their performance and have in mind the size of their home country. Although this is an investment process which is individual and distinct for every type of organization, since each one follows a different way of internationalization, it is imperative that the distinct characteristics of them are taken into consideration (Altaf & Shah, 2015; Brock & Alon, 2009; Castaño, Méndez, & Galindo, 2016; Johanson & Vahlne, 1990; Jonsson & Foss, 2011; Knight, 2017; Malhotra & Hinings, 2009; Sousa & Lages, 2011; Vithessonthi & Racela, 2016).

It is possible to categorize the organizations with the ability to

internationalize themselves in three types: mass production organizations, disaggregated production organizations and project-based organizations. The first one is focused on the capital and the production of the firm needs to pursue the needs of the current market and claim of the host country. They succeed in markets that adopt mechanistic and bureaucratic structures, always choosing to control (both technical system and human behavior) rather to act in unstable situations. There is no need for a physical presence of the organization in the host market since it is the type of organization with the lowest level of centrality and closeness on the client (Malhotra & Hinings, 2009; Nemetz & Fry, 1988).

On the second type of organization, the production activity induces it to appraise the potential of development at different places and focal points in the host market. In other words, these organizations simply follow the market, so the input focus here is the market itself and the essence of this type of organization influences the level of presence in the host market, which means that these firms are continuously searching for potential clients and new opportunities in different locations around the globe. The relationship with the client is relatively more important here than on the precedent type of organization, adding a personalized aspect in the final product or service, demanding a crucial and mandatory physical presence in the business market (Malhotra & Hinings, 2009).

Lastly, the project-based organization consists in an organization with a production that leads to follow a distinct project into a host market. These are the organizations that have strategically decided to guide the work through a project management. The first project is only noticed in that market for a short period of time while it is happening. So, to promote the success of the firm, it is necessary to expand the presence of the project, so it is possible to provide a continuing flow of projects across the markets. Nowadays, international businesses are less about countries specificities and more about the alliances, relationships

and networks, mostly in project-based organizations. This is the type of organization with the highest level of centrality on the client between them three, meaning that it requires physical presence and interaction adjusted to the unique characteristics and requests of each client (Johanson & Vahlne, 2009; Malhotra & Hinings, 2009; Miterev, Mancini, & Turner, 2017).

II - Objectives

We pretend to analyze the social representations of our sample, based on the structural approach of the Theory of Social Representations behind entrepreneurship, according to their own ideas to create their own business in different types of markets, national ones or across international borders. For this reason, we will analyze the differences between the social representations of three groups of students: 1) those who wish to start an entrepreneur act and whose business ideas are intended to the national market; 2) those who wish to start an entrepreneur act and whose business ideas are intended to the international market; and 3) those who wish to start an entrepreneur act and whose business ideas are simultaneously intended to the international and national markets.

This study seeks to give to higher education institutions knowledge about the social representations of their students towards entrepreneurship and, from there, create curricular contents that allow them to have the necessary level of competences in this area, as well as within the area of business creation (nationally or internationally).

III - Method

Literature Review

By having the goal of providing a wide, extensive and comprehensive overview on the past and present of the topics covered in this paper, we tried to identify all the relevant scientific articles and books. To find the best articles, we used the most reliable data bases as possible, such as *b-on*, *ProQuest* or *Business Source Ultimate*, and choose key words like “social representations”, “entrepreneurship” and “business internationalization”. We also used filters like “peer review” or “full text” and tried, when possible, to have the most recent literature.

Sample

The sample of this study, conducted until 2018 in Portugal, is constituted by a group of 966 students, 265 males and 701 females, with an age range from 18 to 63 years old ($M= 23.82$; $SD= 6.73$), who are currently going through a higher education course. In this sample, 27.7% have had a mobility program experience and 71.3% had not. Most of them are studying at universities (95%) but we also have students from polytechnics (4.7%) and others (0.3%), being 77.2% merely students and 22.8% working students.

This sample was divided by their ideas of business: 161 subjects that wish to start an entrepreneur act in the national market, 161 subjects that wish to start an entrepreneur act in the international market and 105 who wish to start an entrepreneur act simultaneously in the international and national markets. The table 1 describes this sample in more detail.

Table 1 Sample characterization

	Total (N = 966)	
	<i>M</i>	<i>SD</i>
Age	23.82	6.73
	<i>n</i>	%
Sex		
Male	265	27.4
Female	701	72.6
Civil State		
Single/Divorced	877	90.8
Married/Cohabiting	85	8.8
Entrepreneurs in Family		
Yes	560	58
No	406	42
Citizenship		
European	888	91.9
African	17	1.8
South-American	59	6.1
Asian	2	0.2
Mobility Programs		
Yes	268	27.7
No	689	71.3
Educational Institution		
University	918	95
Polytechnic	45	4.7
Others	3	0.3
Course Type		
Graduation	294	30.4
Integrated Master	515	53.3
Master's Degree	95	9.8
PhD	57	5.9
Post-Graduation	5	0.5
Study Areas		
Sciences	24	2.5
Health	35	3.6
IT	57	5.9
Agriculture and Natural Resources	4	0.4
Architecture, Fine Arts and Design	18	1.9
Education Sciences and Teacher Education	12	1.2
Law, Social Sciences and Services	601	62.2
Economics, Management and Accounting	87	9.0
Humanities, Secretarial and Translation	90	9.3
Physical Education, Sports and Performing Arts	32	3.3
Non-responses	6	0.6
Year of Study		
1 st	112	11.6
2 nd	210	21.7
3 rd	309	32.0
4 th	149	15.4
5 th	186	19.3
Professional Condition		
Student	746	77.2
Working Student	220	22.8

Notes: *M*=Mean; *SD*=Standart Deviation.

Procedures

For ethical reasons, according to the Code of Ethics from the Order of Portuguese Psychologists (2011), it was ensured full confidentiality and anonymity for individual responses. It was also released a positive feedback in 2018 for the realization of this study by the Commission on Ethics and Deontology of the Research carried out by the Faculty of Psychology and Education Sciences from the University of Coimbra (CEDI).

The participation on this study had a voluntary nature and every subject signed an Informed Consent Form. All the participants were contacted in person, via e-mail or via telephone by the research team formed by master's students with training for that, as well as professors to participate in the study. The questionnaires were administered individually, in paper and digital format.

Materials

The participants answered to the questionnaire “*Student’s Entrepreneurial Motivations*” (see annex XIII). Among other questions, we asked them to write down the first five words or brief expressions that came to their mind when they read the word “entrepreneurship”, respecting their order of appearance. Here, we used the free association technique, allowing them to access to the latent or implicit elements behind their discursive productions (Abric, 2001). At the end of the questionnaire, they were asked to provide socio-demographic information.

The words or brief expressions were lexically analyzed. The synonym words were standardized into just one word (e.g., “boldness”, “audacity” and “courage” into “courage” or “cleverness”, “sagacity” and “intelligence” into “intelligence”). Also, we have corrected possible mistakes, hegemonized all the words with lowercases/upercases, singulars/plurals or feminine/masculine’s and removed all the punctuation and accentuation in every word.

Data Analysis

The descriptive statistics were analyzed with the IBM SPSS Statistics for Windows operating system, Version 22.0 (IBM Corp., 2013), and the words collected with the free association technique about the word “entrepreneurship” were analyzed with the software EVOC (2005 version). The EVOC program builds matrices of co-occurrences of words, crossing the frequency of the evocated concepts with their mean order of evocation. The established intermediate frequency in the software allow us to know if a concept have a high or a low frequency and this will be fundamental for the construction of the four quadrants table. Here, the concepts appear accordingly to their level of significance, so we can identify the possible central core and peripheral elements for the social representation under study. On the upper left quadrant, we have the concepts that better represent the central core of the representations, being them the most evocated ones (higher frequencies) with the lower evocation orders (words evocated mainly in first or second place). The lower left quadrant represents the concepts of the contrasting core, having low frequencies and being only evocated by a restricted number of subjects. The words on the right side, upper and lower, correspond, respectively, to the first and second peripheries of the social representations (Abric, 1993, 1994a, 1994b, 2001; Vergès, Scano, & Junique, 2002).

The EVOC has sixteen programs with different purposes and, for this paper, we have only used four of them: *Lexique*, to isolate the lexical units; *Trievoc*, to organize the evocations in alphabetical order; *Rangmot*, to register the frequencies and orders of evocations; and *Rangfrq*, to organise everything in the four quadrants table, formed by the intersection of the calculation of the position index (from 1 to 5) and the frequency index (f , corresponding to the number of respondents who have evoked that word) (Abric, 1993, 1994a, 1994b).

Subsequently, to complement and aim for a graphical representation and a better visual perception, we used the program

Interface de R pour les Analyses Multidimensionnelles de Textes et de Questionnaires (IRaMuTeQ), version 0.7 alpha 2. This software is a free and open-source software developed by Pierre Ratinaud in 2009, which allows different processing and statistical analysis of textual data. It is built on top of another software named *R* (3.5.1) and on *Python* programming language. This program has statistical rigor and provides five different types of text analysis: classic statistics analysis; descending hierarchical classification; similitude analysis; and word cloud. It is important to mention that the use of this software is not a data analysis method by itself, being only a tool to process them and a help for a better interpretation of the results since it provides useful visual results. For this paper, we have used the option “similarities analysis” to have our results and have also used the option “world cloud” for other graphical results that will only appear on the annexes (see annexes X, XI, XII) (Camargo & Justo, 2013; Lahlou, 2012; Ratinaud, 2009).

IV - Results

On the following tables, we have the results of the social representations of entrepreneurship regarding international business (table 2), national business (table 3) and both national and international business (table 4). In all of them, we have decided to round all the values, so they only have two decimal cases.

For international business, 161 subjects have evoked 777 words (with 28 missing values). Between the 777, were evoked 124 different words, where 161 were evoked in first place, 160 in second place, 158 in third place, 153 in fourth place and 145 in fifth place. We used a minimal frequency of $n=10$ and an intermediate frequency of $n=30$. The average range was 2.90 and the most referred concepts, appearing on the central core, were “creativity” and “innovation”. As it can be seen on table 2, on the first periphery we have the concepts “money” and

“risk”, both evoked the same amount of times. On the contrasting core we have the words “effort”, “status”, “initiative”, “business”, “power” and “resources”. Lastly, on the second periphery we can find words such as “supports”, “development”, “firm”, “investment”, “motivation”, “opportunity”, “achievement” and “work”.

Table 2 Social representations of entrepreneurship regarding international business

<i>Interm. Freq.</i>	<i>Evoked Concepts</i>	<i>f</i>	<i><2,90 MOE</i>	<i>Evoked Concepts</i>	<i>f</i>	<i>>=2,90 MOE</i>
≥ 30	Central core			First periphery		
	Creativity	69	2.81	Money	31	3.26
	Innovation	121	2.53	Risk	31	3.42
< 30	Contrasting core			Second periphery		
	Effort	10	2.30	Supports	16	3.75
	Status	12	2.83	Development	14	3.00
	Initiative	24	1.92	Firm	23	3.04
	Business	26	2.35	Investment	17	3.00
	Power	21	2.67	Motivation	19	3.05
	Resources	11	2.64	Opportunity	14	3.50
				Achievement	29	3.03
				Work	16	2.94

Notes: Four quadrants table of $N=161$ subjects and 777 evoked words (28 missing values). Minimal frequency of $n=10$; *MOE*=Mean Order of Evocation.

For the national business (table 3), were evoked 1922 words (with 3 missing values). Between the 1922, were evoked 241 different words, where 385 were evoked in first place, 385 in second and also 385 in third place, 384 in fourth place and 383 in fifth place. We have

decided to have a minimal frequency of $n=20$ and an intermediate frequency of $n=30$. The average range was also 2.90 and the most referred concepts were “creativity”, “firm”, “initiative”, “innovation”, “business” and “work”.

Table 3 Social representations of entrepreneurship regarding national business

<i>Interm. Freq.</i>	<i>Evoked Concepts</i>	<i>f</i>	<i><2,90 MOE</i>	<i>Evoked Concepts</i>	<i>f</i>	<i>>=2,90 MOE</i>
<u>>=30</u>	<u>Central core</u>			<u>First periphery</u>		
	Creativity	121	2.53	Autonomy	42	3.12
	Firm	80	2.38	Courage	39	2.92
	Initiative	63	2.11	Money	56	3.21
	Innovation	228	2.47	Effort	59	3.46
	Business	75	2.41	Investment	45	3.00
	Work	64	2.38	Motivation	33	3.03
				Risk	52	3.15
<u><30</u>	<u>Contrasting core</u>			<u>Second periphery</u>		
	Ambition	21	2.52	Development	26	3.39
	Dynamism	29	2.41	Determination	24	3.46
	Employment	27	2.78	Intelligence	21	3.05
	Will	21	2.81	Opportunity	27	3.93
				Success	24	3.42

Notes: Four quadrants table of $N=161$ subjects and 1922 evoked words (3 missing values). Minimal frequency of $n=20$; *MOE*=Mean Order of Evocation.

For both national and international business (table 4), with 105 subjects, were evoked a total of 519 words and were found 6 missing values. Between the 519, were evoked 97 different words, where 105

were evoked in first place, 105 in second and also 105 in third place, 103 in fourth place and 101 in fifth place. We have decided to have a minimal frequency of $n=10$ and an intermediate frequency of $n=28$. The average range was 2.90 and the most referred concept was “innovation”.

Table 4 Social representations of entrepreneurship regarding both national and international business

<i>Interm. Freq.</i>	<i>Evoked Concepts</i>	<i>f</i>	<i><2,90 MOE</i>	<i>Evoked Concepts</i>	<i>f</i>	<i>>=2,90 MOE</i>
≥ 28	Central core			First periphery		
	Innovation	62	2.13	Supports	28	3.00
< 28	Contrasting core			Second periphery		
	Courage	11	2.64	Ambition	10	3.00
	Creativity	21	2.33	Autonomy	11	3.91
	Intelligence	15	2.73	Leadership	12	3.42
	Motivation	19	2.68	Change	10	3.40
	Risk	15	2.73	Business	13	3.15
	Work	21	2.38	Opportunity	13	3.54
	Vision	11	2.82	Resources	10	3.60

Notes: Four quadrants table of $N=105$ subjects and 519 evoked words (6 missing values). Minimal frequency of $n=10$; *MOE*=Mean Order of Evocation.

Lastly, for a graphical representation of the previously obtained results, we analyzed the social representations with the option “Similarities Analysis” of the program IRaMuTeQ. With this visual perception we can prove that “innovation” and “creativity” are really the two concepts that stand out the most. The results were as it follows.

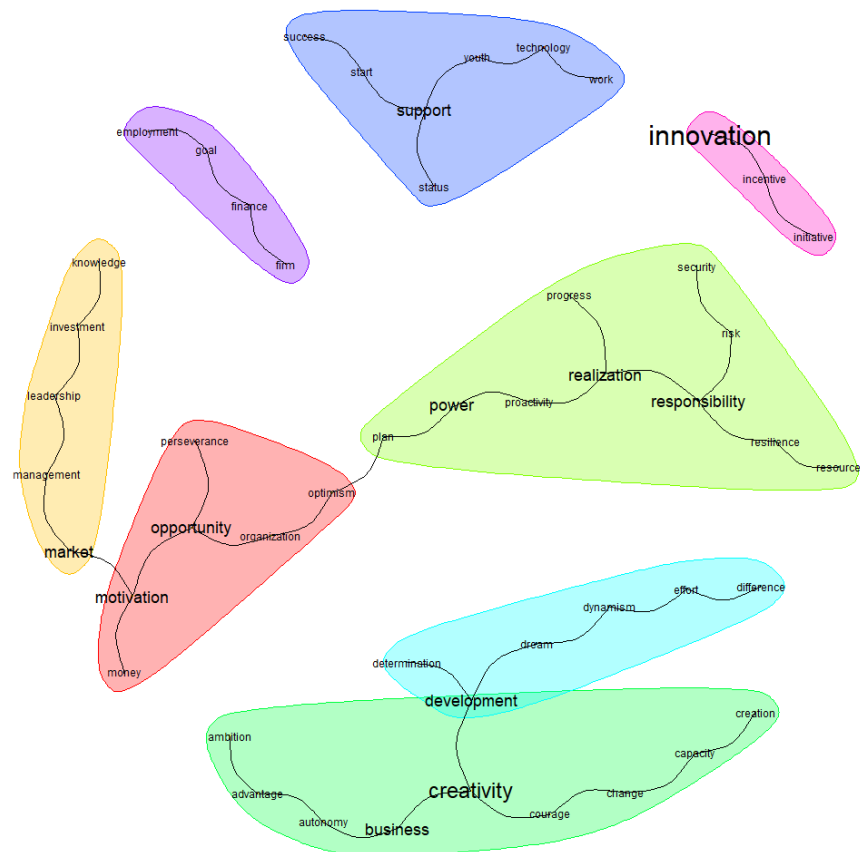


Figure 1 - Similarities Analysis: Social representations of entrepreneurship regarding international business

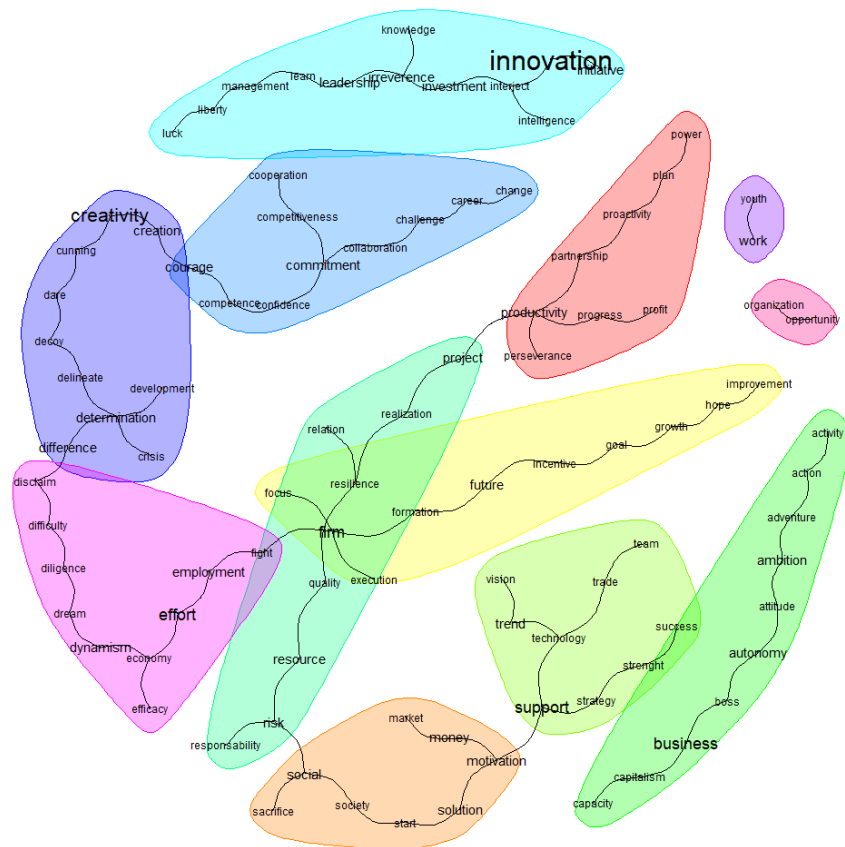


Figure 2 - Similarities Analysis: Social representations of entrepreneurship regarding national business

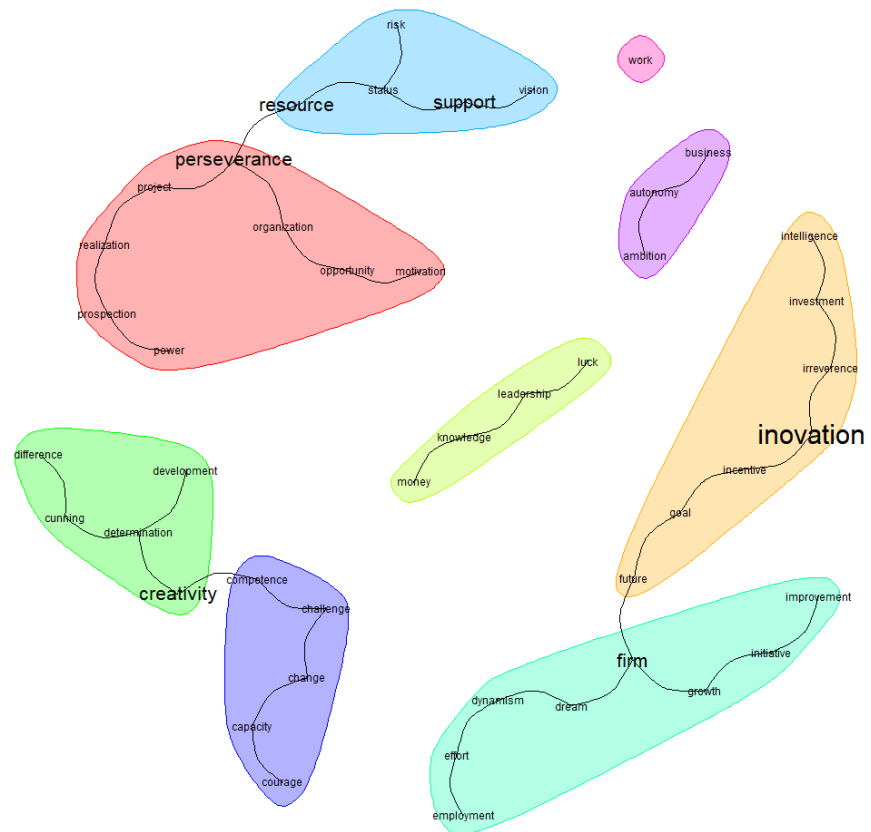


Figure 3 - Similarities Analysis: Social representations of entrepreneurship regarding both national and international business

V - Discussion

As mentioned previously, this paper was designed to explore and analyze the social representations behind the concept of entrepreneurship by using a sample of students and study this sample in function of their ideas to create their own business in different types of markets, nationally or internationally.

The first group, with subjects that wish to start an entrepreneur act and have business ideas that are intended to the national market, had “creativity” and “innovation” as their most evocated concepts with the lower evocation orders, also known as central core concepts. The second, that wishes to start an entrepreneur act and whose business ideas are intended to the international market, had “creativity”, “firm”, “initiative”, “innovation”, “business” and “work” as central core concepts. The third, with ideas to start an entrepreneur act that are simultaneously intended to the international and national markets, had only “innovation” as their central core concept.

The results of this study corroborate the literature review, since the concepts that are mostly associated to the social representations of entrepreneurship are indeed “innovation”, “creativity” and “business”, being the last one not referred as much as the other two. We expected to find “opportunity” as a central core concept, since it is commonly referred as one of the main elements of entrepreneurship in the scientific literature, but it did not happened. Also, in what concerns to internationalization, the search of opportunities is mentioned as one of the main reasons to start this process. Although it does not appear there, maybe due the fact that it is implicit or related with other concepts such as innovation or even related to innovative opportunities, it appears in every second periphery, meaning that it is not a central core concept but it is still an important one (Castilho, Salgueiro, & Parreira, 2018; Dinu, 2018; Dorin & Alexandru, 2014).

We can say that “innovation” and “creativity” are the common

denominators in this sample, both for national or international ideas, being “innovation” really the central concept here. The idea that the ability to innovate is an implicit characteristic of an entrepreneur is confirmed with the results of this paper (Testas & Moreira, 2014). This concept is essential, being the innovative activities of an organization the most important tasks to maintain the level of competitiveness and the high profit. As we can see, entrepreneurship cannot be dissociated with innovative activities and the organizations can create value from their intellectual capital and have skills to assign the resources accurately if they have creative and innovative entrepreneurship processes involved (Castilho, Salgueiro, & Parreira, 2018; Badzinska, 2017; Vithessonthi & Racela, 2016).

Regarding entrepreneurial internationalization, this concept is also important to create value for the organizations, being this process a combination of innovative, proactive and risk seeking behaviors across national borders (McDougall & Oviatt, 2000). In fact, internationalization is a way of innovation and this process depends on that to be successful, by making the difference in the performance and competitiveness of the organization (Williams & Shaw, 2011).

Entrepreneurship and innovation have a huge impact in the economic growth and prosperity, being entrepreneurs considered economic builders. So, it is quite impossible to dissociate the concept of “entrepreneurship” with the concept of “money”, appearing this one on the first peripheries of the tables 2 and 3, as it was expected by the literature review (Samila & Sorenson, 2017; Martinho, 2010). The concept “supports” can also be associated with money, appearing on the second periphery of the table 2 and on the first periphery of table 4. There are other referred concepts that can also be related with this, such as “finances”, “economy”, “incentives”, “investment”, “profit”, “resources” and “sales”.

The fact that “risk” does not appear in any central core could represent that this concept is so contemporary due the fact that we live

in a world full of changes and uncertainties that we see risk as something usual, not worth to be mentioned and intrinsic to every task. In fact, we could say that, nowadays, there is no employment or activity without associated risks and regarding internationalization even more, being this process a high-risk decision for the organizations. The fear of failure is one of the biggest barriers to entrepreneurship and the entrepreneurs should be prepared to face all the inherent risks and uncertainties that are involved with this topic (Castilho, Salgueiro, & Parreira, 2018; Martinho, 2010; Mathews & Healy, 2007; Van Praag, 1999).

Lastly, it is important to state that other relevant concepts were referred, highlighting “motivation”, “ambition”, “courage”, “initiative”, “work” or “intelligence”. They also confirm and corroborate our literature review but were not the most referred ones by our sample of students.

VI - Conclusions

This paper helped to deepen the knowledge about the social representations of higher education students about entrepreneurship and their ideas for different types of market (national or international). Even though the results of this paper cannot be generalized, this study elucidates us about the conceptions of the students about these topics and we cannot forget that they will be future workers who will possibly start their own business, in their own country or across borders.

Regarding the social representations behind the concept of entrepreneurship, we can conclude that “innovation” is the main concept concerning ideas of business for national, international or both markets. This paper demonstrates the importance of this topic and how relevant and current it is, attracting more and more interest every day.

In what concerns to the ideas for different types of market (national or international), we can conclude that even though

internationalization is nowadays an essential feature for every organization, there are in fact more ideas for the national market (1922 words or brief expressions) than for the international market (777 words or brief expressions).

VII - Limitations and Future Research

We believe that in the future it is crucial that universities are the key answer for the huge demand of innovative entrepreneurial ideas, starting to change their method of teaching and integrating entrepreneurship as an important topic to teach.

It is imperative that this change really occurs, and we hope that this paper gives a positive contribution to this discussion and provides basis for future research, particularly regarding internationalization of business. The next step would be recognizing the importance of entrepreneurship in the socio-economic development of the countries and invest in the education of this topic for a better engagement of the students in entrepreneurial programs.

Although this paper is valuable, it has some limitations that can be used as clues for future research. Concerning the sample, for a study that uses social representations, the dimension should have been bigger, desirably higher than 3000 instead of near 1000. Also, it could have covered students from more different scientific areas. Instead, it was used a convenience sample that showed not that much of heterogeneity regarding study areas. For future research it would be interesting to use a more varied one.

Another limitation is related with the fact that this study is mainly focused on the reality of academies, being the industries and the government not included. It would have been interesting and maybe it would have given us different results if we had included these three stakeholders in order to have a better understanding of the role of each sphere regarding entrepreneurship. Other suggestion for future studies

would be to inquire the students to see if their social representations are related with their education for entrepreneurship given by higher education institutions and also if these institutions have an entrepreneurial culture or not.

Lastly, regarding the internationalization process, it would have been interesting if the questionnaire was not applied only in Portugal, but across borders too, providing us a wider perception on this topic. It would be possible to start further studies by expanding this sample and see if we could extend the results and maybe assure that these are not only the social representations from Portugal but also global ones. Regarding internationalization, it would be interesting to see if the students who have had international experiences (e.g., international mobility, international internships or some other experiences across national borders) have more ideas for the international market than the ones who did not have these types of experiences.

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Annexes

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Annex X - WordCloud: International

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Annex XIII - Questionnaire: “*Student’s Entrepreneurial Motivations*”

Annex I - RANGMOT: International

Evoked Concepts	Frequency	Ranks				
		1 st	2 nd	3 rd	4 th	5 th
Achieve	1	0	0	0	1	0
Achievement (MOE=3.03)	29	6	1	12	6	4
Activity	2	0	1	0	1	0
Adaptation	1	0	0	0	0	1
Adventure	1	0	0	0	1	0
Agent	1	0	0	1	0	0
Altruism	1	0	1	0	0	0
Ambition	3	1	1	0	1	0
Argumentation	1	0	0	0	1	0
Autonomy (MOE=3.29)	7	1	0	2	4	0
Bureaucracy	1	0	0	1	0	0
Business (MOE=2.35)	26	7	8	6	5	0
Capacity	3	1	0	1	1	0
Capitalism	1	0	0	0	1	0
Challenge	2	0	0	0	2	0
Change (MOE=2.33)	6	0	5	0	1	0
Comfort	1	0	0	0	1	0
Commitment	2	0	1	1	0	0
Commodity	1	0	0	0	0	1
Competence	2	0	1	0	0	1
Competitiveness	1	0	0	0	1	0
Cooperation	1	0	1	0	0	0
Coordination	1	0	1	0	0	0
Courage	3	0	1	1	1	0
Creation (MOE=2.80)	5	0	2	2	1	0
Creativity (MOE=2.81)	69	11	21	18	8	11
Determination (MOE=2.60)	5	2	0	1	2	0
Development (MOE=3.00)	14	2	4	4	0	4
Difference (MOE=3.14)	7	0	3	0	4	0
Direction	1	0	0	1	0	0
Diversity	1	0	1	0	0	0
Dream (MOE=2.38)	8	3	3	0	0	2
Dynamism (MOE=2.50)	8	3	2	0	2	1
Economy	1	0	0	1	0	0
Efficacy	1	0	0	1	0	0
Effort (MOE=2.30)	10	3	3	2	2	0
Employment (MOE=2.71)	7	1	2	3	0	1
Experience	1	0	0	0	1	0
Finances	1	0	0	0	1	0
Firm (MOE=3.04)	23	2	8	4	5	4
Future	1	0	0	0	0	1
Gain	4	2	0	0	1	1

Goal	3	0	0	1	1	1
Happiness	1	0	0	0	1	0
Improvement	2	0	0	0	0	2
Impulse	1	0	1	0	0	0
Incentives (<i>MOE</i> =4.00)	9	0	1	2	2	4
Industry	1	0	0	0	0	1
Influence	1	0	0	0	1	0
Initiative (<i>MOE</i> =1.92)	24	14	4	2	2	2
Innovation (<i>MOE</i> =2.53)	121	48	19	14	22	18
Instability	1	0	0	0	1	0
Intelligence	1	0	0	0	1	0
Interdisciplinarity	1	0	0	1	0	0
Interject	1	1	0	0	0	0
Investigation	2	1	1	0	0	0
Investment (<i>MOE</i> =3.00)	17	4	3	3	3	4
Irreverence	2	1	0	0	0	1
Knowledge (<i>MOE</i> =3.75)	8	0	2	2	0	4
Leadership (<i>MOE</i> =4.40)	5	0	0	1	1	3
Life	1	0	0	0	1	0
Management	4	1	0	1	2	0
Manipulation	1	0	1	0	0	0
Market	1	0	0	0	0	1
Marketing (<i>MOE</i> =2.80)	5	2	0	1	1	1
Mastery	1	0	0	1	0	0
Means	2	0	0	0	1	1
Miguel Gonçalves	1	1	0	0	0	0
Modernization	1	0	0	1	0	0
Money (<i>MOE</i> =3.26)	31	4	3	12	5	7
Motivation (<i>MOE</i> =3.05)	19	6	2	1	5	5
Need	4	0	0	0	3	1
Open Mind	2	1	0	1	0	0
Openness	2	2	0	0	0	0
Opportunity (<i>MOE</i> =3.50)	14	1	2	3	5	3
Optimism (<i>MOE</i> =2.56)	9	1	4	3	0	1
Organization (<i>MOE</i> =4.43)	7	0	0	2	0	5
People	1	0	0	0	1	0
Performance	2	0	2	0	0	0
Perseverance (<i>MOE</i> =2.50)	8	2	3	1	1	1
Plan	3	0	0	0	3	0
Plasticity	1	0	0	1	0	0
Possibilities	1	0	0	0	0	1
Power (<i>MOE</i> =2.67)	21	4	6	4	7	0
Present	1	0	0	0	1	0
Proactivity (<i>MOE</i> =3.43)	7	0	0	5	1	1
Profit	2	0	0	2	0	0
Progress	4	0	2	0	1	1

Project	1	0	1	0	0	0
Prospection	1	0	0	0	0	1
Publicity	1	0	0	0	1	0
Purpose	1	0	0	0	0	1
Quality	1	0	0	0	1	0
Quantity	1	0	1	0	0	0
Resilience (<i>MOE</i> =2.63)	8	2	2	2	1	1
Resources (<i>MOE</i> =2.64)	11	1	4	5	0	1
Responsibility (<i>MOE</i> =3.33)	6	1	2	0	0	3
Risk (<i>MOE</i> =3.42)	31	5	3	7	6	10
Science	2	0	0	0	2	0
Security	3	0	0	2	0	1
Shark Tank	1	0	0	1	0	0
Solution	1	0	0	0	0	1
Stability	1	0	1	0	0	0
Startup (<i>MOE</i> =3.29)	7	1	1	1	3	1
Status (<i>MOE</i> =2.83)	12	2	5	1	1	3
Subsidies	1	0	0	0	0	1
Succes (<i>MOE</i> =2.50)	6	2	1	2	0	1
Supports (<i>MOE</i> =3.75)	16	2	1	3	3	7
Talent	1	0	0	0	0	1
Team	2	0	0	0	1	1
Technology	4	0	1	2	0	1
Trend	1	0	0	0	0	1
Trust	1	0	0	0	1	0
Turism	1	1	0	0	0	0
Understanding	1	0	0	0	0	1
University	1	1	0	0	0	0
Utility	1	0	0	1	0	0
Value	1	0	0	0	0	1
Versatility	2	0	0	0	1	1
Vision	2	1	1	0	0	0
Will	2	0	1	0	1	0
Work (<i>MOE</i> =2.94)	16	2	6	3	1	4
Youth	4	1	0	1	2	0

Note: *MOE*=Mean Order of Evocation.

Annex II - Distribution of Frequencies: International

Frequency	Number of Words	Cumulative Frequency	Cumulative %
1	55	55	7.1%
2	17	89	11.5%
3	6	107	13.8%
4	7	135	17.4%
5	4	155	19.5%
6	3	173	22.3%
7	6	215	27.7%
8	5	255	32.8%
9	2	273	35.1%
10	1	283	36.4%
11	1	294	37.8%
12	1	306	39.4%
14	2	334	43.0%
16	2	366	47.1%
17	1	383	49.3%
19	1	402	51.7%
21	1	423	54.4%
23	1	446	57.4%
24	1	470	60.5%
26	1	496	63.4%
29	1	525	67.6%
31	2	587	75.5%
69	1	656	84.4%
121	1	777	100%

Annex III - RANGMOT: National

Evoked Concepts	Frequency	Ranks				
		1 st	2 nd	3 rd	4 th	5 th
Ability	1	0	0	0	1	0
Accomplishment	4	0	2	1	1	0
Achievement	1	0	0	1	0	0
Action (MOE=2.67)	6	1	2	1	2	0
Activity (MOE=2.17)	6	2	1	3	0	0
Acumen	1	0	0	1	0	0
Adaptation	2	0	0	1	0	1
Advantage	1	1	0	0	0	0
Adventure	4	0	0	1	2	1
Agreements	1	0	0	0	1	0
All Talk and No Action	1	0	0	0	0	1
Alternative	2	0	0	0	1	1
Altruism	1	0	0	0	1	0
Ambition (MOE=2.52)	21	6	6	4	2	3
Attention	1	0	0	0	0	1
Attitude	4	0	1	0	1	2
Autonomy (MOE=3.12)	42	8	8	6	11	9
Balance	1	0	1	0	0	0
Beginning	1	0	0	0	1	0
Bet	1	0	0	0	0	1
Bigger	1	0	0	1	0	0
Boss (MOE=2.60)	5	0	3	1	1	0
Builder	1	0	0	1	0	0
Business (MOE=2.41)	75	29	11	16	13	6
Capacity (MOE=2.91)	11	2	3	2	2	2
Capitalism (MOE=3.18)	11	1	1	5	3	1
Career	4	1	1	0	1	1
Challenge (MOE=2.78)	9	1	3	2	3	0
Chance (MOE=3.18)	17	3	4	2	3	5
Charisma	1	0	0	1	0	0
Cheer	1	0	0	0	1	0
Clients	1	0	0	0	0	1
Clinic	1	0	0	0	1	0
Collaboration (MOE=3.40)	5	0	2	0	2	1
Commitment	3	0	0	0	2	1
Commodity	1	0	0	1	0	0
Communication	2	1	0	1	0	0
Competence	4	0	1	1	1	1
Competitiveness (MOE=3.22)	9	1	2	1	4	1
Complexity	1	0	0	1	0	0
Concentration	1	0	0	0	1	0
Contacts	2	0	0	0	0	2

Cooperation	3	0	0	1	2	0
Cost	1	0	0	0	0	1
Courage (MOE=2.92)	39	7	10	8	7	7
Creation (MOE=3.30)	10	2	1	1	4	2
Creativity (MOE=2.53)	121	31	37	27	10	16
Crisis	4	0	0	1	1	2
Culture	2	0	1	0	0	1
Cunning (MOE=3.00)	6	0	2	2	2	0
Daring	3	0	1	0	1	1
Decoy	4	0	4	0	0	0
Déjà Vu	1	0	1	0	0	0
Delineate	4	2	0	0	0	2
Determination (MOE=3.46)	24	4	3	2	8	7
Development (MOE=3.38)	26	1	5	6	11	3
Difference (MOE=3.69)	13	1	2	2	3	5
Difficulty	4	1	0	1	0	2
Diligence	4	1	0	0	1	2
Disclaim	4	2	0	0	0	2
Disposition	1	0	0	1	0	0
Do	1	0	0	0	0	1
Dream (MOE=3.09)	11	2	4	0	1	4
Dynamism (MOE=2.41)	29	9	9	3	6	2
Economy (MOE=4.10)	10	0	1	2	2	5
Edifice	1	0	1	0	0	0
Efficacy	3	1	0	1	0	1
Effort (MOE=3.46)	59	5	10	13	15	16
Elaborate	1	0	0	0	0	1
Elitism	1	0	0	0	0	1
Employment (MOE=2.78)	27	9	2	5	8	3
Empowerment	1	1	0	0	0	0
Empty	1	1	0	0	0	0
Energy	2	1	0	0	1	0
Enriching	1	0	0	1	0	0
Enthusiasm	1	0	0	0	1	0
Execution	3	0	1	1	1	0
Exertion	1	0	0	0	1	0
Experience	2	0	0	0	1	1
Exploitation	1	1	0	0	0	0
Extensive	1	0	1	0	0	0
Far	1	0	0	0	1	0
Finances	2	0	0	0	0	2
Firm (MOE=2.38)	80	30	20	11	8	11
Flexibility	1	0	0	0	0	1
Focus	3	1	1	1	0	0
For Rich People	1	0	0	0	0	1
Franchise	1	0	1	0	0	0

Funds	1	0	0	1	0	0
Future (<i>MOE</i> =3.33)	12	3	1	2	1	5
Gain	2	0	1	1	0	0
Globalization	1	0	0	0	0	1
Goal (<i>MOE</i> =1.86)	7	3	2	2	0	0
Growth (<i>MOE</i> =3.86)	7	1	0	0	4	2
Honesty	1	0	1	0	0	0
Hope	3	0	0	0	1	2
Ideology	1	0	0	0	0	1
Idiot	1	0	0	0	0	1
Illusion	1	0	0	1	0	0
Impact	1	1	0	0	0	0
Implement	1	0	1	0	0	0
Improvement	4	1	1	0	0	2
Impulse	1	0	0	0	0	1
Incentives (<i>MOE</i> =3.50)	6	0	2	0	3	1
Incubator	1	1	0	0	0	0
Individual	1	0	0	0	1	0
Ingenuity	1	0	0	1	0	0
Initiative (<i>MOE</i> =2.11)	63	33	11	5	7	7
Innovation (<i>MOE</i> =2.46)	228	76	51	46	29	26
Insolvency	1	0	0	0	1	0
Inspire	1	0	0	0	1	0
Intelligence (<i>MOE</i> =3.05)	21	3	4	5	7	2
Interest	2	0	0	0	2	0
Interject (<i>MOE</i> =2.83)	12	4	1	2	3	2
Investigation	1	0	0	1	0	0
Investment (<i>MOE</i> =3.00)	45	7	10	11	10	7
Irreverence (<i>MOE</i> =4.00)	9	1	0	2	1	5
Knowledge (<i>MOE</i> =3.72)	18	0	3	5	4	6
Laborious	2	1	1	0	0	0
Lack of Notion	1	0	1	0	0	0
Leadership (<i>MOE</i> =2.74)	19	4	5	5	2	3
Learning	4	0	0	1	1	2
Liberalism	2	0	1	1	0	0
Liberty	4	0	1	2	0	1
Long Term	1	0	0	0	0	1
Luck (<i>MOE</i> =4.14)	7	0	1	1	1	4
Management (<i>MOE</i> =3.14)	14	2	5	0	3	4
Manipulation	2	0	0	1	1	0
Market (<i>MOE</i> =3.93)	14	0	1	4	4	5
Marketing	1	0	0	0	1	0
Maturity	1	0	0	1	0	0
Meritocracy	2	0	1	0	1	0
Mobilization	2	0	0	1	1	0
Modernization	1	0	0	0	0	1

Money (<i>MOE</i> =3.21)	56	5	15	13	9	14
Motivation (<i>MOE</i> =3.03)	33	6	6	9	5	7
Need	1	0	0	1	0	0
Neoliberalism	3	0	0	0	2	1
Nerd	1	0	0	0	1	0
Newspaper	1	0	0	0	1	0
Newtworking	1	1	0	0	0	0
No Supports	1	0	1	0	0	0
Not a Solution	1	0	1	0	0	0
Occupation	2	0	0	0	0	2
Oceanography	1	0	0	0	1	0
Offer	1	0	0	0	0	1
Open Mind	1	0	0	1	0	0
Opportunity (<i>MOE</i> =3.93)	27	0	3	4	12	8
Optimization	1	0	0	1	0	0
Organization (<i>MOE</i> =3.14)	7	0	3	2	0	2
Overcoming	1	0	0	1	0	0
Overvalued	1	0	0	0	1	0
Partners	1	0	0	0	1	0
Partnerships	3	0	0	0	1	2
People	1	0	0	0	0	1
Perseverance (<i>MOE</i> =3.80)	10	0	1	4	1	4
Plan	4	0	2	0	2	0
Positive	1	0	0	0	0	1
Possibilities	1	0	0	0	0	1
Power (<i>MOE</i> =2.50)	6	2	2	0	1	1
Practice	1	0	0	0	0	1
Precariousness	1	0	0	0	0	1
Precaution	1	1	0	0	0	0
Precision	1	0	0	0	0	1
Proactivity (<i>MOE</i> =3.13)	8	0	3	2	2	1
Productivity (<i>MOE</i> =4.13)	8	0	0	1	5	2
Professionalism	1	0	0	0	0	1
Profit (<i>MOE</i> =3.53)	15	2	1	4	3	5
Progress (<i>MOE</i> =3.08)	13	2	3	2	4	2
Project (<i>MOE</i> =3.23)	13	1	1	6	4	1
Promotion	2	0	1	0	1	0
Propaganda	2	0	0	0	0	2
Prospection	2	0	1	0	1	0
Qualified	1	0	0	1	0	0
Quality	3	0	0	0	1	2
Reading	1	0	0	0	0	1
Recognition	1	0	0	0	1	0
Reflection	1	0	0	1	0	0
Relations	4	0	0	2	0	2
Repetition	1	0	0	1	0	0

Research	1	1	0	0	0	0
Resilience (<i>MOE</i> =3.14)	7	1	1	2	2	1
Resources (<i>MOE</i> =3.75)	8	1	0	2	2	3
Responsibility (<i>MOE</i> =3.38)	8	1	1	2	2	2
Results	1	0	0	0	0	1
Retake	1	0	0	1	0	0
Revulsion	1	1	0	0	0	0
Risk (<i>MOE</i> =3.15)	52	5	13	13	11	10
Sacrifice (<i>MOE</i> =3.20)	5	1	1	1	0	2
Sales	1	0	0	0	0	1
Satisfaction	2	0	0	0	2	0
Search	1	0	0	0	1	0
Security	1	0	0	0	0	1
Services	1	0	0	0	0	1
Shark Tank	1	1	0	0	0	0
Social	2	0	0	1	1	0
Social Ascension	1	0	0	0	0	1
Society	3	0	0	0	0	3
Solidarity	1	0	1	0	0	0
Solidity	1	0	0	1	0	0
Solution (<i>MOE</i> =3.60)	5	0	1	1	2	1
Stakeholders	1	0	0	0	0	1
Startup (<i>MOE</i> =3.38)	13	1	2	4	3	3
Status	2	1	0	0	0	1
Stimulus	1	0	1	0	0	0
Strategy	4	0	0	1	1	2
Strenght	3	0	0	2	0	1
Struggle	3	0	0	0	1	2
Success (<i>MOE</i> =3.42)	24	3	3	7	3	8
Supports (<i>M</i> =3.16)	19	2	4	5	5	3
Sustainability	2	0	0	1	0	1t
Syndicate	1	0	0	1	0	0
Talent	2	0	0	0	1	1
Team (<i>MOE</i> =3.00)	10	0	3	4	3	0
Technology (<i>MOE</i> =4.00)	6	0	1	1	1	3
Time	2	0	0	0	1	1
Trade	3	0	0	1	1	1
Training	3	0	0	0	1	2
Tranquility	1	0	0	0	1	0
Transformation	1	0	0	0	1	0
Trend	3	1	0	0	1	1
Trust (<i>MOE</i> =2.21)	14	6	3	3	0	2
Try	3	0	0	1	2	0
Unemployment	2	1	1	0	0	0
Unforeseen	1	0	1	0	0	0
Union	1	0	0	0	1	0

Unleash	1	0	0	0	1	0
Unpaid Internship	1	0	0	1	0	0
Utility	1	0	0	0	0	1
Utopia	1	0	1	0	0	0
Value	1	0	0	0	1	0
Versatility	1	0	0	0	0	1
Viability	1	0	0	0	1	0
Vision (<i>MOE</i> =3.59)	17	1	2	5	4	5
Weak	1	0	0	0	0	1
Where	1	0	0	0	0	1
Will (<i>MOE</i> =2.81)	21	3	8	3	4	3
Win	1	0	0	0	0	1
Work (<i>MOE</i> =2.38)	64	21	15	15	9	4
Youth (<i>MOE</i> =3.27)	15	2	3	2	5	3

Note: *MOE*=Mean Order of Evocation.

Annex IV - Distribution of Frequencies: National

Frequency	Number of Words	Cumulative Frequency	Cumulative %
1	113	113	5.9%
2	26	165	8.6%
3	17	216	11.2%
4	17	284	14.8%
5	4	304	15.8%
6	6	340	17.7%
7	5	375	19.5%
8	4	407	21.2%
9	3	434	22.6%
10	4	474	24.7%
11	3	507	26.4%
12	2	531	27.6%
13	4	583	30.3%
14	3	625	32.5%
15	2	655	34.1%
17	2	689	35.8%
18	1	707	36.8%
19	2	745	38.8%
21	3	808	42.0%
24	2	856	44.5%
26	1	882	45.9%
27	2	936	48.7%
29	1	965	50.2%
33	1	998	51.9%
39	1	1037	54.0%
42	1	1079	56.1%
45	1	1124	58.5%
52	1	1176	61.2%
56	1	1232	64.1%
59	1	1291	67.2%
63	1	1354	70.4%
64	1	1418	73.8%
75	1	1493	77.7%
80	1	1573	81.8%
121	1	1694	88.1%
228	1	1922	100%

Annex V - RANGMOT: National and International

Evoked Concepts	Frequency	Ranks				
		1 st	2 nd	3 rd	4 th	5 th
Achievement	1	0	0	0	1	0
Activity	2	0	0	1	1	0
Acumen	1	0	0	0	0	1
Adventure	1	0	0	0	1	0
Agreements	1	0	0	1	0	0
Ambition (MOE=3.00)	10	1	3	2	3	1
Approval	1	0	0	1	0	0
Autonomy (MOE=3.91)	11	2	0	0	4	5
Business (MOE=3.15)	13	4	0	3	2	4
Capacity	3	2	0	1	0	0
Challenge	3	1	0	1	1	0
Change (MOE=3.40)	10	1	0	4	4	1
Cohesion	1	0	0	0	1	0
Commitment	1	0	1	0	0	0
Communication	1	0	0	0	0	5
Competence (MOE=2.67)	6	1	3	0	1	1
Competitiveness	1	0	0	0	1	0
Courage (MOE=2.64)	11	4	2	0	4	1
Creativity (MOE=2.33)	21	8	6	2	2	3
Crisis	1	0	0	0	1	0
Cunning	4	0	2	1	1	0
Determination	3	0	1	1	0	1
Development (MOE=3.86)	7	0	2	1	0	4
Difference (MOE=3.38)	8	0	2	2	3	1
Difficulty	1	0	0	0	1	0
Diligence	2	1	0	0	1	0
Diversity	1	0	1	0	0	0
Dream	4	1	1	0	0	2
Dynamism	4	1	2	0	1	0
Economy	1	0	0	1	0	0
Effort (MOE=3.13)	8	0	2	3	3	0
Employment (MOE=3.11)	9	1	2	3	1	2
Energy	1	0	1	0	0	0
Exclusion	1	0	0	0	1	0
Execution	2	1	1	0	0	0
Exertion	2	0	0	0	0	2
Expression	1	0	0	0	1	0
Firm (MOE=2.33)	6	3	0	2	0	1
Future (MOE=3.13)	8	1	2	2	1	2
Goal	3	1	0	1	1	0
Group	1	0	0	1	0	0

Growth	4	1	0	1	2	0
Implement	1	0	0	0	1	0
Improvement	3	1	1	0	0	1
Incentives (MOE=4.13)	8	0	0	2	3	3
Influence	1	0	0	1	0	0
Initiative (MOE=2.50)	6	3	0	1	1	1
Innovation (MOE=2.13)	62	23	25	4	3	7
Intelligence (MOE=2.73)	15	5	1	5	1	3
Interject	1	0	0	0	1	0
Investment	3	0	2	1	0	0
Irreverence (MOE=3.00)	5	2	0	1	0	2
Jump	1	0	1	0	0	0
Knowledge (MOE=3.60)	5	0	1	2	0	2
Laborious	2	1	0	0	0	1
Leadership (MOE=3.42)	12	1	2	4	1	4
Liberty	1	0	1	0	0	0
Luck (MOE=3.44)	9	1	1	2	3	2
Management	1	0	0	1	0	0
Mastery	1	0	0	1	0	0
Modernization	1	0	0	1	0	0
Money (MOE=3.78)	9	1	1	1	2	4
Motivation (MOE=2.68)	19	7	2	3	4	3
Openness	1	0	0	0	0	1
Opportunity (MOE=3.54)	13	2	1	4	0	6
Organization (MOE=2.80)	5	1	2	0	1	1
Performance	1	0	0	1	0	0
Perseverance (MOE=4.20)	10	0	0	3	2	5
Power (MOE=3.00)	7	0	2	4	0	1
Proactivity	1	0	0	0	1	0
Productivity	1	0	0	0	0	1
Profession	1	0	0	0	0	1
Professionalism	1	0	0	0	0	1
Profit	2	0	1	0	1	0
Progress	2	0	1	0	1	0
Project (MOE=2.40)	5	1	3	0	0	1
Propaganda	1	0	0	0	1	0
Prospection (MOE=3.83)	6	0	1	1	2	2
Realization	3	0	0	0	1	2
Resilience	2	0	0	0	0	2
Resources (MOE=3.60)	10	0	1	3	5	1
Responsability	1	0	0	0	1	0
Risk (MOE=2.73)	15	3	4	3	4	1
Science	1	0	0	1	0	0
Spontaneity	1	0	0	1	0	0
Status	4	1	1	0	2	0
Strength	2	1	0	0	0	1

Struggle	1	0	0	1	0	0
Success	2	0	1	1	0	0
Supports (<i>MOE</i> =3.00)	28	2	9	7	7	3
Team	1	0	0	0	0	1
Technology	1	0	0	0	1	0
Try	2	1	0	1	0	0
Vision (<i>MOE</i> =2.82)	11	2	3	2	3	1
Will (<i>MOE</i> =3.00)	7	1	1	3	1	1
Work (<i>MOE</i> =2.38)	21	10	2	2	5	2
Youth	2	0	0	2	0	0

Note: *MOE*=Mean Order of Evocation.

Annex VI - Distribution of Frequencies: National and International

Frequency	Number of Words	Cumulative Frequency	Cumulative %
1	38	38	7.3%
2	12	62	11.9%
3	7	83	16.0%
4	5	103	19.8%
5	4	123	23.7%
6	4	147	28.3%
7	3	168	32.4%
8	4	200	38.5%
9	3	227	43.7%
10	4	267	51.4%
11	3	300	57.8%
12	1	312	60.1%
13	2	338	65.1%
15	2	368	70.9%
19	1	387	74.6%
21	2	429	82.7%
28	1	457	88.1%
62	1	519	100%

Annex VII - Four Quadrants Table: International

Options pour le programme TABRGFR

Fréquence Minimale

Fréquence Intermediaire

Rang < 2,90
Rang moyen

Fréquence
>=
30

Rang < 2,90		
criatividade	69	2,812
inovacao	121	2,529

Fréquence
<=
10

Rang >= 2,90		
dinheiro	31	3,258
risco	31	3,419

Fréquence
<
29

empenho	10	2,300
estatuto	12	2,833
iniciativa	24	1,917
negocio	26	2,346
poder	21	2,667
recursos	11	2,636

apoios	16	3,750
desenvolvimento	14	3,000
empresa	23	3,043
investimento	17	3,000
motivacao	19	3,053
oportunidade	14	3,500
realizacao	29	3,034
trabalho	16	2,938

Annex VIII - Four Quadrants Table: National

Options pour le programme TABRGFR

Fréquence Minimale

Fréquence Intermediaire

Rang moyen

Rang < 2,90

Rang >= 2,90

Fréquence >= 30

criatividade	121	2,529
empresa	80	2,375
iniciativa	63	2,111
inovacao	228	2,465
negocio	75	2,413
trabalho	64	2,375

Fréquence <= 20

ambicao	21	2,524
dinamismo	29	2,414
emprego	27	2,778
vontade	21	2,810

Fréquence < 29

autonomia	42	3,119
coragem	39	2,923
dinheiro	56	3,214
empenho	59	3,458
investimento	45	3,000
motivacao	33	3,030
risco	52	3,154

desenvolvimento	26	3,385
determinacao	24	3,458
inteligencia	21	3,048
oportunidade	27	3,926
sucesso	24	3,417

Annex IX - Four Quadrants Table: National and International

Options pour le programme TABRGFR

Fréquence Minimale: 10
 Fréquence Intermediaire: 28
 Rang moyen: 2,90

	Rang < 2,90	Rang >= 2,90
Fréquence >= 28 inovacao 62 2,129	Fréquence <= 10 coragem 11 2,636 criatividade 21 2,333 inteligencia 15 2,733 motivacao 19 2,684 risco 15 2,733 trabalho 21 2,381 visao 11 2,818	Fréquence < 27 apoios 28 3,000 ambicao 10 3,000 autonomia 11 3,909 lideranca 12 3,417 mudanca 10 3,400 negocio 13 3,154 oportunidade 13 3,538 recursos 10 3,600

Annex XIII - Questionnaire: “*Student’s Entrepreneurial Motivations*”

Motivações Empreendedoras dos Estudantes

Este inquérito surge na sequência de uma investigação realizada acerca do impacto das atividades empreendedoras desenvolvidas através do concurso Poliemprende - *Project Innovation Networking*. A adaptação do instrumento a esta investigação foi possível por cortesia da coordenação do PIN. Assim, solicita-se a sua colaboração, que deverá ocorrer de forma consciente e responsável. Serão garantidos o anonimato e a confidencialidade das respostas.

1. Escreva as cinco primeiras palavras ou expressões breves que lhe vêm imediatamente à mente ao ler o termo “Empreendedorismo”, respeitando a ordem pela qual estas vão surgindo:

1. _____
2. _____
3. _____
4. _____
5. _____

2. Já teve alguma ideia de negócio?

- Não
- Sim

3. Qual é o mercado ou mercados a que se destina a sua ideia?

- Nacional
- Internacional
- Nacional e Internacional

Dados Sociodemográficos:

1. Sexo: <input type="radio"/> Masculino <input type="radio"/> Feminino	2. Idade: _____ anos	3. Estado Civil: <input type="radio"/> Solteiro(a)/Divorciado(a)/Viúvo(a) <input type="radio"/> Casado(a)/União de Facto
4. Tem empreendedores na família? <input type="radio"/> Sim <input type="radio"/> Não	5. Se sim, quem? <input type="radio"/> Pais <input type="radio"/> Irmãos <input type="radio"/> Outro: _____	6. Nacionalidade: _____
7. Já realizou algum programa de mobilidade (Ex: Erasmus)? <input type="radio"/> Sim <input type="radio"/> Não	8. Universidade em que estuda atualmente: _____ _____	9. Tipologia do Curso: <input type="radio"/> Licenciatura <input type="radio"/> Mestrado Integrado <input type="radio"/> Mestrado <input type="radio"/> Doutoramento
10. Nome do Curso: _____ _____	11. Ano do Curso <input type="radio"/> 1º Ano <input type="radio"/> 2º Ano <input type="radio"/> 3º Ano <input type="radio"/> 4º Ano <input type="radio"/> 5º Ano	12. Condição perante o Ensino: <input type="radio"/> Estudante <input type="radio"/> Trabalhador-Estudante

Indique o seu número de BI/Cartão de Cidadão: _____

(Esta informação servirá apenas como número/código de identificação do questionário)



Motivações
Empreendedoras
dos Estudantes