

A Model of Entrepreneurial Behavior

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ABSTRACT

All organizations, in order to survive, need to deal with change on an ongoing basis. That is really the essence of entrepreneurial behavior. Entrepreneurial behavior, at all levels of an organization, including senior management, makes the organization more effective.

In order to understand how entrepreneurs think and behave, a model of entrepreneurial behavior is developed based on the extant and well-developed literature on intended behavior from behavioral psychology. The psychological model starts with values, which then forms thinking, and those values affect intent, which leads to behavior. This model of intended behavior is adapted to model entrepreneurial behavior by reviewing the academic and business literature.

The resultant model can be used to at the organizational, group, team and individual levels to develop entrepreneurial thinking and entrepreneurial behavior.

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