

The Motivations Of Social Entrepreneurs, Case Of The Students Of Casablanca-Settat Region In Morocco

Malika Kna^{1,2}, Khadija Elkababi^{1,2*}, Souad Tayane³, Mohammed Radid^{1,4}, Mohamed Talbi⁴

¹ LCPM, Faculty of Sciences Ben M'sik, Hassan II University, Casablanca-Morocco,

² Regional Center for the Professions of Education and Training, Casablanca-Settat (CRMEF), Morocco,

³ The Higher National School of Arts and Crafts of Casablanca, Hassan II University of Casablanca- Morocco

⁴ ORDIPU, L.I.R.A.D.E-TIE, Faculty of Sciences Ben M'sik, Hassan II University, Casablanca-Morocco

*Corresponding Author: elkababi@hotmail.fr

Abstract—: The Covid 19 pandemic has changed people's daily life. This sanitary crisis, but also unprecedented economic and social one, has led to the aggravation of unemployment and poverty. Many are those who, on a daily basis, are committed to responding to the challenges of today's society, and to giving substance to social cohesion, they are social entrepreneurs. What motivates these social entrepreneurs? And what are their character traits? This work attempts to understand the link between the act of entrepreneurship and entrepreneurial intention. The main conclusion of our study is the validation of the impact of the need to be fulfilled, the feeling of competence, the effect of entrepreneurship training and the availability of financing on entrepreneurial intention. This requires, in addition to accompanying measures and a favorable economic framework, the institutionalization of entrepreneurship training modules at all levels of the Moroccan education system.

Keywords—*Social Entrepreneurship, Motivations, Entrepreneurial intentions, Risk taking, Sense of competence, Entrepreneurship Education.*
key words: *Social Entrepreneurship, Motivations, Entrepreneurial intentions, Risk taking, Sense of competence, Entrepreneurship Education.*

I. INTRODUCTION

In a context of crisis, the creation of a company, and therefore entrepreneurship, is considered as a stimulator of economic growth [1-4]. All these authors have one thing in common. It concerns entrepreneurship and its beneficial effect on the economy of a country. Entrepreneurship enables the economic development of a country by creating added value and increasing national growth. It also helps to fight unemployment by creating new jobs and thus reducing the share of the informal sector in the economy [5].

Innovation is a requirement for entrepreneurship and the creation of new enterprises. It reflects the qualities of the entrepreneur [2]. Moreover, the multiplication of entrepreneurs in an economy is a

sign of progress and therefore they participate in economic expansion. Thus, entrepreneurship can be considered as a driving force of the economy and thus a major lever for the development of a society.

Several researches have focused on the action of entrepreneurship and therefore on entrepreneurship. The objective of his studies is to grasp the determinants of entrepreneurship by trying to understand the motivations, intentions and behavior of social entrepreneurs.

Furthermore, the intention to be an entrepreneur and the act of being an entrepreneur are linked; in order to undertake and create one's own business, first of all, the intention must exist and the plan to be an entrepreneur must be present and well thought out.

The intention to be an entrepreneur may be an expression of the entrepreneur's individual characteristics, potential, environmental and even socio-cultural tendencies [6]. It is the expression of one's own will to create a business. For Drucker, [7] the emergence and entrepreneurial economy is a cultural and psychological act before being economic and technological. In the same vein, Lecoindre [8] reminds us that the entrepreneurial spirit is first and foremost a spirit and therefore a mentality.

The creation of an enterprise is a process that requires a path and a construction; so, several researches have tried to highlight the causes that push a person to become an entrepreneur.

The understanding of the act of entrepreneurship is linked to the entrepreneurial intention; hence, the interest to look for the determinants of this entrepreneurial intention. It flows from the perceptions, behavior, and attitudes of the entrepreneur. Thus, understanding the act of entrepreneurship is equivalent to dissecting and understanding the entrepreneurial intention.

Moreover, the individual is a reflection of the reality in which he has lived, his education and his psychological, economic, political, social and cultural environment. He is a mirror of what he has experienced and the environment in which he has evolved, which influences his career path as an entrepreneur.

According to Krueger and Casrud, Berglann, Gurel and Laspita [9-12], the environment, and more particularly the favorable environment, is a determining factor for a project leader. The latter must have the indispensable resources to make his project a reality.

Moreover, some authors such as Gasse and D'Amours [13] consider that the background of the entrepreneur influences the decision to create a business, namely family, culture, environment, behavior, attitudes, interests and achievements.

Some emphasize the major role of the family, both in providing comfort and financial support for the entrepreneur's project [14]. Indeed, the family plays a dual role in supporting the start-up of the project, both psychologically and financially. As a result, the family participates in the reduction of the costs for the creation of the business.

For Aldrich and Fiol [15], the entrepreneurial act depends on the relational network of the individual and can encourage entrepreneurial intention. Consequently, the act of entrepreneurship is a dynamic process of action, but also a mentality and a state of mind that can be fostered and acquired through training, awareness raising, and through accompanying measures, tools and techniques [16]. Thus, the education and the training system play an important role in preparing and training for entrepreneurship by raising awareness and educating people in the entrepreneurial spirit.

Rasmussen and Sorheim [3] have highlighted the importance of entrepreneurship education in schools and universities, which can influence the behavior, attitudes and beliefs of young people to encourage them to be entrepreneurial by dissecting entrepreneurship and facilitating its assimilation and understanding.

For Saporta and Verstraete [17], three dimensions are inseparable in entrepreneurship education: reflection, reflexivity and learning. In any case, there is still a long way to go between the intention to undertake and the act of undertaking. The existence or not of the intention is no guarantee that the act of entrepreneurship will be carried out. However, it is essential to address the intention and bend it for entrepreneurship through teaching and education programs to promote and stimulate the entrepreneurial spirit. Two major questions are asked:

1. *What motivates these social entrepreneurs?*
2. *What are their character traits?*

This work attempts to understand the link between the act of entrepreneurship and the entrepreneurial intention and to provide appropriate answers.

II. RESEARCH METHODOLOGY :

Within the framework of this study, and faced with the issue of the impact of personal motivations on the intention and behavior of social entrepreneurs, we

have considered developing a questionnaire to reach a large number of people living either in Morocco or abroad in order to collect clear and accurate information, quantifiable data and produce numbers that will be analyzed in detail to answer our research questions and provide a starting point for a set of recommendations for social entrepreneurship theorists and practitioners. As we know, one of the main advantages of questionnaires is the possibility to ask a number of questions but, more importantly, to reach a large population in order to cover all aspects of our topic and to inform us about our problematic.

In order to be able to gather and analyze this very distinct flow of information, we have set up an attractive questionnaire translating the variables of our models as well as our research hypotheses. This questionnaire includes questions of different natures, with a view to confirming or rejecting the hypotheses that we set up. Two types of questions were addressed to the interviewees :

- Close-ended questions consisting of offering the respondent a choice of predefined answers;
- Open-ended questions aimed at letting the interviewee answer the question freely.

Given the heterogeneity of our sample, we divided our questionnaire into three sections:

- We devoted the first section to general questions concerning age, gender, competence, .
- We devoted the second section to questions for non-entrepreneurs.
- The third section specifically concerns entrepreneurs, as the questionnaire also includes questions on their attitudes and motivations for dealing with the health, economic and social crisis following the covid-19 pandemic.

We devoted ourselves to the analysis of the information collected and then made a synthesis to shed light on the problem studied through the answer to the following questions: At what level can the environment influence the intentions of social entrepreneurs? At what level can the intention and motivation influence the behavior of social entrepreneurs?

In the contemporary context dominated by the Covid 19 crisis, we felt the need to communicate the questionnaire solely online, through social networks such as *LinkedIn*, *Facebook* and through groups of entrepreneurs.

III. RESULTS :

The results of the questionnaire review are as follows:

A. Analysis of General Information :

In this section, we began by asking general questions to the 120 people in our sample such as gender, age, occupational category and place of

residence. Our objective is to collect personal information in order to better identify our sample.

Regarding the first section of the 120-person sample, we noted that 73 people are men, representing 61%, and 47 are women, representing 39% of the sample. Thus, it is clear that the presence of men is dominant in this sample (Figure 1).

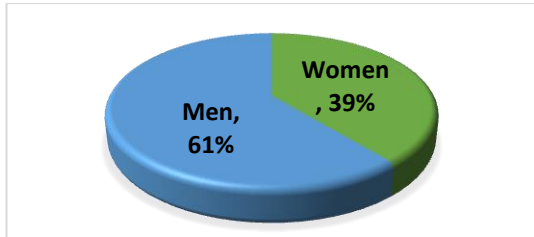


Fig. 1: Sample Distribution by Gender

The majority of those interviewed, representing 67.2 per cent of the sample, were between the ages of 20 and 25. While 17.2 per cent are older than 30 years of age, 8.6 per cent are younger than 20 years of age. In addition, 7.0 per cent of the sample are in the 25-30 age group. This indicates a strong dominance of a young population, with 82.8 per cent of the sample under 30 years of age (Figure 2).

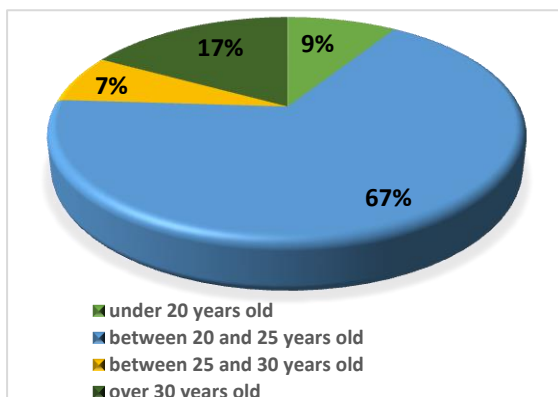


Fig. 2 : Sample Distribution by Age Group

In terms of professional status, we note that students represent 60.3% of the sample while 37.9% are graduates and only two people (the equivalent of 1.8% of the overall population) are inserted into the professional environment while pursuing studies in business management (Figure 3).

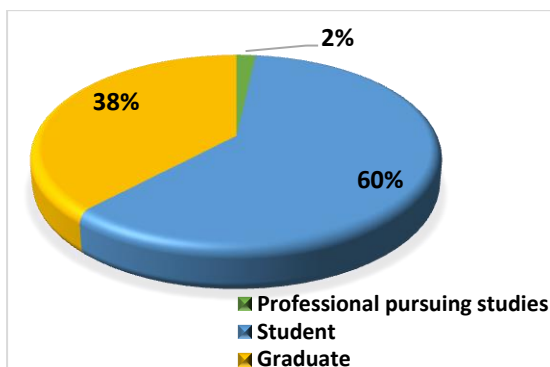


Fig. 3: Sample Distribution by Employment Status

We have tried to broaden the population to be studied by asking people living abroad to fill out our form, these people make up 10% of our population (Figure 4).

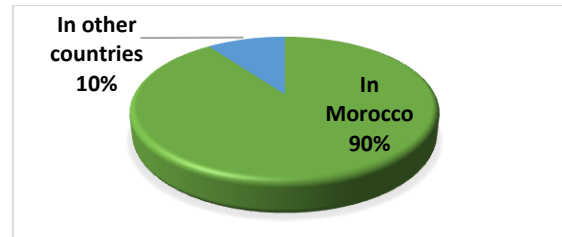


Fig. 4: Distribution of the sample by place of residence

Concerning the field of training of the interviewees, we note that 56.67% or 68 people are engineers and 23.33% or 28 people are economists and the remaining 24 people or 20% of the sample are pursuing training in various fields including health, literature, law, crafts, materials chemistry and the hotel industry (Figure 5).

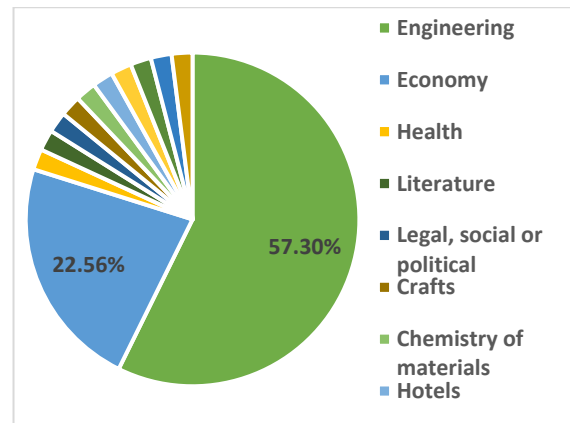


Fig. 5 : Sample Distribution by Field of Training

Before going into in-depth questions about the field of social entrepreneurship, we began by asking the following question:

Have you ever heard of social entrepreneurship?

The objective is to find out if our sample already has an idea about social entrepreneurship. We found the answers to be comforting (Figure 6) since more of the ¾s in our sample already have an idea about this discipline because their answers were affirmative. In fact, 77.6% answered yes and only 22.4% have no idea about social entrepreneurship.

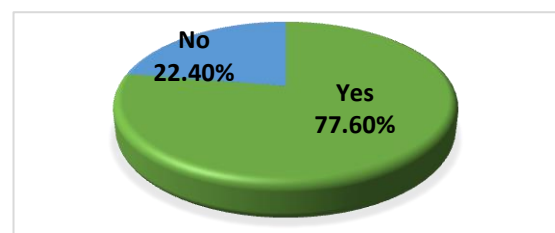


Fig. 6: Knowledge of Social Entrepreneurship

We then proceeded to select the best answers that were frequently cited:

- It is the creation of a new company with innovative activities and ideas;
- Entrepreneurship is the ability to make an idea come true, to set up a project, which can lead, among other things, to the creation of a company;
- It's the freedom to do what I want to do;
- Entrepreneurship encompasses activities that contribute to the formation and growth of a business;
- A very good opportunity to be able to realize a project that resembles me, to prove the effectiveness of my idea, and why not be a source of inspiration for other people who do not have the courage to start their own projects;
- Really no idea

As a result, the majority of participants already have some knowledge about entrepreneurship, however there are still some ambiguities as to the exact definition of this discipline or there may be others who have no idea about the concept and need to be introduced to it.

To better analyze the information collected, we have classified our sample by distinguishing between entrepreneurial and non-entrepreneurial individuals (Figure 7). Thus, we found that almost all $\frac{3}{4}$ (71.67%) are non-entrepreneurs and only 28.33% of our sample are entrepreneurs.

Unfortunately, the majority of respondents have never had the opportunity to be in a social enterprise, something that may express its rarity in the Moroccan economic fabric.

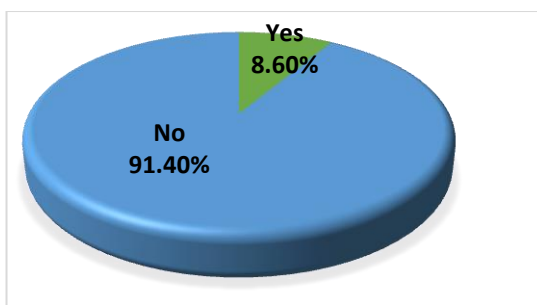


Fig. 7 : Distribution by Entrepreneur and Non-Enterprise Status

B. Analysis of the population of non-entrepreneurs:

We have devoted this second part to the population of non-entrepreneurs by asking them questions about the motivations that may impact their entrepreneurial intentions. Out of our sample of 120 people, 71.67% (or 86 people) were questioned on this second part of the questionnaire.

At this level, we identified several motivations likely to influence entrepreneurial intentions and subsequently the transition to entrepreneurial action.

We also questioned the population of the sample on the degrees (low, medium and high) of influence of these motivations.

We can thus identify the following three main motivations, namely the need to take action: the results confirmed that this factor has a strongly positive impact on entrepreneurial intention (Figure 8). In fact, 75 people, or 87%, stated that the need to fulfil oneself represents a strong motivation and 11 people, or 13%, considered that the impact of this motivation is moderate. None of the interviewees denied the impact of the need to fulfil oneself on entrepreneurial motivation.

C. Analysis of the population of non-entrepreneurs:

We have devoted this second part to the population of non-entrepreneurs by asking them questions about the motivations that may impact their entrepreneurial intentions. Out of our sample of 120 people, 71.67% (or 86 people) were questioned on this second part of the questionnaire.

At this level, we identified several motivations likely to influence entrepreneurial intentions and subsequently the transition to entrepreneurial action. We also questioned the population of the sample on the degrees (low, medium and high) of influence of these motivations.

We can thus identify the following three main motivations:

- **The need to take action:** the results confirmed that this factor has a strongly positive impact on entrepreneurial intention (Figure 8). In fact, 75 people, or 87%, stated that the need to fulfil oneself represents a strong motivation and 11 people, or 13%, considered that the impact of this motivation is moderate. None of the interviewees denied the impact of the need to fulfil oneself on entrepreneurial motivation.

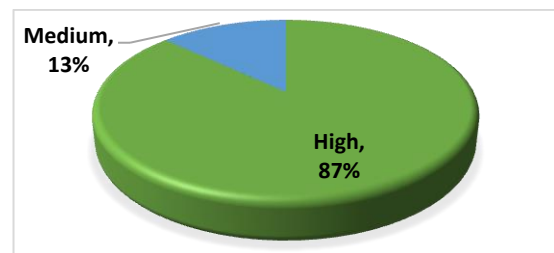


Fig. 8 : Need to Fulfill as Motivation for Entrepreneurial Intent

- **Sense of competence:** this is a criterion that should not be neglected since 72.1% or 62 people considered it to be a strong motivation, while 27.9% or 24 people see this criterion as having only a moderate impact on their motivation to undertake (Figure 9).

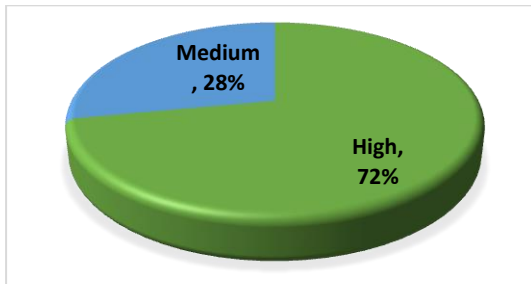


Fig. 9: Sense of competence as an entrepreneurial motivation

- **Risk-taking:** only 36 people or 41.86% stated that the impact of risk-taking is a strong motivation, with 40 people or 46.51% seeing that it has an average impact on their entrepreneurial intentions (Figure 10). However, 10 people, or 11.62%, see a low impact of risk-taking on their intentions.

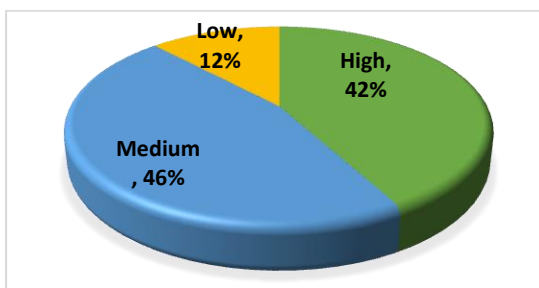


Fig. 10: Risk-taking as a motivation for entrepreneurial intent

- **The existence of successful social entrepreneurial models:** This factor has a low impact since, among the sample surveyed, 39 people or 45.3% consider this factor to have a low impact on entrepreneurial intention and 30 people or 34.88% consider it to have a medium impact, while only 17 people or 19.76% consider this factor to have a high impact (Figure 11).

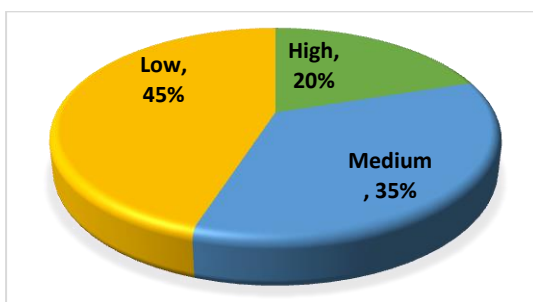


Fig. 11 : Existence of Successful Social Entrepreneur Models as Motivation for Entrepreneurial Intent

- **Entrepreneurship education:** This is a non-psychological factor. For this part of the training, the results show that 72.2% or 54 people affirm that entrepreneurship training has a positive effect on entrepreneurial intentions, only 27.8% or 32 people who admitted that entrepreneurship training did not have an impact on their intentions (figure 12).

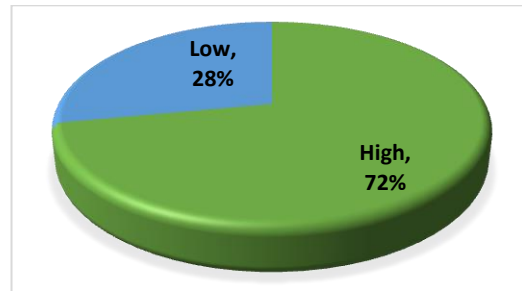


Fig. 12: Entrepreneurship training as a motivation for entrepreneurial intention

- **Economic factors:** Concerning this economic and especially financial aspect, the majority of interviewees, 51 people or 60.47%, said that the lack of financing had a negative impact on their entrepreneurial intentions (Figure 13). However, 34 people, i.e. 39.53%, stressed the low impact of the lack of financing.

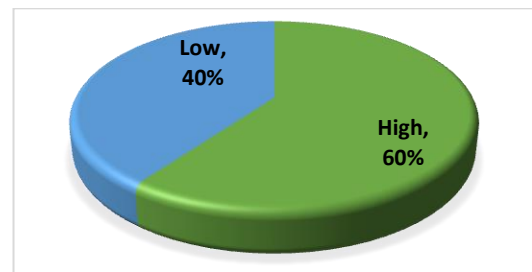


Fig. 13: Economic factors as a motivation for entrepreneurial intent

A synthesis of the information collected and its analysis leads to the following results for the sample of non-entrepreneurs.

Compared to the theoretical framework developed in the second part, it turns out that the need for self-realization is a key element in differentiating entrepreneurs from the rest of the population. The positive impact of the need to achieve on entrepreneurial intention and entrepreneurial behavior is validated. Indeed, it comes to the forefront with a direct influence on entrepreneurial intention.

Referring to the state of the art on factors influencing motivation, we have previously stressed the importance of the feeling of competence in stimulating entrepreneurial intent. The results of our survey are consistent with the previous elements in the conceptual framework. Indeed, the feeling of competence is the second most cited factor having a significant impact on entrepreneurial intention.

The notion of risk-taking has also been the subject of numerous studies and developments in the second part of this work. Indeed, several researches have underlined the importance of risk-taking as a characteristic of entrepreneurs influencing entrepreneurial motivation. According to the results obtained, risk-taking has a more or less significant impact on entrepreneurial intention. Contrary to the two previous elements having a major and obvious impact on entrepreneurial intention.

Contrary to our expectations, the existence of the entrepreneur model does not constitute a motivation to influence the entrepreneurial intention of our sample. This is not entirely consistent with previous studies by many researchers.

Much research has highlighted the impact of education on entrepreneurship. Indeed, the results of our survey confirm the importance of learning about entrepreneurship and its positive effect on entrepreneurial intention and behavior.

Finally, for the economic component, the availability of resources constitutes a motivation and makes it possible to influence entrepreneurial intention. The results of our study confirm what has been developed in the theoretical part of this work.

D. Analysis of the population of entrepreneurs:

After having collected the information and answers necessary for this study, it was found that most of the respondents notably 28.33% or 34 people are entrepreneurs of which 61.76% are men. The age range here varies mostly between 20 and 25 years old which explains their immense personal motivations. Indeed, age is an element that can influence entrepreneurial intention and behavior: a young population is more likely to adopt a favorable entrepreneurial intention.

At this stage of our survey, we submitted the motivations that may influence the entrepreneurial intentions previously mentioned to our sample of social entrepreneurs in order to obtain their feedback and opinions on this subject given that they are in this field and have professional experience. We also asked them about the degree of influence of each of these motivations.

- **Economic factors:** This criterion is at the top of the list in the entrepreneur sample, with 28 out of 34 (82.4%) recognizing the significant impact on entrepreneurial intention and behaviour (Figure 14). Only 6 entrepreneurs (17.6%) admit the impact of economic factors, putting it into perspective. Most of the entrepreneurs confirm the obvious primacy of the availability of financial resources to encourage creation and production within the social enterprise.

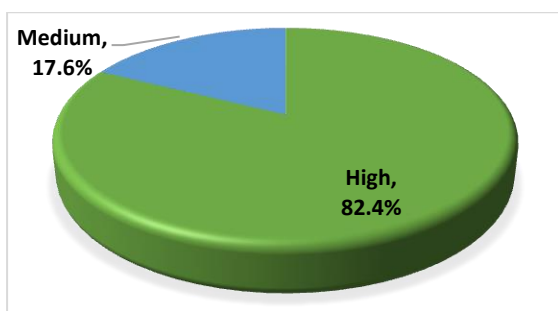


Fig. 14: The Impact of Economic Factors on Entrepreneurial Intent among Entrepreneurs

- **Sense of competence:** This factor is a determining factor, given that 79.4% or 27 people

considered it to be their primary motivation, and only 20.6% or 7 people see this criterion as having only a moderate impact, and no one sees this factor as having a small impact on motivation to undertake (Figure 15). Thus, 100% of entrepreneurs recognize the importance of the feeling of competence on the intention to undertake.

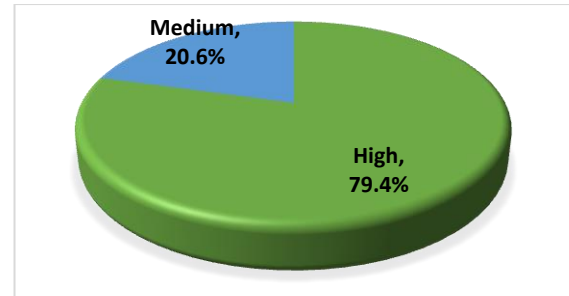


Fig. 15: Impact of Sense of Competence on Entrepreneurial Intent among Entrepreneurs

- **Risk-taking:** The responses collected from entrepreneurs are consistent with those previously cited by the non-entrepreneur sample. In fact, 47.05%, or (16 people see in this element of motivation only an average impact on entrepreneurial intention and behavior. Only 29.41% (10 entrepreneurs) note a strong impact. However, 23.52% or 8 entrepreneurs indicate a weak effect of risk-taking on entrepreneurial intention. This leads us to conclude that the obstacle inhibiting the realization of entrepreneurial intention is essentially financial. This is quite legitimate, especially in a context of increased competition and economic crisis reinforced by the health crisis of the Covid19, which has led to a slowdown, or even a recession in economic activity.

- Given that our sample works in the field as social entrepreneurs, we questioned them on the difficulties that hinder their activities and that they face in the Moroccan context of health crisis. Respondents expressed a multitude of problems. As such, we cite the following:

- Problems related to the management of human resources: scarcity of skills, problems of attendance, rigor .
- Problems of the high cost of real estate (commercial premises, store .)
- Problems related to financial support: high interest rates .
- Problems related to the rigidity of the legal framework
- Tax issues
- Problems related to the accompaniment of the competent authorities

- The continuity of social actions during the Covid-19 pandemic: According to figure 16, there are 85.7% who intend to continue their social actions despite the enormous difficulties encountered in this period of economic, social and sanitary crisis. This

shows a sense of citizenship and solidarity demonstrated by these social entrepreneurs. Indeed, they have shown both a sense of citizenship and dedication to their missions recognized and necessary in this time of crisis. Only 14.3% of the entrepreneurs testified to the contrary.

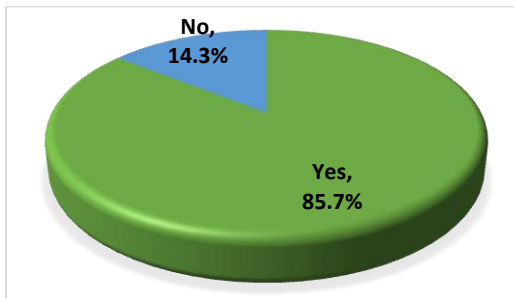


Fig. 16: The continuity of social actions during the Covid pandemic19

E. Case study: students/ laureates of ENSAM Casablanca

We have launched two questionnaires, one targeting students from different fields of study, while the other targets self-entrepreneurs who are alumni of ENSAM Casablanca, in order to have the maximum diversity of opinions and enrich the analysis of our topic: "Self-entrepreneur and student entrepreneur: status in Morocco".

The first questionnaire for students is composed of 10 questions. We received 53 responses, the results of which are shown below:

- A percentage of 88.6% of the category studied are students, then 5.7% are graduates and similarly for employees, which shows that the responses received are basically by students who are the focus of our topic (Figure 17).

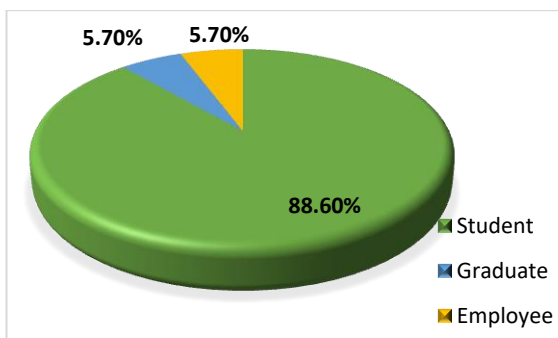


Fig. 17: Category of Interviewees

- We have 41.5% of women and 58.5% of men, which allows us to have different points of view.
- The diversity of the fields of study is a major factor in carrying out a reliable and comprehensive study. The following table shows the different fields of our participants:
 - Aeronautics, Computing, Mechanics
 - Electricity, Education, Economy,
 - Industrial Maintenance technician, Environmental sciences,

- Civil Engineering, Logistics management, Computer sciences,
- Industrial, Computer electronics, Electromechanics

- 73.6% of participants are between the ages of 18 and 22, 22.6% of participants are between the ages of 23 and 26, and only 3.8% of participants are older than 26.

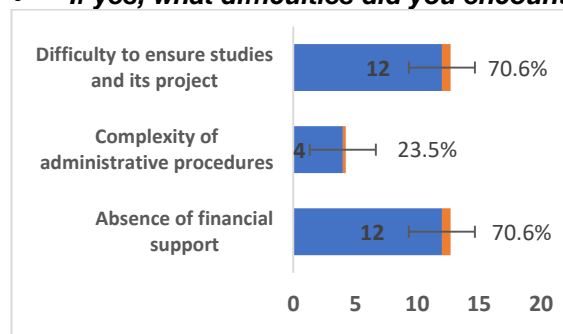
• **What is entrepreneurship for you?** After asking this question, we received dozens of answers. We then chose the best and most frequently encountered answers, like:

- It is the creation of a new company with innovative activities and ideas.
- Entrepreneurship is the ability to realize an idea, to put oneself into a project, which can lead, among other things, to the creation of a company.
- It is the freedom to do what I like;
- Entrepreneurship covers activities that contribute to the formation and growth of a business.
- It is a very good opportunity to be able to dream up a project that resembles us, to prove the effectiveness of one's idea, and why not be a source of inspiration for other people who don't have the courage to start their own projects.
- Really no idea.

As you have seen, most of the participants already have some knowledge about entrepreneurship; however, there are always other people who need to be initiated in this field.

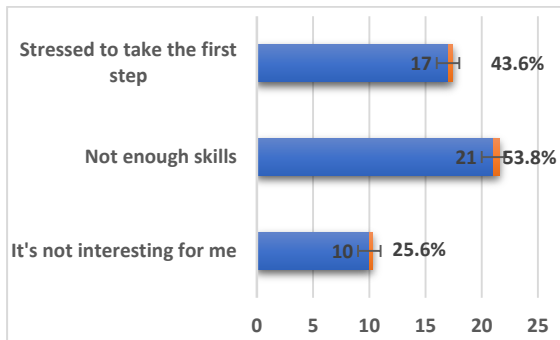
• **Have you tried being a student entrepreneur?** According to this result, (79.2%) say "No" and (20.8%) say "Yes", so the majority do not dare to enter the field of entrepreneurship. At this point, questions are asked about the real reasons behind these answers.

- **If yes, what difficulties did you encounter?**



We note that the absence of financial support and the difficulties to ensure his studies and his project at the same time form 70.6% of the cases that say "Yes", while 23.5% see that the complexity of the administrative procedures is more serious.

• **If not, why not?**



We note that on the one hand, 53.8% of the participants say that low competence is the main reason that prevents them from creating their businesses, on the other hand, 43.6% of the participants are stressed to take the first step in their projects and realize their dreams. Finally, the remaining 25.6% claim indifference.

• **According to statistics in 2019 by the center for young leaders in Morocco, only 100,000 companies created by self-entrepreneurs, are registered in four years, while in France, in ten years, this figure has been brought to 1,400,000, in your opinion why this difference?**

For this question, we tried to stimulate the participant's analytical mind to cite the different possible explanations for this current situation, and among the answers we received the following:

- It is because of economic and socio-economic constraints
- I think it's a question of time management and motivation.
- I think that most of the competent young people are looking to leave this country, if we just encourage and value them everyone will be a winner.
- There are many organizations that encourage entrepreneurship in France
- I think there is lack of training, young people are not aware of this subject.
- Due to several factors, namely lack of inspiration and fear of instability
- This is due to the dominance of large companies in the market which makes it difficult to compete with an idea that is not original.

All of these responses encompass the various aspects of the problems that hinder the development of the entrepreneurial sector in Morocco.

• **Do you know an entrepreneur in your entourage?**

Most answered "Yes" with a percentage of 64.2% and only 35.8% who do not know an entrepreneur in their entourage, this shows that despite all the difficulties, there is still a significant portion of auto-entrepreneurs in the Moroccan market who challenge all the obstacles they may encounter in their entrepreneurial journey.

The second questionnaire for auto-entrepreneurs consists of 11 questions. We received 5 answers of which 3 are represented below:

• **Your name and surname? Your age?**

A. Tarik (25 years old)

K. Ayoub (24 years old)

I. Walid (23 years old)

• **What are its objectives?**

➤ A. Tarik : A device that allows water to be transported over long distances to minimize time and effort spent on collection. The device is also equipped with a built-in white carbon filter to filter the water along the way. All in all, the Eco Water Wheel can carry up to 60 liters of water, reducing the time and energy people spend on this laborious chore by a factor of 3.

➤ K. Ayoub: « Save Water And Money » Saving drinking water in different domestic uses.

➤ I. Walid: To produce and market local food products of Morocco 100% natural based on the best apples of Morocco from the region of Midelt in the Middle Atlas, without preservatives or dyes at the same time help families working in this field to recruit and ensure an income for them and their children.

• **How did you start your business idea?**

➤ A. Tarik : By field trips within the framework of "Seeing Opportunity" of our Enactus team ENSAM Casablanca.

➤ K. Ayoub: The business idea is the result of a patent developed by a team member.

➤ I. Walid: Within the framework of the activities of our team Enactus ENSAM Casablanca.

• **What difficulties did you face in the beginning?**

➤ A. Tarik : Driving change in the target population / Technical design of the solution and acquisition of the Raw Material / Financing.

➤ K. Ayoub: The first difficulties concern the valorization of the idea in order to commercialize it.

➤ I. Walid: Financing / Motivation / Time management.

• **Among the difficulties you mentioned, which is the most serious?**

➤ A. Tarik : Financing.

➤ K. Ayoub: Commercialization of a new idea.

➤ I. Walid: Time management.

• **Did you benefit from the auto-entrepreneur status?**

We have noted here that not all participants in this questionnaire have benefited from the auto-entrepreneur status which has many advantages such as:

➤ **Legal:** The auto-entrepreneur status is recognized by the Moroccan state.

➤ **Possibility of Invoicing:** As the auto-entrepreneur is recognized by the tax authorities, under the law n°114.13, he can establish invoices for

the benefit of his customers. The invoiced amounts are exclusive of VAT.

➤ **Reduced Taxation:** Only 0.5% of the turnover for industrial, commercial and craft activities 1% for the provision of services.

➤ **No turnover, no tax:** If the auto-entrepreneur does not make a turnover during the year of his registration, he is not liable to the tax authorities.

➤ **Possibility of exercising the activity at home:** The auto-entrepreneur can domicile his professional activity in his main residence without prior authorization from the owner.

Here the question is asked: "Why did not they benefit from this status?" Perhaps people are not aware of the existence of this status, or they are not interested, but we strongly doubt this possibility because this status will facilitate their entrepreneurial life.

• ***Have you benefited from the special financing program for young people and TPMEs launched by the PLF?***

Similarly, we found that not all the participants in this questionnaire have benefited from the special program for financing youth and SMEs launched by the FDP, which will be a very good boost for their businesses with the aim of development and expansion.

• ***Currently, COVID-19 has invaded the whole world, particularly Morocco, What impact has it had on your company?***

➤ A. Tarik : All activities are put on stand-by / The purchasing power of our target population is strongly impacted as well.

➤ K. Ayoub: The startup's activities are currently frozen.

➤ I. Walid: Supply-chain blockage, very limited activity.

The impact of COVID-19 is very serious for the economy of the countries in general due to the containment applied by everyone, and in which Morocco is no exception. Indeed, most companies have experienced a degradation in production at the same time a blockage in its activities as you see in the answers of our participants.

• ***Have you realized or thought about expanding your company in the future?***

100% answered "yes". The expansion, therefore, of one's company is always among the main long-term objectives of an ambitious entrepreneur, and these results confirm it.

• ***What is your advice for young students who have just started in the world of entrepreneurship?***

➤ A. Tarik : Take more time in the needs analysis phase and the functional and business case analysis phase of the project before going into production.

➤ K. Ayoub: Stay focused on your ideas. But stay realistic while iterating on the proposed value of your product/service.

➤ I. Walid: Start, stop making a lot of excuses; get into the swing of things, and always look for and cultivate.

These tips are of great value to people thinking about starting a business because they are written by people who know what it means to be an entrepreneur.

IV. CONCLUSION :

Social entrepreneurship is increasingly challenging the traditional view of business for the sole purpose of generating profits. Social enterprises are growing around the world, even though, in statistical terms, they are still only a marginal form of enterprise. Social enterprises contribute to helping people at risk of social exclusion to stay in the labour market by providing training and work integration activities. They also meet the social needs of groups that public bodies find it difficult to reach.

In this work, we have based ourselves on different works and models that have proposed a coherent, simple and robust framework determining motivation, intention and entrepreneurial behavior. Thus, we have adapted and applied them to our particular topic and study context dealing with social entrepreneurship in a hybrid context.

In addition, we note the existence of a specific entrepreneurial environment, mainly related to the socio-economic and socio-cultural dimensions, cumbersome administrative procedures, lack of financing, and the uncertainty that has prevailed in the Moroccan market for decades.

In addition, it is important to note that the intent is explained by individual characteristics as well as the surrounding environment. Indeed, the environment represents a limit or boundary on an individual's behavior. Even if the intention exists, the environment influences decisions to act. Therefore, the goal will be to better understand entrepreneurial beliefs and perceptions in two different environments.

The main conclusion of this research is the validation of the impact of entrepreneurship training and the need to realize the intention to undertake such a plan. Work on entrepreneurial intention is necessary and it is important to note that the intention is explained by individual characteristics, psychological criteria and the surrounding environment. Indeed, the environment represents a limit or boundary on the behavior of the individual. Even if the intention exists, the environment influences decisions to act.

The results of the survey suggest several proposals to improve the mechanisms of entrepreneurial training. The existence of an idea or a project, the search for information with a view to formalizing them and possibly putting them into

practice are fundamental dimensions. Pedagogies should be oriented more towards the emergence of creative projects.

References :

- [1]. Reynolds P., Storey D.J., Westhead P. (1994). Cross national comparisons of the variation in new firm formation rates. *Regional Studies*, 28, 443–456.
- [2]. Dejardin M. (2000). *Entrepreneuriat et croissance, une conjonction évidemment favorable ? Reflets et perspectives de la vie économique*, Tome XXXIX, n°4.
- [3]. Rasmussen E-A. et Sørheim R. (2006). Action-based entrepreneurship education. *Technovation*, 26, 185–194.
- [4]. Obschonka M., Silbereisen R. K. et Schmitt-Rodermund E. (2010). Entrepreneurial intention as developmental outcome. *Journal of Vocational Behavior*, 77, 63-72.
- [5]. Ali Maâlej , 2013
- [6]. Benredjem R. (2010). *L'intention entrepreneuriale : l'influence des facteurs liés à l'individu et au milieu*. halshs-00528755, version 1, 22 Octobre.
- [7]. Drucker P. (1970). *La grande mutation : vers une nouvelle société*. Les Éditions d'Organisation.
- [8]. Lecointre G. (1993). *Étudiants et cadres sénégalais : quelques aspects socioculturels de leurs mentalités et comportements*. L'esprit d'entreprise, Ed. AUPELF-UREF, John Libbey Eurotext, Paris, pp 61-80.
- [9]. Krueger N. et Carsrud A. (1993). Entrepreneurial intentions: Applying the theory of planned behaviour. *Entrepreneurship and Regional Development*, 5: 315-330.
- [10]. Berglann H., Moen E.R., Røed K. et Skogstrøm J.F. (2010). *Entrepreneurship: Origins and returns; Labour Economics*, Labeco-01025, No of Pages 14.
- [11]. Gurel E., Altinay L. et Daniele R. (2010). Tourism students' entrepreneurial intentions. *Annals of Tourism Research*, Vol. 37, No. 3, pp. 646–669.
- [12]. Laspita S., Breugst N., Heblich S. et Patzelt H. (2012). Intergenerational transmission of entrepreneurial intentions. *Journal of Business Venturing xxx*, JBV-05607, N° of Pages 22.
- [13]. Gasse Y. et D'Amours A. (2000). *Profession : Entrepreneur*. Les Éditions Transcontinentales.
- [14]. Mezhoudi L. (2001). *L'essaimage d'entreprises et l'appropriation de la technologie*. Thèse de doctorat, ISG de Tunis.
- [15]. Aldrich H. et Fiol C. M. (1994). Fools rush in? The institutional context of industry creation. *Academy of Management Review*, 19(4): 645-671.
- [16]. Von Graevenitza G., Harhoffa D., Weberb R. (2010). The effects of entrepreneurship education. *Journal of Economic Behavior et Organization*, 76, 90–112.
- Saporta B. et Verstraete T. (2000). *Réflexion sur l'enseignement de l'entrepreneuriat dans les composantes en Sciences de Gestion dans les universités françaises*. *Revue de Gestion*, vol.17 n°3, p. 97 -121