

ECONOMIC AND SOCIO-DEMOGRAPHIC FACTORS THAT INFLUENCE BEEKEEPERS' ENTREPRENEURIAL BEHAVIOR

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Abstract

Several studies have shown that the decision to start an enterprise is linked to a set of economic and socio-demographic characteristics. The aim of the present study is to complement existing literature on the origins of entrepreneurial behavior by analyzing the beekeeping sector with the purpose of discovering the economic and socio-demographic factors that influence the intention to start a business. In this way, the present research examines two economic characteristics: the business plan and the dimension of the beekeeping exploitation and two socio-demographic characteristics: beekeepers' age and level of education. All these variables were found to be significantly correlated with the intention to start an enterprise.

Key words: entrepreneurship, beekeepers, plan, age, education

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