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## Entrepreneurial behaviour and firm performance of Ethiopian tour operators

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2017

### **document version**

Publisher's PDF, also known as Version of record

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### **citation for published version (APA)**

Eyana, S. M. (2017). *Entrepreneurial behaviour and firm performance of Ethiopian tour operators*. [PhD-Thesis – Research external, graduation internal, Vrije Universiteit Amsterdam].

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# ENTREPRENEURIAL BEHAVIOUR AND FIRM PERFORMANCE OF ETHIOPIAN TOUR OPERATORS

In developing countries, entrepreneurship is often seen as one of the solutions for economic development through job creation in the private sector, particularly in resource constrained contexts such as sub-Saharan Africa. This PhD study focuses on the entrepreneurial behaviour of small business owners in their pursuit of profitable opportunities and its eventual implications on firm performance. The findings of this PhD thesis are based on primary data collected from 220 respondents who own and manage tour operating firms in Ethiopia where the entrepreneurial context is uncertain and dynamic. Based on the findings described and analysed in four empirical chapters, discovery and creation behaviour are dichotomous constructs, even though creation is the predominantly applied behaviour. Besides, creation and effectual behaviour have a positive impact on financial performance measures contributing to personal wealth creation, whereas causation behaviour is positively related to an increase in employment size contributing to job creation. This PhD study makes more contributions, from both a practical and theoretical perspective, to the field of entrepreneurship. The findings can also be applied in other African countries with similar cultural conditions and business environments to promote tourism development and success in Africa.

## SHIFERAW MULETA EYANA

Prior to joining Vrije Universiteit Amsterdam in September 2012, Shiferaw Muleta Eyana was a lecturer at the College of Development Studies, Unit of Tourism and Development at Addis Ababa University (AAU), where he obtained his Master's degree in Geography and Environmental Studies. He started his PhD study with financial support of the STRONGBOW project (NICHE-ETH-023) from NUFFIC and implemented by CIS-VU. Upon the completion of his PhD study, Shiferaw returned to his home country and resumed his former position as a lecturer at AAU. Shiferaw's research interest includes entrepreneurship, open innovation, small business management and development, tourism management and development and natural resources management, especially in developing countries.



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