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A STUDY OF CAREER SATISFACTION OF STARTUP ENTREPRENEURS

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ABSTRACT

This paper aims to identify if entrepreneurship as a career option is related to job satisfaction and family satisfaction by comparing entrepreneurs with non-entrepreneurs. To do so, a tool was used to measure job satisfaction, family satisfaction and the existence of interrole conflicts. Design/methodology/approach Cluster analysis and linear regression models were used to test the hypotheses. Findings Results indicate that there is a positive relationship and that entrepreneurs have higher rates of job satisfaction than non-entrepreneurs. Contrary to what the literature suggests, this study found that entrepreneurs have a higher rate of family satisfaction than non-entrepreneurs, and that there is no difference between men's and women's levels of satisfaction. Research limitations/implications Among the limitations of the research, the authors cite the fact that there was no randomness in the designation of the respondents and the fact that the answers were obtained by self-report. Also, the research was cross-sectional, making it impossible to compare answers between the same individuals at different points of time. Practical implications Results can help individuals decide whether to start a business and to assist development agencies in the creation of incentive policies.