SUCCESS FACTORS OF HYBRID ENTREPRENEUR  
(Case Study of Universitas Ciputra Academician)  
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Abstract  
Indonesia’s people show indication not having enough courage to be Entrepreneur. Business owners account for less than 2 percent of the Indonesian population. Neighboring countries, such as Singapore and Malaysia, have much higher rates. One of the problems is a mentality problem. Fear of starting something new, lack of skills, and knowledge makes most of Indonesia population choose to be an employee. Yet as an employee, we have risk of being laid off. So there’s an alternative transition phase labeled as Hybrid Entrepreneur to reduce risk as a business owner and as an employee. So this study will try to see the supporting success factors both internal and external, that enables someone to have a wage work while working on own business, and why they stay in this role. This study learn how hybrid entrepreneur able to perform their two roles, if the working environment suitable enough. This will be an exploratory research using qualitative data and case study. This research is interesting because of the informants and working environment characteristics. All of the informants are academician that running their own business with minimum 24 working hours per week as an employee (lecturer in this case study).

Keywords: Hybrid entrepreneurship; Entrepreneurship; Self-employment; Employee

1. Introduction

According to forbes.com, the biggest risers in Entrepreneurship & Opportunity in the last 6 years (2009-2014) are: Indonesia, Kazakhstan, and Vietnam. Improvement in the state of the entrepreneurial environment in Indonesia, have seen in infrastructure and access to opportunity. Indonesia has the highest perception of opportunity in the world at 99% believing working hard can get you ahead. This is a slight rise on 2009 (97%) but within the margin of error. Since 2011, economic freedom in Indonesia has advanced by over 2.0 points, reflecting a more sustained commitment to opening up the financial sectors and improving the investment regime. However, Indonesia people showing indication not having enough courage to be Entrepreneur. Business owners account for less than 2 percent of the Indonesian population. Neighboring countries, such as Singapore and Malaysia, have much higher rates. One of the problems is a mentality problem. Courageous in taking risks for most Indonesia population is very low. Fear of starting something new, lack of skills, and knowledge makes most of Indonesia population choose to be an employee.

Burke et al. (2008) in Folta Research found that pure entrepreneurs are outnumbered by individuals who mix their time in both self-employment and wage work, and other scholars have described the prevalence of this phenomenon across multiple countries. Indonesia is one of the countries having this phenomenon. However, not all individuals who mix their time in both self-employment and wage work are hybrid entrepreneur. An individual who have an additional wage

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1 Burke et al. (2008) followed 11,361 men and women from the British National Child Development Study and found that pure entrepreneurs were outnumbered by individuals who mixed their time in both self-employment and wage work. Evidence from the European Labour Force Survey indicates that a large proportion of the self-employed (11% in Greece, 18% in France, 32% in Sweden, and 68% in the Netherlands) often combine self-employment with some other type of work (Strohmeyer and Tonoyan 2006). Renna (2006) recently noted that the incidence of dual jobholding is higher for the self-employed than for wage workers. A number of studies have noted that over 50% of nascent entrepreneurs are also employed full-time for pay (Reynolds et al. 2004, Petrova 2005, Campbell and De Nardi 2007), leading Reynolds, et. al (2004: 41) to note that hybrid entrepreneurship is —one of the least understood features of nascent entrepreneurs.