Nascent entrepreneurs in e-marketplace: the effect of founders' self-efficacy and personality

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Abstract: Nascent entrepreneurs have more alternatives nowadays to start or expand their business since the growing years of e-marketplace. Determinants of the use of e-marketplaces by nascent entrepreneurs for the purpose of business start-up were constructed as hypothetical model. Factors concerned with self-efficacy, personality traits and intention to adopt technology were included and the model was verified and modified using survey from a sample of 378 Indonesian nascent entrepreneurs. The results from the final model confirmed some relationships that previously been published in previous studies such as entrepreneurial self-efficacy, openness to experience and conscientiousness. Furthermore, there were several new findings of causal effects on intention to adopt due to self-efficacy and personality traits. Despite the theoretical contribution of the findings, practical interpretations are offered as norms of increasing the adoption level of e-marketplaces by nascent entrepreneurs for the purpose of business start-up.

Keywords: self-efficacy; e-marketplaces; personality traits; entrepreneur; TAM; technology acceptance model.


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1 Introduction

Since 1990s, the development of the internet and the World Wide Web has been a tool to accommodate global sharing information that has created the opportunity for new variety of business services and activities, namely e-shopping, e-CRM, e-procurement, crowd sourcing, e-marketplaces and online payment gateways. The internet utilisation has become a medium for information exchange where businesses ranging from new ventures...