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## Risk Factors and Business Models: Understanding the Five Forces of Entrepreneurial Risk and the Causes of Business Failure

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By D Anthony Miles

DISSERTATION.COM, United States, 2011. Paperback. Book Condition: New. 226 x 150 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.One of the primary concerns in a small business is the problem of risk. Many who begin the start-up process terminate it in less than one year. Of those that survive, many are unable to achieve sustained growth and profits. Small-to-medium business enterprises (SME) have a 50 to 90 chance of failure within the first five years. While there are measures of personal risk behavior of entrepreneurs, the literature contains no measure of risk orientation for the enterprise. The purpose of this study was to develop and validate a researcher-designed instrument to measure the critical forces of business risk. The 37-item Entrepreneurial Risk Assessment Scale (ERAS) was developed from key theoretical concepts grounded in economics, marketing, management, finance, and entrepreneurship literature. It was developed and finalized through a process of reviewing literature, subject matter expert panels review, and a pilot test. The a priori assumption of the ERAS constructs were (a) personal characteristics, (b) intangible operations, (c) enterprise operations, (d) market climate, and (e) business environment. This study utilized a quantitative methodology to establish construct, content, and criterion...



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