

Ashok Kumar Mishra 2014: Business Start-up Motivation of Indian Entrepreneurs in Bangkok, Thailand. Master of Business Administration, Major Field: Business Administration, Faculty of Business Administration. Thesis Advisor: Assistant Professor Nirundon Tapachai, D.B.A. 142 pages.

This paper aimed to examine and explore significant factors related to business start up motivation of Indian entrepreneurs in Bangkok, and to compare twenty one motivational factors between/among Indian entrepreneurs who have different personal characteristics in terms of age, gender, marital status, religion and community, educational background, family background, previous occupation, prior income and initial investment.

Population in the study was Indian entrepreneurs who were currently running their businesses in Bangkok area. Questionnaire was used as a method of data collection, The data had been analyzed by descriptive statistics included percentage, mean and standard deviation, inferential statistics; t-test, F-test and Post-hoc test were used to test the hypothesis.

The study found that the majority of respondents were male, were aged less than forty years who held bachelors or a master's degree. Almost all of them were married and belong to Hinduism or Sikhism religion. The dimension of work, individual, skill, economic, social and wealth related factors are considered high level of motivation towards business start-up. The result showed that there was significant difference in entrepreneur's motivation towards business start-up among/between Indian entrepreneurs with different personal characteristics including gender, age, religion, educational background, family background, previous occupation, prior income and initial investment. However, there was no significant difference in entrepreneur's motivation towards business start-up among entrepreneurs with different marital status.

---

Student's signature

---

Thesis Advisor's signature