

# The Study on the Differences of Entrepreneurial Model between the Youth and Middle Age

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## ABSTRACT

The study is to discuss the differences in the entrepreneurial development decision factors, problems being faced and the guidance requirements between the youth and middle age through individual in-depth interviews. The study finds out that the youth entrepreneurs have fewer health maladies and less often consider the elements of propriety (such as physical and psychological condition) compared with middle age. This is likely because of the great link between age and one's health situation. It is suggested that middle age should choose a profession which is more suitable for their health situation. In the aspect of personality, there is no great difference between them. For middle age, in the aspect of entrepreneurial development difficulty in finding a job is the major reason that they might consider starting a company. However, for the youth, the major reason they start a company is to develop their personal advantages and job-related experience. It is suggested that middle age should strengthen their professional abilities so as to enhance their competitive ability, while the youth should make a detailed entrepreneurial development plan. In the aspect of entrepreneurial development evaluation, middle age evaluate economic elements more, but the youth pay more attention to the elements of the industry and market. The reason for this difference is that middle age are more conservative and cautious of economic elements because of their age and the youth are more flexible in and knowledgeable of information collection channels and methods. Discussing the problems faced in entrepreneurial development, middle age encounter more problems in the insufficiency of capital with and information, and the disagreement of team concepts while capital alone is the major problem for the youth. In the aspect of entrepreneurial development guidance requirements, the proportion of those applying the entrepreneurial development guidance of governments for both groups is relatively low. On the subject of entrepreneurial guidance projects that the governments should provide, both consider that the government should provide a entrepreneurial development loan plan and relative consultation services.

Keywords : entrepreneurs, youth, middle age

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