Influencing Factors for Starting up Successful Businesses by Students

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Abstract

This article highlights the main factors that influence the young entrepreneurship. They are divided into three main groups – social and cultural, economic and factors, which are connected with personality. The author tries to make an objective assessment of these factors from a university student’s point of view. The ideas and conclusions in the article should not be perceived as representative; however, they reveal the attitude of young people to be entrepreneurs.

Key words: young enterprises, social factors, economic factors, student’s personality, high education