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Data Article

Survey data on entrepreneurs' subjective plan and perceptions of the likelihood of success



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ABSTRACT

Entrepreneurship is an important economic process in both developed and developing worlds. Nonetheless, many of its concepts appear to be difficult to 'operationalize' due to lack of empirical data; and this is particularly true with emerging economy. The data set described in this paper is available in Mendeley Data's "Vietnamese entrepreneurs' decisiveness and perceptions of the likelihood of success/continuity, Vuong (2015) [1]" <http://dx.doi.org/10.17632/kbrtrf6hh4.2>; and can enable the modeling after useful discrete data models such as BCL

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Specifications Table

Subject area	<i>Economics</i>
More specific subject area	<i>Business Economics/Entrepreneurship</i>
Type of data	<i>Table, text file, graph</i>
How data was acquired	<i>Survey</i>
Data format	<i>Raw, filtered, and partially analyzed</i>
Experimental factors	<i>Raw data obtained from direct survey on participants of seminars, conferences and meetings. Incomplete data sheets are eliminated.</i>

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Experimental features	<i>The experiment focuses on perceptions and subjective understanding of prospective and extant entrepreneurs in Vietnam.</i>
Data source location	<i>Hanoi, Ho Chi Minh City, Buon Ma Thuot, Da Nang of Vietnam</i>
Data accessibility	<i>Datasets are provided with this article. Mendeley Data, v2, http://dx.doi.org/10.17632/kbrtrf6hh4.2</i>

Value of the data

- The data offer an opportunity to measure the decisiveness and preparedness of an entrepreneur given various conditions that characterize an emerging market.
 - Information and deeper insights that might be obtained through discrete data analysis can help predict behaviors of entrepreneurs in typical situations, and formulate policy responses if the government wishes to improve the business/economic environment.
 - Important aspects of entrepreneurship such as creativity/innovation, previous professional experience, personal perceptions of socio-cultural values, and the like can be researched and later 'operationalized'.
 - The data reflect the transition of the emerging market economy of Vietnam.
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1. Data

The data set contains 3071 records obtained from a nationwide survey of perceptions, intentions and assessments from entrepreneurs, existing and prospective, about the socio-economic conditions, values of their previous employment, need of government- and society-supported entrepreneurship-enabling programs. The data also provide subjective evaluation of the likelihood of success or continuity of entrepreneurs' project given certain environmental conditions. The following discrete (categorical) variables are measured in the survey:

Coded name	Explanation	Values
X1.job	Previous job (or the most important)	Human resources (hmr); sales/marketing (salesm), production/operations (pom); finance/accounting (finance); administrative or other departments (admin); no significant job experience (none)
X2.starthis	Entrepreneurial status	Running, dropped, notyet
X3.econdf	Assessment on whether current socio-economic conditions are favorable.	Favorable (fav); somewhat favorable (somewhat); and, unfavorable (unfav)
X4.suppval1	Influence of government or society-funded supports on decision?	High; avg; low
X5.suppval2	Influence of government or society-funded entrepreneurship programs on success?	High; possible; none
X6.infpeople	Influence from family, friends, colleagues.	Strong; somewhat; light; none
X7.tforstart	How much time for this entrepreneurial attempt?	Less than 12 months (less12); 12–24 months (b1224); and, until success (g24)

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