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**The advantages and disadvantages of entrepreneurship when
working remote vs office**

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Management

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I hereby declare that I have compiled the thesis independently and all works, important standpoints and data by other authors have been properly referenced and the same paper has not been previously presented for grading.

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Abstract

This study examines the perceptions of entrepreneurs when working from home (WFH) or working from the office (WFO). The nature of this study is descriptive and qualitative, and an interview was developed to collect data from the six entrepreneur participants. The entrepreneurs in this research work in the digital field of entrepreneurship as content creators and marketing specialists. The interview was prepared based on previous literature and included eight interview questions. This research aims to determine entrepreneurs' perceptions regarding the advantages and disadvantages of working remotely vs the office. The research questions are based on the aim to fulfill the advantages and disadvantages of WFH and the advantages and disadvantages of WFO. The main focus areas of this study are work motivation, work results, and the advantages and disadvantages of entrepreneurship when WFH vs. WFO. For the reader, the study gives an overlook that may help others to determine whether an environment based at home or office is better for entrepreneurs. From the six entrepreneurs interviewed for this research, it can be understood that an entrepreneurial mind wants freedom and the ability to create its own, and the working environment is no different. The importance of the working environment is highlighted in concentration, time management and comfortability, leading entrepreneurs to work from different settings. According to this research, each entrepreneur needs to evaluate their preferences and accommodate the needs and preferences of the working environment to be of such a kind where motivation and results of work do not decrease depending on where the work is conducted.

Keywords: Entrepreneurship, digital entrepreneurship, WFO, WHF, remote working, flexible working

Introduction

We live in a world where digitalization and rapid growth in social media-based companies have exceeded our expectations. A rapidly growing number of people work for themselves or as subcontractors. The path for many of these workers is to become an entrepreneur. Working from home is an increasingly common option in today's world. Several terms have been used to describe this phenomenon, such as remote work, virtual office, and telecommuting. When becoming an entrepreneur, it is good to acknowledge the advantages and disadvantages of WFH or WFO. The beneficial parts might be crucial for others to be able to perform. In contrast, other entrepreneurs, so-called digital nomads, can benefit from being able to choose the location of their dreams for working. The rise of internet access and the increasing number of personal computers have made it more common for people to work from home. In 2015, over 12% of European Union workers and almost a quarter of US workers worked from home. (Vibha et al., 2021.)

This topic was chosen to determine whether entrepreneurs prefer to work from home or the office and the advantages and disadvantages of either of the working environments, with an overview of the entrepreneurs' thoughts on motivation and work results.

From the entrepreneur's perspective, the research problem needs to be more comprehensive information on the advantages and disadvantages of WFH or WFO. The success of an organization depends on its employees' attitude toward their job because it invests heavily in its infrastructure and research and development programs to remain competitive in the world of business. Employees are also different from each other due to their backgrounds, beliefs, and skills (Bhola, 2015). Therefore it is justified that the effects of the work environment on entrepreneurs should also be studied for entrepreneurs to understand better their work productivity, result and motivation to obtain better results in their field specific ares.

The study aims to determine entrepreneurs' perceptions regarding the advantages and disadvantages of working remotely vs the office. In order to fulfil the aim, the following research questions have been developed:

Q1: Which are the advantages of WFH as an entrepreneur?

Q2: Which are the disadvantages of WFH as an entrepreneur?

Q3: Which are the advantages of WFO as an entrepreneur?

Q4: Which are the disadvantages of WFO as an entrepreneur?

This study is qualitative and conducted on six entrepreneurs working in the digital field of entrepreneurship as, for example, content creators, content writers and marketing specialists. For this qualitative research, an interview was created with eight open-ended questions presented to the entrepreneurs over a voice recording.

The structure of this paper is a theoretical part with crucial information on entrepreneurship from different aspects and critical acknowledgements to support the interview questions formed to the entrepreneurs, a presentation of the methodology and results together with citations of the interviews and a conclusion answering the research questions together with thoughts and suggestions to the following research.

1. Literature review

1. 1. Characteristics of entrepreneurship

An entrepreneur is a person who starts a business. The concept of entrepreneurship is the creation of a new industry or business that provides a specific type of service or product. There are various types of entrepreneurship, such as social, micro-business, and extensive company entrepreneurship. These businesses play a vital role in the country's development as they help create jobs and introduce innovation. Therefore, Entrepreneurship is a process that involves the ability to develop and operate a new business. It involves dealing with various risks and uncertainties. (Javatpoint.com, 2022).

WFH refers to an entrepreneur or an employee performing work from home instead of office setups or other similar facilities. Jobs that can be achieved from home are increasing due to digitalization, but some count as bookkeepers, accountants, content writers, online tutors, and virtual assistants. The performer of these jobs usually can choose whether to WFH or WFO. (Join.com, 2022.)

WFO refers, on the other hand, to an entrepreneur or an employee performing the required work tasks in an office setup. An office refers to a building or a room designated explicitly for conducting work-related performances. In this study, an office has been defined as a room or a building away from home where the entrepreneur usually performs home tasks.

In an article by Dr. Friday O. Okpara (2007), creativity is described as the human ability to create something or transform something already existing into a new form or meaning, which requires, for example, imagination. Creativity is also described in the article as a process where one has gradually taken something and, through vision, moulded the ideas into new forms until they reach their final state. Creative attitude, on the other hand, describes the mindset required for creativity. When creating something new or re-forming

past creations, one needs to be capable of accepting changes, new challenges, and possibilities and constantly strive to overcome obstacles and improve everything that can be improved.

For entrepreneurs, the last part of overcoming obstacles is one of the most important and is a reflection of the cause of this study. When discussing obstacles relating to, for example, work motivation and improving results, it can be crucial to determine whether those obstacles can be improved better by WFH or WFO.

The term risk is a neologism that emerged during the transition from traditional society to modern. Since entrepreneurship is a creative process, as discussed in the previous chapter, it is safe to say that creating new businesses and organizations is associated with risk. (Todd & Ohlsen, 2019.)

Risks associated with being an entrepreneur include financial, social, and family risks and mental risks, where the latter might be counted as one of the highest risks an entrepreneur can take. Since entrepreneurship involves taking on multiple threats, such as money, home, and friends, it can affect one's mental health. Other cognitive factors, such as stress and anxiety, can also affect performance. (Todd & Ohlsen, 2019.)

Choosing the work environment can be a high-risk decision for some entrepreneurs. WFH can increase the risks of affecting friends and family, possibly impacting work results. The aspect of risktaking when choosing where to work needs to be examined and carefully considered by entrepreneurs. Therefore questions regarding why the entrepreneurs chose either WFH or WFO are studied in this paper.

Some studies suggest that the heritability of people starting a business is not explained by genes. In this study, the motivation of the entrepreneurs to become entrepreneurs was asked to understand if a genetic aspect plays a role.

In a paper written by Rietveld et al. (2020), "A decade of research on the genetics of entrepreneurship: a review and view ahead," the researchers discuss the various methodological issues that prevent the identification of genetic variants that explain entrepreneurship. They also argue that using these variants for empirical research is

unlikely to be beneficial. The search for the entrepreneurial gene has been motivated by the desire to understand more about entrepreneurship. Understanding the various factors influencing an entrepreneur's decision to start a business has been challenging for scholars.

According to the research, various theories, methods, and tools have been proposed to answer the question of what makes an entrepreneur. However, the exact answers to this question still need to be clarified. In addition, there has been limited evidence suggesting that genes are involved in the phenomenon. (Rietveld et al., 2020). Therefore, we can draw conclusions that anyone can become an entrepreneur and the genetics and personal traits that come with the genetics should not be implied in the sampling of this research.

The question of why some people choose to become entrepreneurs but not others has been a central issue in the field of entrepreneurship. Various approaches have been used to study this question. One of these is the trait approach, which suggests that entrepreneurs should face uncertainty and risk in order to succeed. (Xie, 2014.)

Although some psychological traits are important for entrepreneurship, research has not provided sufficient evidence to support the notion that these are related to risk-taking and tolerance for ambiguity. Other approaches, such as those involving environmental, cognitive, and demographic elements, are also being used to explain the behaviour of entrepreneurs. Various factors can affect an individual's decision to start a business. These include personal attributes, cognitive capabilities, and social networks. (Xie, 2014.)

Individuals who are passionate about a specific field and are able to identify and act on opportunities that are available to them are the ones who make venture creation decisions. An individual should be both psychologically and technically prepared to be an entrepreneur.

1.2. Digital entrepreneurship

The term digital entrepreneurship refers to the changes that will happen in how entrepreneurship is conducted in the future due to the evolution of digital technology. It

also covers the various changes that have occurred in the fields of education and entrepreneurial practice. Some of these include the increasing number of people interested in starting new businesses and the emergence of new ways of finding customers for those ventures. These changes will also affect the way entrepreneurship is conducted in the future. It will allow people to develop new ways of offering and generating revenue. New ways of reducing the cost of doing business. (Allen, 2022.)

Understanding the various factors that influence digital entrepreneurship is a vital part of any academic research project. It can also help guide business practices and support policies that are geared toward helping entrepreneurs succeed. The research "A study on support digital entrepreneurship" written by Dr. G.Nedumaran and R. Saroja (2020) provides a framework for understanding the various factors that influence digital entrepreneurship. It also explores the ways how entrepreneurs can create value by acquiring, processing, and distributing digital information. Digital entrepreneurship is a type of business that involves the creation of new ventures and the transformation of existing businesses using new digital technologies.

The rapid emergence and evolution of digital entrepreneurship have been regarded as critical factors for economic growth and innovation in many countries. The capacity of a country's digital entrepreneur depends on various factors, such as the culture, skills, and entrepreneurial behaviour of its citizens. In addition to government, industry, and educational institutions, the innovation ecosystem also includes non-government organizations and businesses.

One of the most critical factors that a country's digital entrepreneur must consider when it comes to building a successful digital enterprise is the availability of information and communication technology. (Nedumara & Rajendran, 2020.)

The Internet has become a booming business, with the estimated value of the global economy growing from \$1.9 trillion in 2016 to \$4.48 trillion by 2021. Due to the increasing sophistication of technology, it has become more accessible for people to start and operate businesses online. Three major trends are shaping the Internet landscape: social, mobile, and the cloud. (Todd & Finkle, 2019.)

Only looking at the mobile phone aspect, the rise of mobile devices allows people such as entrepreneurs to access the Internet at all times. Some even prefer not owning a computer since so much can be done through a mobile phone. Social networking sites such as Facebook, Instagram, WhatsApp and other apps used by social media users allow people to constantly stay in contact with each other and, from an entrepreneurial point of view, reach their end consumers. Lastly, the term cloud refers to computing resources available through a network connection, and the data is stored in data centres worldwide. Therefore, digitalization and constantly changing forms of entrepreneurs do not limit entrepreneurs to a specific place and time. It is up to the individual to choose the best working format and where the results bloom. (Todd & Finkle, 2019.)

1.3. Entrepreneurship in different environments

Digitalization is one of many factors that has led to workers changing their work environment. The impact of environmental factors on job-related performance has been blooming since the COVID-19 pandemic in 2020. The number of people who worked from home increased significantly during the outbreak. (Chen, 2021.)

Since many people shifted to working from home due to the emergence of the COVID-19 pandemic research, "Learning from work-from-home issues during the COVID-19 pandemic: Balance speaks louder than words" written by Chu et al. (2022) was conducted to evaluate essential factors of shifting work to the home environment.

The study's goal was to analyze the effects of three factors on the psychological well-being of employees: company support, the supervisor's trust in the subordinate, and the work-life balance. It revealed that these factors impacted the employees' engagement and productivity in non-work-related activities. (Chu et al., 2022.)

The findings revealed that the work-life balance is the most significant construct that affects the psychological well-being of employees. When people were working from home, they were more likely to engage in non-work-related activities, but these activities did not have a significant impact on their productivity. (Chu et al., 2022.)

The findings support the idea that a healthy work-life balance is crucial for employees' psychological well-being. It can help them maintain their productivity and support their psychosocial well-being. Based on this research, it is crucial to evaluate the factors which may affect work motivation and results when working WFO or WFH, especially the latter factor where there might be more factors distracting the entrepreneur. The difference between an employee and an entrepreneur can be overseen in this context since the working conditions are the ones which give more base to this study.

Even with an increasing number of people working from home and having the option to work from home, we cannot oversee the benefits of working from the office. The benefits that can increase the entrepreneur's work motivation and results include organizational culture, better work-life balance, assured quality of work environment and relationship building.

The office is often the centre of a company's culture, and it can help employees develop their relationships and improve their performance. It can also help them develop their personal skills and improve their performance. Creating a welcoming environment can help employees connect with their colleagues and develop new ideas. The culture of an organization can have a significant impact on its performance, such as revenue growth, employee absence, creativity, and productivity. This is because it can help people feel valued and engaged in their roles. Creating a supportive environment can help employees develop their personal skills and improve their performance. (Campbell, 2021.)

Work-life balance might be the most central fact of WFO versus WFH. Even when working on something of a passion, like entrepreneurs usually do, it is not healthy to feel like the work is constantly around. Two broad categories of people believe that keeping both homes and work separate is beneficial. A clear and consistent work environment can help one leave their work area and focus on other activities.

The law also protects workers regarding workplace standards. In addition to providing the necessary equipment, the office should also maintain a specific working temperature. The regulated aspects positively impact the work environment, and therefore working from home might not be as beneficial as working from an office. (Campbell, 2021.)

A study conducted by Barr P. Haynes, "The impact of office comfort on productivity" (2008), aims to review the literature on the physiological elements of the office environment. It aims to identify the factors that can affect productivity when office workers are uncomfortable. Defining the term comfort is a complex area due to the variety of factors that can affect the levels of comfort that office workers experience.

The literature review has revealed that there is no unified concept of office comfort. Instead, various approaches used by researchers to measure comfort have revealed that there are varying factors that can affect the levels of comfort that office workers experience. Although the exact definition of comfort is not known, some common factors that can be considered include air quality, lighting, and temperature. The rise of technology has greatly disrupted the traditional work-life boundary for most professionals. It has become a question of whether the flexibility of working from home can be considered a contributing factor to the efficiency of academic institutions. The pandemic has also highlighted the various challenges and advantages of working from home. (Haynes, 2008.)

The literature review studied for this research suggests that working from home can be very challenging, as people often lack the necessary face-to-face communication with their colleagues. When problems do arise at work, it can be hard to resolve them quickly through online networking (Haynes, 2008). This can, in some individuals, lead to anxiety and stress, and it can also affect the mental health of individuals such as entrepreneurs (Robinson, 2022).

The increasing number of people working from home can also create a conflict between work and family. For instance, when people are working from home, they often share household tasks such as childcare. This can negatively affect their productivity. According to a study, "Researchers working from home: Benefits and challenges," written by Aczel et al. (2021), people who work from home tend to achieve certain aspects of their research in a more efficient manner than those who do so in the office. They noted that in the office, they are more likely to share thoughts with their colleagues, collect data, and keep in touch with their team. On the other hand, at home, they are more likely to perform various tasks such as reading the literature and analyzing their data.

In order to get a better idea of how much time people spend working from home, the researchers asked the participants how much they would like to spend working from home in the future. After conducting a survey, they discovered that about 66% of the respondents said they would like to work more from home in future. This indicates that there is a great number of advantages to working at home, whether they are depending on factors such as having the comfort of your own home, saving travel time or other. (Aczel et al., 2021.)

A flexible working policy allows employees to work from home or other locations depending on their schedules and needs. It can be created by companies based on their employees' needs and preferences. For instance, some policies allow employees to work from home. One of the most common benefits of having flexible working hours is that it allows employees to have more control over their schedules. This allows them to work more efficiently and effectively. It can also help boost employee retention and reduce turnover. Having flexible working hours can help boost the company's branding and attract more talent. For entrepreneurs, the meaning of flexible working gets its own meaning since the entrepreneur is allowed to choose their working conditions and environment in most cases. (Join.com, 2022)

The research "Flexible work arrangements in open workspaces and relations to occupational stress need for recovery and psychological detachment from work," written by Mache et al. (2020), claims the rise of flexible work arrangements has led to the increasing number of employees choosing to work in open spaces. Their study was conducted to analyze the effects of this type of environment on the employees' psychological and occupational health.

The study analyzed the data collected from a large technology company's employees over a year. They were asked to complete an online survey to assess their mental demands, workload, support from their supervisor, and satisfaction with their communication climate. The results of the study were then analyzed to test the hypotheses. The results indicated that the transition to a flexible work arrangement resulted in a reduction in mental demands but an increase in the workload. There was also a significant decrease in levels of occupational stress. (Mache et al., 2020.)

The findings of this study provide valuable information on the effects of flexible work arrangements on the well-being and job performance of employees (Mache et al., 2020). From these findings, we can conclude that the aspect of flexible working is necessary to include in this research since more and more entrepreneurs have the chance to choose between WFH and WFO. It is also necessary to notice the differences in work motivation and results when changing between the two settings.

According to an article written by Salas et al. (2018). *The Science of Teamwork: Progress, Reflections, and the Road Ahead* new technology can help improve the efforts of teams to measure their outcomes and processes. While it is still essential to make measurements unobtrusive, unobtrusive sensors have the potential to be helpful in team research. Currently, these devices are being used to predict the performance of teammates.

The importance of working in teams is highlighted in specific fields of our lives, including schools, hospitals, nuclear power plants, corporate offices, and oil rigs. Over the course of a century of psychological research, scientists have gained a deeper understanding of the various processes involved in creating and managing teams. Teamwork can flourish in an environment that is conducive to safety and learning, and it should be a mechanism for resolving conflicts, learning, and improving performance. There are also various competencies that can help teams improve their effectiveness, such as communication, adaptability, and coordination. (Salas et al., 2018)

When working as an entrepreneur, for example, as a freelancer, the work might be lonely, and the lack of a team might be crucial when working from home. Entrepreneurs should closely examine whether it is good for their psychological well-being to work alone or whether it is better to have people around to help. Even with technology and ways to measure the implementations of teamwork, it is still necessary to understand the individual and their needs and requirements for having a team around, especially when working as an entrepreneur.

Around seven in ten employees who work from home feel more isolated compared to those who do so in the office. Also, over three in five of those who work from home said they are not able to communicate effectively with their colleagues. For instance, getting to know one another in person can help build a stronger relationships between coworkers.

It can also help improve team relationships and make online communication more smooth. Having a good understanding of each other's personalities and working styles can help make brainstorming sessions more effective. Besides being able to ask questions, being with colleagues allows people to share their ideas and opinions. (Daniels, 2021.)

The same can be implied for entrepreneurs even though they are seen as individual venturers. Many office buildings allow freelance workers to, for instance, rent a table in accommodations where like-minded entrepreneurs can share space and therefore create a work-like teambuilding area.

2. Methodology

2.1. Research design and sample

For this study, a qualitative research design has been chosen to understand extremely detailed first-hand experiences of the topics and issues of WFH vs. WFO. The interview is self-prepared based on previous studies and information available and formed to carry out the purpose of the study.

Entrepreneurs working either from home, office or both are the population of this study. The sample is a non-random sample out of the population to represent both office and home workers as well as taking into account possible hybrid forms of entrepreneurs working from home and office. The respondents were chosen by non-probability sampling (ebray.net, 2022), meaning a non-random selection to fulfill the criteria of having an equal number of entrepreneurs WFH and WFO. The sample size was chosen to be six in order to be able to study, transcript and conduct the survey in an eligible time frame taking into consideration the schedules of busy entrepreneurs.

Three of the entrepreneurs interviewed for this study were females, and three were males. The majority of the entrepreneurs, five out of six, were between 20-30 of age when the one was significantly older at the age of 55. All of the entrepreneurs worked in a digital field of entrepreneurship covering fields such as SEO, marketing and content creation. The specifics of the interviewee profiles are presented in table 1.

Table 1. The interview profiles and fields of entrepreneurship

	Age	Field of entrepreneurship	Work environment
Entrepreneur 1	24	Marketing	Flexible mode (both WFF & WFO)
Entrepreneur 2	24	Social media content creation	WFO
Entrepreneur 3	26	Digital marketing and Social media content creation	Flexible mode (both WFF & WFO)
Entrepreneur 4	28	Social media content creator	WFH
Entrepreneur 5	25	Marketing	WFH
Entrepreneur 6	55	SEO, content writing	WFO

Source: compiled by the author.

2.2 Data collection and analysis

An interview is a method of collecting the data required to conduct this research. Therefore, the study is a qualitative research method based on asking questions to collect the needed data from the study subjects. The interviews were conducted between two persons, the interviewer and the entrepreneur whose environmental work has been studied.

Interviewing is a type of research that allows a researcher to collect detailed information about a particular topic. In addition, it will enable her to control the flow of the process and make sure that the questions are thoroughly analyzed. However, arranging interviews with prospective sample groups can take a lot of work. The small number of the test group has made it possible to choose interviews as a study method.

There are three types of interview methods; structured, semi-structured, and unstructured. A structured interview is a type of interview that involves asking all interviewees the same set of questions. Data analysis is usually conducted more straightforwardly because researchers can compare and contrast the answers given by the interviewees. A semi-structured interview is a type of interview that combines the elements of both unstructured and structured interviews. It allows the interviewer to set the same questions for all participants. During the interview, additional questions might be asked to clarify or expand on the previously discussed issues. Unlike other research forms, unstructured interviews are typically the most unreliable. They need more preparation before the interview and are prone to bias since the questions are not designed to be asked beforehand. This type of interview also tends to produce a complex comparison of the answers given by different individuals. (research-methodology.net, 2022)

Based on this information, a structured interview method has been chosen for this study, which helps to compare the respondents' answers to get the most accurate result relating to the impacts of WFH vs WFO.

The interview method was chosen to let the entrepreneurs easily explain their thoughts on WFH or WFO, to explore better the subjects from behavioural experiences and phenomena, and to be able to present open-end questions. The interview was conducted with six entrepreneurs, of which three WFH and three WFO. The interviews were conducted with all six entrepreneurs via phone call recordings without a camera connection meaning only audio was used to collect all the data from the interviewees. The answers of the respondents were recorded using an app called Capto 2 and later transcribed from the recording word by word. The transcripts can be found in appendix number two of this research.

Qualitative data analysis was used to analyze the responses of the entrepreneurs who participated in this research. A qualitative data analysis QDA is a process utilized in the analysis of qualitative data. It involves gathering, organizing, and interpreting information that is non-numerical, conceptual, and user-generated. This process helps organizations identify areas of improvement and improve their website or product. (hotjar.com, 2022).

In this research, the aim is to determine the advantages and disadvantages of working from home vs remotely, meaning that when conducting this research, the outcome should be to find similarities between the answers by entrepreneurs, either WFH or WFO, which are non-numerical, but preferences and first-hand experiences. Through QDA, it is easy to find similar working and thought patterns of the entrepreneurs and get an overall view of the main advantages and disadvantages of WFH or WFO.

3. Results and discussion

The results and findings in this research will be presented by sections answering the most common and overall defined answers of the respondents. The findings and answers are based on the audio recordings of the interviews conducted through a call and recorded using a computer recording program.

The respondent profiles were initially planned to be equal as 50% working from home and 50% working from the office, but during the interviews, the division ended up being $\frac{1}{3}$ working from home, $\frac{1}{3}$ working from the office and $\frac{1}{3}$ working in a hybrid mode both from the office and home. The research questions still remain the same for all respondents, with modified follow-up questions depending on the status of the respondent.

3.1. Motivation behind becoming an entrepreneur

Primarily the interviewees were asked what the motivation behind their entrepreneurship had been. The answers varied from entrepreneur to entrepreneur, but no signs of the entrepreneurial surroundings seemed to play a significant role, meaning working from home or from the office specifically was not listed as one of the main motivators. This supports the thoughts in the literature review, which argued that entrepreneurship is not a built-in gene in individuals (Rietveld et al., 2020) but rather is a factor that is found when one is passionate about something and willing to work for themselves to achieve better results and feeling more content about the work they do.

The main motivators, as listed by the entrepreneurs, were based on freedom and independence. Reasons such as being independent, having the freedom to work, creating something for themselves and getting to be creative united the entrepreneurial minds interviewed for this research. “It was because I wanted to have freedom and to want to do something that I actually enjoy” (int_4), as stated in one of the interviews. Another aspect that was brought up by the entrepreneur was the aspect of being more in control of your

earnings and your own schedule “Well, I wanted to make my own schedule and mainly also to better salary”(int_6).

Factors such as being able to upgrade their level of knowledge while doing things by themselves were also mentioned as main motivators. The aspect of being passionate and thriving in the field of specialization they are working in was brought up, which could be interpreted as the willingness to evolve and grow when passionately working with or for something that is entirely from your own creations. As mentioned, creativity and innovation are key factors for entrepreneurship (Todd & Ohlsen, 2019.) and the argument is strongly supported by the interviewees' answers as well as having a passion for the work.

One of the interviewees mentioned the meaning of family as one of the main motivators for becoming an entrepreneur "I've always been around entrepreneurship through family businesses seeing my father being an entrepreneur, so it was a simple choice to make for myself as well." (int_3). As discussed in the theoretical part, the theme of genes playing a role in being an entrepreneur was found to be inaccurate (Rietveld et al., 2020), but it can be discussed if the environment an individual grows up in plays a significant role in future entrepreneurs. Having tight family connections to entrepreneurial minds and entrepreneurs can lead to creating like-minded people who want to become self-employed by creating something of their own.

All of the interviewees answered unanimously to using either a laptop or a computer as their main device for working together with a smartphone. The entrepreneurs' fields of entrepreneurship were concentrated on a digital field, from marketing to content creation, leaving less room for other devices to be used while working. The main devices also indicate that in today's world, being an entrepreneur does not require more than owning a device which allows you to connect with clients and other networks. This supports the thoughts discussed in the theoretical part about being a digital entrepreneur and its various possibilities for future venture and revenue growth (Nedumara & Rajendran, 2020).

Most of the interviewees said that they have not recently changed their habitual pattern regarding the working environment but that they have previously worked from home or the office and changed after discovering better options for themselves. The SEO writer,

for instance, stated that "Well, I have worked from the office for around ten years and before that home cause the concentration Is better." (int_6) when another interviewee stated that "I started working form home, but then I changed working to work from an office" (int_2). Being able to change your habitual pattern regarding the work environment is strongly linked to the freedom aspect of being an entrepreneur, which is also supported by another answer from an interviewee who stated that "It has been mostly like this throughout my whole entrepreneurship career. In the beginning, when I was doing different kinds of services such as door-to-door services, obviously I needed to be in physical locations, but when I transitioned to internet business, then I've been working this hybrid model" (int_3).

According to Marylène Gagné, a professor at Concordia University's John Molson School of Business in Montreal, "Autonomy is especially likely to lead to better productivity when the work is complex or requires more creativity," and "In a very routine job, autonomy doesn't have much impact on productivity, but it can still increase satisfaction, which leads to other positive outcomes. When management makes decisions about how to organize work, they should always think about the effect on people's autonomy." (Pankowski, 2022).

The same implementations can be applied to entrepreneurs according to the answers of the interviewees in this study. Having the freedom to choose and not being bound to restrictions, and being able to affect your own productivity may give better results, especially when working in a digital field of entrepreneurship which requires creativity, especially when having to conduct the work alone or with little help from others or an external team.

3.2. Reasons why to choose WFH

The interviewees had chosen to work from home since there is no need to have an office for themselves, and it can be expensive to rent an office space for themselves only, or it is seen as an extra cost for the work. Also, the aspect of being comfortable was brought up from time to time during the interviews, which indicates that the entrepreneurs who were satisfied when working at home are happy with the environment they are in. "As I

said earlier, it's the freedom to be able to choose when to work and when not to and the freedom to choose how I work" (int_4) implied the freedom aspect discussed even in the motivation aspect of being an entrepreneur.

If the work can be executed from home, which an entrepreneur is already paying for, it can be reasonable to not take extra costs, which will eventually only be reduced from the result of your work " Well, the reason is that I don't have an office space, so I have chosen to work from home" (int_5) and that working from home is "... cheaper and more convenient in many ways" (int_5) as stated by an interviewee WFH. The need for office space was only highlighted among the respondents who had changed from home environment to office settings and not so much among the interviewees working from home and being satisfied by the decision.

The main advantage brought up by the respondents working from home was the matter of working from the comfort of their own homes. The comfort also allowed the respondents to save time on travelling time to the office. When working from home, the starting time is stated to be more flexible than the hassle of having to leave at a specific time as stated by an entrepreneur saying, "I would say that I can start my work whenever I feel like it. I'm not dependent on schedule or public transport" (int_5).

Another aspect of the comforts of your own home was the acknowledgement of your surroundings, as stated by an interviewee saying "As I said, I am a social media content creator, so It gives me many possibilities and a quiet room to completely different tasks so I can always have an empty space for my work" (int_4) and that "... I love my home and the environment, so it is also where I get my inspiration" (in_4). People who are more likely to be inspired by their daily lives are more likely to set goals and achieve them. This suggests that the relationship between goal progress and inspiration can be reciprocal (Kaufman, 2011).

The main disadvantage of being an entrepreneur in home settings was the distractions of the home "Well, it is easy to get distracted by the things that are around at home" (int_5) and "well, the home is always home there is obviously a lot of distractions like laundry and cleaning which can be distracting" (int_4). Combining home surroundings can be difficult and challenging for many, and while being an entrepreneur working for yourself,

the time management aspect might be one of the most critical aspects to think about when having to make decisions about the work environment.

One of the interviewees also mentioned that working equipment, such as the table, could be larger to be able to fit all of the components needed for working better, but this was not possible due to the limitations of working from home. "Sometimes I miss having more space in an office would be more space" (int_5). This is another aspect that is good to keep in mind for entrepreneurs choosing the working environment since there might be limitations to the space in your own home, which office setting could more easily provide you with.

The entrepreneurs who had chosen to work from home responded that the effect of the home office is either neutral, positive or negative. The entrepreneur who said that the effect is neutral could not recognize any factors that would affect the motivation that was due to the surroundings of the working environment. "I wouldn't say it has a negative or positive impact. There is no difference (int_5).

The entrepreneur who answered that the effects on motivation might be positive or negative argued that working from home, which is the same place where "life happens," which can either be somewhat negative sometimes. "Yes, sometimes they might be positive, sometimes negative. Home is mostly where life happens, which might affect negatively" (int_4).

The interviewees in this study WFH either stated that there are no significant negative effects on the work results while WFH when being precise and managing to finish tasks regardless of possible distractions at home or that the lack of communication could lead affect on the results "To be honest, I think yes I'm a social person so sometimes I would need people around me to get more out of myself which could be shown on my work" (int_4). The aspect of teamwork is important to examine from individual to individual since teamwork is essential to some people in order to obtain better results (Salas et al., 2018).

3.3. Reasons why to choose WFO

The interviewees who responded to WFO stated that the main reason for choosing the office as their working environment was to increase concentration and divide their life more efficiently between home and work and that it was a more natural state to work in. One of the respondents also mentioned that getting a decent opportunity to work in an office with an affordable price was a good chance to elevate the working conditions from a home environment to a proper office setting “Well, I have worked from the office around ten years and before that home cause the concentration Is better.” (int_6) and that “I got a nice office which rent was not so bad. It was a good opportunity, and then I noticed it was better than working from home” (int_6). The other entrepreneur WFO stated that “Working from an office has advantages that you can focus on your work better I think when your staying at home, you can easier get distracted by some other stuff” (int_2). The entrepreneurs' WFO had also chosen to WFO voluntarily.

The main advantage of WFO was mentioned to be the aspect of concentration and "...not having the home tasks lurking around the corner" (int_6). WFO was also argued as a good chance for WFH, "And of course, it's a good chance to not always stay at home." (int_6) As argued in the literature review part of workers' well-being (Chu et al., 2022), changing into a better work environment can be good for individuals who feel like they are not productive enough or not able to perform as well as they can since negative well-being is most likely to affect negatively also on work-related matters.

WFO also advantages of getting help from others and that sometimes working alone can be overwhelming "You can have working environment helping you do certain things so that can help you as well." (int_2) Getting help from peers or other entrepreneurial mids can have positive impacts on work results and motivation. "Yes, of course, the people around you can make you feel more motivated. If you're just working alone, you can get frustrated, or the information you get can feel overwhelming when you have people around you they can help" (int_2).

One of the most important benefits of being an employee in an organization is being able to spend time with your colleagues. It's also important to regularly engage with your coworkers to make sure that they're still aligned with the company's core values. Having

the opportunity to interact with the new hires can help you develop a deeper understanding of the organization's culture (Markman, 2021). The same idea implies to entrepreneurs, especially freelance workers, who might collaborate on working together for a bigger organization in terms of content creation.

The main aspect that was brought up by the interviewees as a disadvantage when working at the office was the commute time, while others saw no specific disadvantages while WFO. The travel time was argued to take a great amount from the day and the travel time could naturally be used better as working. One interviewee mentioned that the work commute time might take up to 30 minutes of their day only travelling one way, meaning up to one hour of commuting for the sole purpose of getting to work. "The commute which takes 20-30 minutes of your day, so its time consuming" (int_6).

The entrepreneurs WFO argued that the results of their work are increased when WFO. As stated by one interviewee, "I can do pretty well wherever but I have had the same office for ten years, so I am used to it, so it easier than, for example, from a train, so it is easier, so yes" (int_6), which implies that having a safe space for working which allows one to be in a work environment is a better option than to be somewhere else conducting the same tasks. In the other interviewee, WFO stated that "Yes and as I said previously that you can focus on your work better when you are in a working environment" (int_2) which implies that concentration is the main aspect of obtaining better results.

3.4 Flexible working as possibility

The entrepreneurs that responded to having changed from one setting to a flexible so-called hybrid mode answered about the comfort of getting to choose your surroundings while working. Also, the aspect of travelling was brought up by one entrepreneur. Travelling is an option for entrepreneurs who work either from home or in a flexible mode. "I have sort of a mixed environment. Sometimes I do like to go to the office, and sometimes I like to work remotely depending if I am travelling." (int_3) and that "...the flexible mode allows me to be in more control of my time so for example so if I understand that I don't feel like spending 40 minutes to go to work in the morning then I can start working from home or perhaps if I'm very much feeling like I'm missing the office people

then I can go to the office and experience the working day side by side with my colleagues” (int_1).

The advantages of a flexible working environment are to choose between the two settings and get the best out of both worlds. “I get the best of both worlds where I get the community feeling and get to socialize but then remotely allows you to do a lot of stuff. For example, obviously, money is worth a different amount in different countries, so what you can do is that you switch countries and your salary doubles if you go to a poor country or is less if you go to a country like Switzerland, for example.” (int_3) and that “...of course, the advantages are that you can save time when you want or have to like in the morning or in the evening when you go or come back from work...” (int_1).

The disadvantages of flexible working were argued similarly to the arguments which were presented in WFO and WFH. When working from home, the aspect of having distractions was brought up even by the entrepreneurs working in flexible mode but were not seen as having significant disadvantages. “Well, I wouldn’t say there are many disadvantages. Maybe the only one I see is that sometimes it can be a little complicated to stay focused when working from home” (int_1) and that when working remotely, the aspect of discipline needs to be closely examined by the individual “Need to know your self its not for everyone. Some people like to spend all of their time in the office because that’s where they do the work, but when you work remotely, you have to have the discipline to finish the tasks, so you have to have self-discipline and be motivated to finish all of the work.” (int_3). It might happen that when sometimes WFO and sometimes WFH, the lack of ability to distinct the work load and work environment might be challenging for some.

The entrepreneur who stated that flexible working also allows them to travel stated that travelling might increase the motivation and results of their work “you are motivated, and if you wanna stay there (travelling), you are motivated to finish all the work. I would personally say that I am able to do it a bit better when I can choose my environment instead of being restricted to stay in one place” (int_3) and that “...what I notice that it tends to help if there is a little bit of sunlight during the day.” (int_3). The other entrepreneur working in a flexible mode stated that it was more of the surrounding workspace which affected the results and motivation and not so much the location where

the job is conducted “... I think that one of the best that affects my productivity at my work is the environment...” (int_1).

3.5 Discussion

In this chapter, the results and findings are evaluated and discussed on the basis of the research questions, as well as presenting future possibilities for research methods and objectives for similar studies conducted for entrepreneurs and their preferences on their working environment.

Briefly discussed, the results of the study were all aligned with the thoughts and initial ideas that arose when conducting the theoretical part of this research. As many sources were used for background research and the ones which were used to form the interview questions, it can be understood that there are eventually very clear lines of choosing WFH and WFO.

The research questions regarding WFH are answered quite unanimously according to the interviewees regarding this topic. Initially, when bringing up the topic of WFH, one can draw initial conclusions about whether it is good for your personal life balance. This must be one of the most obvious thoughts when discussing the concept of WFH. It is clear that when there is no clear line between home and work at the same time, having the possibility to work whenever and possibly even whenever when working from home is important. To answer the first research questions about advantages and disadvantages briefly, the entrepreneur has to mainly balance whether they are ready to compromise home life for the comfort of WFH.

The findings of workers engaging in non-work related activities and them not having a negative impact on productivity support the findings in the theoretical part (Chu et al., 2022). The aspect of WFH initially brings up concerns about having distractions interrupting work-related projects. As in the theoretical part and the study results, the idea of WFH can be argued to not have negative impacts on work motivation and productivity.

The findings on the research questions regarding WFO are supported by the literature review regarding team working (Salas et al., 2018) since the topic of having to work alone was brought up. Entrepreneurs, such as other workers and humans in general, need interaction and possibly a feeling of being part of something and having the possibility to work together with others or even the possibility of asking for help or guidelines from peers or entrepreneurs working in the same field. The disadvantages of WFO are very individual since most of the results imply time management. The topic of time management is wide and can differ from person to person. The time to travel for some entrepreneurs might be seen as a way to enjoy a brief moment of their day to simply commute and not think about work or home for a while.

The results of flexible working fall in between these two study results. The aspect of flexible working could be more widely studied and examined more carefully to determine what is considered flexible working and on what scale. Studying flexible working as an own phenomenon, topics such as what individuals see as flexible working and the definition of flexible working could be studied and analyzed in a qualitative manner while bringing in entrepreneurs who are forced to work flexibly between home and office and their thoughts and preferences on the field.

This study tells us about digital entrepreneurs' preferences about whether to WFH or WFO. The results are relevant to entrepreneurs who have the possibility to choose between the two environments and have the most impact on entrepreneurs who work with main devices such as computers and mobile phones. This study does not take into consideration entrepreneurs of different fields and their preferences of whether to WFH or WFO.

The effects of indirect and direct sunlight on the production of serotonin can boost mood-enhancing substances. In addition, sunlight can affect alertness and vitality. Short-wave exposure to sunlight directly affects the neurophysiological and endocrine responses in the brain that are involved in alertness. It is believed that the presence of sunlight at work can affect the mood of employees. Similar to natural elements, the effects of sunlight on mental health are expected to be positive. It is also believed that being exposed to sunlight is a beneficial resource (An et al., 2016). Having the possibility of flexible working allows employees as well as entrepreneurs to change their work environment, for example,

during the winter time in northern parts of the globe, which can be seen positively in results and motivation.

These are the key takeaways for entrepreneurs making the decision whether to WFH or WFO:

- Evaluate the possibilities of WFH and the possible advantages and disadvantages in your own home, for example, in terms of space, internet connection, distractions, cleanliness, family members and devices you can use in your own home

- Evaluate the possibilities of WFO in terms of costs and additional expenses that may occur when renting an office space

- Evaluate the aspect of time management in terms of commute time and how much it affects your daily life

- Think of an aspect which may motivate you to get better results from your work; if additional motivation is obtained from working in a social space, consider WFO. If the work is better and easily conducted from the comfort of your own home, consider WFH

- For flexible working, entrepreneurs should consider discipline and their own willingness to work even when WFH. If the work is sometimes conducted from office premises, does the change to WFH affect the results and productivity negatively or positively?

- To briefly combine all the suggestions it is to know yourself and your own limitations through self-discovery and precisely analysing your surrounding

Conclusion

In this study, the most repeating aspect of being an entrepreneur and whether to choose WFH or WFO was the ability to have freedom. Entrepreneurs in this study wanted to be entrepreneurs because of their passion for the field that they work in and mainly for the freedom to work from the location they prefer. All of the entrepreneurs interviewed for this research were happy with their working conditions and had chosen to either WFH or WFO voluntarily.

To answer the first research question about the advantages of working from home was time management, meaning that entrepreneurs could save time by not needing to commute to work or the office. Also, the aspect of being in the comfort of your own home suggests the freedom of being able to work and having the luxury of not leaving your own apartment.

For the second research question, the main disadvantages of working from home can be seen as having to mix personal and work life together and taking the risk of having distractions, such as home tasks, family and other aspects related to being at the home challenge the entrepreneurs focus.

The third research question that was answered according to the entrepreneurs about the advantages of WFO was that there is a clear space for working with minimal or no distractions. It is clear that a location planned for working can be more beneficial to people who might easily catch up on distractions, for example, when WFH. Another advantage brought up by the entrepreneurs wanting to WFO was the aspect of teamwork and having people around you to help with certain tasks and problems. WFO is also, according to the entrepreneurs, less lonely, which may help increase better results and to stay more motivated.

The last research question about the disadvantages of WFO was answered by the entrepreneurs to be time management due to the commute time that needs to be done both on the way to work and coming home from work. This is the complete opposite of the

advantages of working from home, where time management was listed as one of the advantages and not the disadvantages.

According to this study, the work environment of the entrepreneurs interviewed had a somewhat impact on their motivation and results. For some individuals, the questions regarding motivation and results were neutral to the point where they could not point out a certain aspect where motivation and results would increase or decrease due to environmental aspects. In contrast, some of the entrepreneurs said that the environment has a great impact on motivation and, therefore, also results. Regarding this, it could be said that individual needs to evaluate their own personality and the type of work they want to produce and what type of surroundings fits them the best. Flexible working was also listed as a great option for individuals who want to have even more freedom and control their work surroundings even more.

Limitations regarding methodology are visible in the sample size. To be able to study the topic more thoroughly and get more accurate answers presenting a larger group of people, the interviewees should be picked from a greater selection of entrepreneurs presenting a wider variety in work fields, not only from the digital aspect since other entrepreneurs such as handicraftsman etc. can work from home as entrepreneurs. Also, the sample size was a non-random selection meaning that the respondents were handpicked.

The interview questions were designed to collect an overall view of the respondents' experiences and preferences when it comes to WFH or WFO. The questions could have been formed to answer the preferences over a longer period of time and to a specific time and period to get more accurate data about the working preferences. The aspect of entrepreneurship could also have been specified more thoroughly to understand the importance of the working environment.

Future studies regarding this field studies could be further conducted while specifying the origin of entrepreneurship and the motivation to become an entrepreneur. An interesting aspect of concluding could be whether the entrepreneurs have grown up in an environment where parents or other family members work as entrepreneurs.

Another suggestion for further studies is to study the effects of being an entrepreneur, either WFO or WFH, on their families, especially for the one WFH, since the impacts of family and home surroundings were only studied from the point of view of the entrepreneur and not others, for example in the same surroundings and how it affects their work-home balance.

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Appendices

Appendix 1: Interview questions

1) What is your name and what is your field of entrepreneurship?

How long have you been entrepreneur? What was your main motivation to start entrepreneurship?

2) Do you work from home or the office? (Can there be also hybrid version – works both places?)

Has it always been like this (you have worked from home or in office) or have you changed your habitual pattern recently? How long have you worked in this mode?

3) What devices do you use when working? Which phone/computer, etc., do you see as the most important to you?

4) What has led you to choose WFH/WFO?

Did you choose working from home / in office voluntarily or was it because you had to (for some reasons, please specify)?

5) What are the advantages of working from (answer)?

6) What are the disadvantages of working from (answer)?

7) What would it be if you could change one thing about your work environment?

What should be different in work environment so you could be more productive?

8) Would you say that work environment affects your motivation and results? If yes, then how?

Appendix 2: Transcripts of the interviews

https://docs.google.com/document/d/1dtf-46WE_MjDyqN4SbvW3vJkg52L3Njo5m8aQS_P_Po/edit?usp=sharing

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