

Hybrid entrepreneurship in South Africa: Additional income or transition into full-time entrepreneurship

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Keywords

Hybrid Entrepreneurship;
Supplementary income;
Non-monetary benefits;
Transition to entrepreneurship;
Push and pull factors.

Abstract

The study explored the emerging trend of hybrid entrepreneurship that has the potential to disrupt the small business landscape and boost economic productivity. However, little is known about the factors that drive or hinder the existence of this phenomenon. To address this knowledge gap, a study investigated the factors motivating entry into hybrid entrepreneurship and their influence on an individual's business choice. The research utilised a qualitative approach, specifically one-on-one interviews, to gain a detailed understanding of the experiences of hybrid entrepreneurs. Data were collected from a group of 12 participants. The study revealed that while some individuals were forced to start their businesses due to unfavourable circumstances, most were motivated to pursue hybrid entrepreneurship by intrinsic factors that drew them towards the business opportunity. This research thus identified push and pull motivating factors for hybrid entrepreneurs.

1. Introduction

1.1. Background

Amidst the significant global economic transformations brought about by recent events such as the COVID-19 pandemic, the Russian-Ukraine War, and the tension in Palestine, the world is facing unprecedented challenges. South Africa, in particular, is experiencing pressures from increased oil prices, climate-induced disruptions to food supply, soaring unemployment rates, and diminished real income due to rising interest rates. Additionally, the country is grappling with continuous corruption, constant electricity load-shedding, a total collapse of infrastructure, high unemployment rates, and no government support or focus.

Navigating these challenges requires individuals to seek avenues for supporting their livelihoods, particularly against the backdrop of limited earning potential from traditional waged work. The concept of hybrid

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entrepreneurship emerges as a compelling point of exploration in this context. Hybrid entrepreneurship, defined as the combination of self-employment and wage labour, is identified by Luc et al. (2018) as a phenomenon on the rise, linked to contemporary economic factors such as globalisation, changes in career paths, nonstandard working arrangements, limited access to finance, and employment insecurity.

The terms "hybrid entrepreneur" and "employee with a side hustle" refer to individuals involved in more than one professional endeavour, but there are distinctions between the two. A hybrid entrepreneur actively manages and operates both a traditional job (as an employee) and their entrepreneurial venture simultaneously. They may work for a company full-time or part-time while running their own business (Maritz et al., 2023). The entrepreneurial venture can vary in nature, ranging from a small startup to a freelance consultancy, but the key is that they are actively engaged in entrepreneurial activities. On the other hand, an employee with a side hustle is typically an individual with a primary job as an employee but engages in additional, usually part-time, entrepreneurial activities on the side. The side hustle may involve various activities such as freelancing, consulting, selling products or services, or other entrepreneurial endeavours (Walsh et al., 2022). Unlike hybrid entrepreneurs, these individuals do not necessarily own or operate a separate business.

The positive outcomes of the pandemic and other disruptive events accelerate the adoption of aspects of the Fourth Industrial Revolution (4IR), leading to a shift in traditional work structures. Remote working and flexible employment terms have become integral components of the new employment landscape, offering individuals opportunities for cost savings and potential engagement in entrepreneurial activities. However, the theoretical understanding of hybrid entrepreneurship within South Africa remains underexplored, with limited research on the drivers, barriers, and impact on business strategies. This is confirmed by Dzomonda and Fatoki (2018), who stated that while research on hybrid entrepreneurship in South Africa is growing, there is still much to explore; therefore, researchers continue to investigate this dynamic area to understand better the motivations and challenges faced by hybrid entrepreneurs in the South African context. A study done at the Gordon Institute for Business Science (2021) found that although entrepreneurship has been widely studied, the specific context of hybrid entrepreneurship, where individuals engage in both entrepreneurial activities and traditional employment, has received less attention, especially in the South African context. According to this study, people in a country like South Africa must explore and become hybrid entrepreneurs to seek supplementary income while pursuing meaningful work, especially after the COVID-19 pandemic, highlighting the importance of diverse income sources.

This article addresses this gap by delving into the motivations behind entry into hybrid entrepreneurship and understanding how these motivations inform the entrepreneur's business choice and transition into full-time entrepreneurial activities. Drawing on insights from existing literature, the study aims to contribute to a deeper understanding of the complexities of hybrid entrepreneurship in South Africa. The business rationale of the study is rooted in recognising small and medium enterprises (SMMEs) as crucial drivers of economic growth, job creation, poverty eradication, and improved lifestyles. Despite their importance, many SMMEs face challenges leading to closure within the first few years of inception, emphasising the need for a nuanced understanding of factors influencing entrepreneurial success. By exploring hybrid entrepreneurs' motivations,

challenges, and business choices, this research aspires to shed light on a vital aspect of contemporary economic adaptation and resilience. Given the paucity of literature on this subject and following the insights offered by Dzomonda and Fatoki (2018), this research project also aims to uncover new perspectives and deepen our understanding of the motivations for hybrid entrepreneurship. Through semi-structured interviews (Johnston, 2010), the study seeks to explore the intricacies of these motivations, whether push or pull and elucidate their influence on individuals' choices of business ventures. This qualitative approach provides a richer and more comprehensive insight into the factors driving working individuals towards hybrid entrepreneurship and shaping their entrepreneurial choices.

1.2. Problem Statement

There is uncertainty about whether hybrid entrepreneurship in South Africa is perceived as a means of additional income or a transition into full-time entrepreneurship and whether there are push or pull factors motivating employees to become entrepreneurs.

1.3. Research objectives

The primary objective of this article is to establish whether hybrid entrepreneurship in South Africa is seen as a transition to full-time entrepreneurship or as an extra source of income and whether push or pull factors are motivating them.

1.3.1.1. Research questions

The research question this article answers is thus whether hybrid entrepreneurs in South Africa are pursuing this type of entrepreneurship as an extra income or as a transition to full-time entrepreneurship, motivated by push or pull factors.

In the literature review, the concepts and definitions regarding hybrid entrepreneurship and the motivational factors for transitioning into hybrid entrepreneurship will be explored. The methodology section will discuss the qualitative approach followed for this research. The results and findings section will summarise the data contributions made by the participants and the researchers' analysis and interpretation. The article concludes with recommendations to the government, and to scholars for future studies.

2. Literature Review

The literature review delves into why entrepreneurs opt for hybrid entrepreneurship. Is it due to the need for additional income, or are there other factors, such as the potential to transition into full-time entrepreneurship? What motivates them to take this step? Is it push or pull factors?

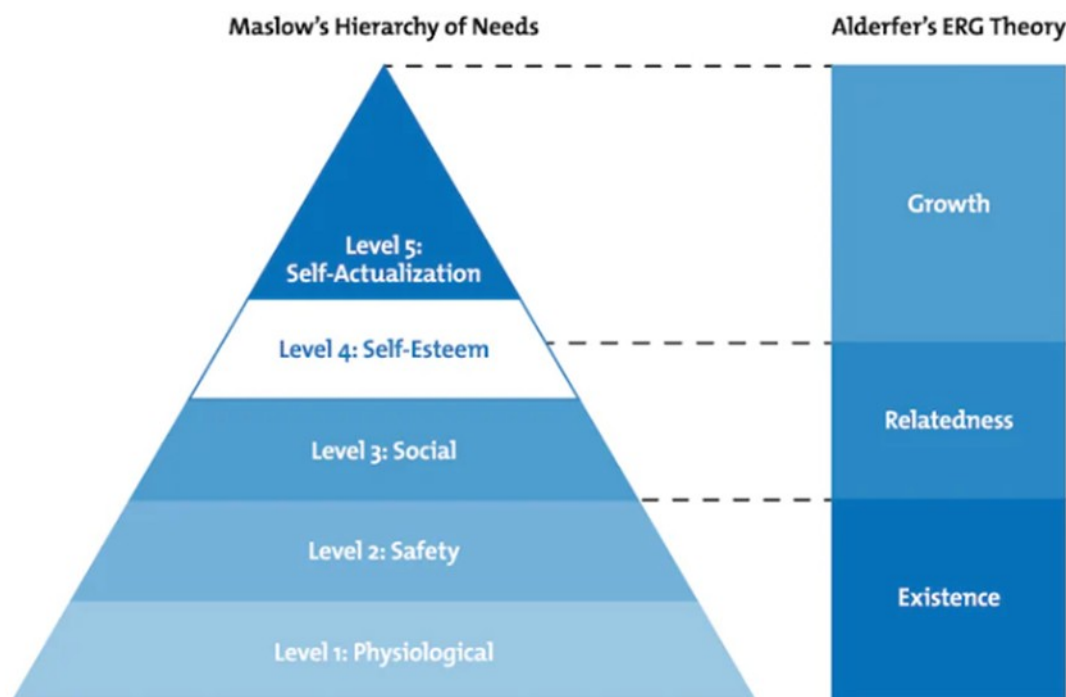
2.1. Motivation

Motivation, a concept integral to understanding human behaviour, can be defined as the driving force behind an individual's actions. In this study, we focus on the motivations propelling working individuals to enter the realm of entrepreneurship, specifically through hybrid entrepreneurship. Amorós et al. (2021) categorise the complexity of entrepreneurial motivations as push, pull, or a combination of both factors. Push theory posits that adverse circumstances propel individuals toward entrepreneurship, stemming from a disparity between their current situation and the desired state they aspire to achieve (Gódány et al., 2021). This might include

dissatisfaction with the working environment, flawed reward systems, or inadequate salary. In contrast, pull theory suggests that individuals are inspired to embark on an entrepreneurial journey due to presented opportunities or external factors, allowing for greater autonomy and decision-making roles (Górány et al., 2021).

Alderfer's ERG theory proposes three essential needs that must be met by an individual: existence, relatedness, and growth (Acquah et al., 2021). Unlike Maslow's hierarchy of needs, the earliest and most widely accepted theory of motivation, Alderfer describes these needs as a spectrum rather than a hierarchy (Acquah et al., 2021). In Maslow's model, the basic needs of food, water, and shelter form the pyramid's foundation, with needs becoming more complex as you move up the pyramid. Maslow assumes that if lower-order needs are unmet, higher-order needs are insignificant (Benson & Dundis, 2003). In contrast, Alderfer acknowledges that different needs can be activated in any order and simultaneously, so the individual can be influenced by more than one need at a time (Culbertson et al., 1992).

Figure 1: How Maslow's and Alderfer's Levels Relate



Source: Acquah et al. (2021)

Alderfer's theory suggests that unsatisfied needs can influence people's behaviour and that individuals generally progress from lower-order to higher-order needs. This can be seen in Figure 1 above. Scholars have used Alderfer's ERG theory to understand the internal perspectives that drive individuals towards specific actions. This theory is suitable for understanding the motivation of individuals towards hybrid entrepreneurship. It can

also help us better understand individuals' behaviour within a complex environment where multiple factors are at play.

People may adopt hybrid entrepreneurship for financial or non-financial reasons. Those who opt for it for financial reasons may do so due to financial constraints, a desire to increase their income, or as a strategy to spread financial risks. On the other hand, psychological factors are more critical for those who pursue hybrid entrepreneurship for non-financial reasons. They may seek social recognition and self-fulfilment through this type of entrepreneurship (Kurczewska et al., 2020).

Entrepreneurs can be classified as push or pull entrepreneurs, with research indicating that the latter tends to fare better (Gódány et al., 2021). By facing the added complexity of retaining formal employment, hybrid entrepreneurs navigate this conundrum to succeed. Scholars generally agree that motivation, in this context, pertains to the direction and extent of one's actions (McDonough, 2003). The inclination to augment earnings and attain non-financial rewards, such as pursuing a passion, emerges as a pivotal factor influencing entry into hybrid entrepreneurship (Dzomonda & Fatoki, 2018). However, existing studies, like the one conducted by Dzomonda and Fatoki (2018), offer limited insights into the nuanced aspects contributing to the need for supplementary income and constraining non-financial rewards to the pursuit of passion. Moreover, the study suggests that individuals in South Africa do not perceive hybrid entrepreneurship as a necessary step toward transitioning into full entrepreneurship (Dzomonda & Fatoki, 2018).

2.2. Hybrid entrepreneurship

Hybrid entrepreneurs engage in self-employment while holding a primary position in wage-based employment (Demir et al., 2020). Research shows that hybrid entrepreneurship is a common phenomenon and that those who engage in it exhibit systematic differences from those who pursue self-employment directly (Folta et al., 2010). It is not safe to assume that existing literature on entrepreneurial motivation can be applied generally. Further studies are needed, though, to better understand the emergence and development of hybrid entrepreneurship. Hybrid entrepreneurship is a phenomenon that is prevalent in countries like the United Kingdom and Sweden. However, policymakers in certain countries, such as South Africa, do not fully recognise its significance, which limits its prevalence. However, hybrid entrepreneurship is becoming more popular as more South Africans show high entrepreneurial intentions despite economic constraints. Although Dzomonda and Fatoki (2018) found that the prevalence of hybrid entrepreneurship in South Africa is limited, Folta (2010) argues that being a hybrid entrepreneur can impact the decision to transition into full-time self-employment if significant learning occurs during the period of being a hybrid entrepreneur. According to the experiential learning theory, individuals process their experiences by engaging in reflective contemplation. This process of reflection helps them convert their experiences into knowledge, shaping their future actions (Candice, 2020). Demir et al. (2020) propose adopting a hybrid approach to entrepreneurship that includes three key elements: 1) providing a path to a supplementary income, 2) offering non-monetary benefits, and 3) facilitating a transition into self-employment.

2.3.1. A path to supplementary income

In this study, "supplementary income" refers to the additional income individuals seek to improve their earnings. They may need this extra income to bridge the gap between their current earnings and the cost of living. Additionally, it could also be a means of achieving a higher level of living standards and indicating financial success. A study conducted in Nigeria by Thomas et al. (2021) found that hybrid entrepreneurship can assist individuals in comfortably meeting their daily expenses and provide an additional source of income. Thomas et al. (2021) noted that hybrid entrepreneurship has enabled some notable businesspeople to achieve their personal goal of becoming billionaires.

2.3.2. A path to non-monetary benefits

Non-monetary benefits can be aligned with Alderfer's growth needs, which focus on self-development, personal growth, and advancement (Acquah et al., 2021). This alignment can be observed as a desire for increased independence in decision-making, pursuing passion projects, or striving for self-actualisation goals. The ultimate goal is to attain the desired psychological benefits. However, there is often a trade-off between monetary and non-monetary benefits. In a study by Ferreira et al. (2019), the protagonist expresses reluctance to grow his business, seemingly fearful of the tension between his passion and the necessity of income.

2.3.3. A path to transition

According to Ferreira et al. (2019), research suggests that hybrid entrepreneurs who start their businesses in stages have higher success rates than non-hybrid entrepreneurs. This method of entry allows entrepreneurs to test their ideas and acquire business competencies without jeopardising their financial stability. The Lazaar Theory of Entrepreneurship explains how individuals become entrepreneurs (Kurczewska & Mackiewicz, 2020). It suggests that successful entrepreneurs need diverse knowledge, skills, and professional experience in different business areas, as highlighted by Thomas et al. (2021). This theory, also known as the "Jack-of-All-Trades" theory, was proposed by economist Edward P. Lazear in 2002. It emphasises that successful entrepreneurs are generalists with a balanced mix of skills that allow them to handle various aspects of managing a business. The theory has significant implications for how individuals should approach their education and career development if they aim to become entrepreneurs.

Although some literature exists on why individuals engage in hybrid entrepreneurship, deeper insights are still needed into the motivations that compel working individuals, especially in South Africa, to consider self-employment alongside their regular jobs. It is also unclear how these motivations influence their business type. This is particularly important because the success of small businesses could be the key to resolving South Africa's economic problems.

3. Research Methodology

This study was based on an interpretivist philosophy to gain a detailed understanding of the motivations that drive individuals towards hybrid entrepreneurship. Saunders and Lewis (2018) propose that interpretivism involves studying social phenomena in their natural environment, which aligns with exploring the factors influencing hybrid entrepreneurship. Given this area's lack of established theory, a phenomenological research paradigm was deemed most appropriate. Phenomenology is an approach that describes the essence of a

phenomenon from the perspective of those who have experienced it (Neubauer et al., 2019). This makes it a strong foundation for the study. Interpretivism and phenomenology are thus suitable methodological designs for exploring hybrid entrepreneurship because they focus on understanding individuals' subjective, complex, and context-dependent experiences. These approaches provide deep insights into how hybrid entrepreneurs perceive, interpret, and navigate their dual roles, contributing to a richer and more nuanced understanding of this phenomenon. The research employed an inductive approach, with one-on-one interviews to contribute to existing theories, allowing for flexible adjustments based on emerging themes and patterns.

3.1 Population and sampling

The research focused on currently employed individuals, particularly those receiving wages and considering or already involved in hybrid entrepreneurship. The study was conducted in South Africa, where hybrid entrepreneurship is prevalent. The study aimed to understand the factors influencing individuals to engage in this phenomenon and how it impacts their business decisions, recognising the individual as the fundamental component in hybrid entrepreneurship. The researchers used a combination of purposive and snowball sampling to find participants through personal connections. After the first three participants were identified through purposive sampling from the researcher's network, the following four were referrals from the first three. The remaining participants were referrals from the second four, thus using a snowballing technique. The sample size was validated by achieving saturation after the 12th interview, within the recommended range for phenomenology design.

3.2 Data collection and analysis

The primary method used to collect data was through semi-structured interviews conducted by the researcher. The interview questions were designed to explore motivations and business choices. Interviews were conducted in person and via video conference to accommodate geographical and timing constraints. The interviews were transcribed using AI and verified by the researcher. The data was analysed thematically to uncover patterns and comprehensively explore the participants' experiences. Ethical approval for the study was obtained, and pilot interviews were conducted to refine the interview guide. The participants' understanding was rigorously validated to ensure the study's credibility, and the video conference recordings were transcribed verbatim to mitigate potential biases.

4. Results and Findings

The table below provides a profile of the participants interviewed.

Table 1: Participants' profile

Participants	Fulltime employment	Hybrid venture
1 (Male)	Accountant at a mine	Accounting Services to SMMEs and tutoring high school and university students
2 (Male)	Financial Manager	Logistic company. Owning a few trucks

3 (Male)	Health Care Industry	Sales and business development. Buying bulk and selling to micro-entrepreneurs
4 (Male)	Property Management	Cash loans
5 (Female)	Real estate agent	Bookkeeping services to micro-entrepreneurs
6 (Male)	Fleet manager	Logistics company. Owning trucks and SUVs
7 (Female)	Talent acquisition specialist	Water purification shop
8 (Male)	Retail sales	Digital media communication business
9 (Female)	Property rental agent	Printing business
10 (Male)	Bank clerk	Small-scale fuel retail
11 (Male)	Real estate broker	Maintenance Services Company
12 (Female)	Hospitality Industry	Cash loans

The respondents provided various reasons for choosing this particular venture. However, they all agreed that they identified an opportunity they could pursue due to a heightened awareness of themselves and their environment. They have chosen a business in a field in which they either have skills or feel comfortable. They saw an opportunity to make extra money that matches their skills or present field of work. This made it easier for them to pursue hybrid entrepreneurship. Their motivations behind this decision included passion, skills, competence, personal circumstances, and community/market demand. These motivations were further strengthened when a proven business model, familiarity with the industry, and support were available.

4.1 Factors Motivating Full-time Employees to Start a Hybrid Venture

According to the data, hybrid entrepreneurs in South Africa were initially driven to start their businesses due to financial demands caused by economic pressures. Most respondents expressed that they either had a deficit in meeting their income needs or that the economy had growing pressures that required additional income streams for survival and goal realisation. Thus, the immediate financial reward of hybrid entrepreneurship became an attractive aspect. The supplementary income needs varied from short-term needs, such as daily living expenses, to long-term needs, such as generating capital for future projects and wealth creation. Below are some excerpts that show how the need for a supplementary income was a motivational driver for full-time employed individuals to start their businesses. The moment they experienced the need for extra income, they initiated the search for that source, and in this process, they identified opportunities in the market. The choices were easier when the new venture was related to, in line with, or supplementary to their full-time occupation.

Table 2: Financial reasons why full-time employees started hybrid ventures

It is a risk to rely only on one source of income. I want to accumulate capital to start my own business when I want to resign from my current job.

It is just too expensive to raise children in the city. A salary alone cannot do it. I do not ever want my family to struggle.
I am abused in my current workplace with too many responsibilities and a salary that does not match this. I cannot find alternative employment. So, I have to create something for myself.
I saw it as a way of securing a long-term income. I also want to create an inheritance for my children and grandchildren.
My husband lost his job, and we needed extra income.
My salary did not meet my monthly expenses. I want to live at a certain standard and enjoy certain privileges. A nice life is not coming cheap. I want some form of luxury.
I needed some extra money to give back to other people in need.
I wanted to build up a reserve to fund an envisioned bigger project.
I want to expand my wealth and not just sit and wait for an annual raise in my salary.
I want to materialise my dream and not just work on somebody else's.

The interviewed participants shared that they had reasons other than money for starting their businesses. These non-monetary reasons included the desire for more autonomy in decision-making, the freedom to manage their own time, the pursuit of their passions, the opportunity to give back to their communities and feel empowered, the fulfilment of their innate entrepreneurial spirit, and the search for a challenging role. Below are some quotes from the respondents that relate to these motivations:

Table 3: Non-monetary reasons why entrepreneurs start hybrid ventures

I want autonomy in decision-making where I can set the rules.
I want to be my boss.
I want to be in control of my destiny.
I do not respond well to orders. I do not want to be told what to do.
I hate doing nine-to-five. I want to do more with my life.
I want that flexibility and freedom to be there for my children and to attend their sports and school events. I do not always want to beg for leave or an hour here and there to be available for my kids.
I started a business to test my ideas and to fulfil my passion. I also want to empower other people.
I want to reduce unemployment, give back to the community, and change people's lives.

The participants in the study expressed that their current hybrid ventures were just a temporary stage until they could afford to devote themselves to it full-time. They all had the intention of eventually becoming full-time entrepreneurs. Respondents cited financial security, funding, and skills development for maintaining their salaried jobs while establishing their businesses. Most respondents frequently cited both financial security and skills development as important factors. Some extracts from the study related to these aspects are highlighted below:

Table 4: Transitioning to full-time entrepreneurship

I am trying to save as much as possible to become a full-time entrepreneur. The process is just difficult because of extra taxes and all the red-tape of registering a company, and all the additional implications.
I am gaining skills and learning from my current managers, so I do not make the same mistakes in my business.
I will stay employed until I no longer need the salary. But I am going through all the tedious government processes to register and start my company.
I ploughed what I learned in my day job into my hybrid venture. There must be more support in the country for people who want to become full-time entrepreneurs.
I keep my full-time job for financial security reasons. There will come a day when I no longer need it.
I learned much about systems, stakeholders, and clients, and all the red-tape of government, which I am applying to my business.
I am not a finance person, so I learned much about tax, VAT, and UIF at my current job. I know I will use it later in my own business. As an entrepreneur, I need more education to prepare for the next step.

Discussion

This research focused on understanding the motivations of active and potential hybrid entrepreneurs in South Africa through one-on-one interviews. The study aimed to identify the reasons behind pursuing hybrid entrepreneurship, particularly the factors of supplementary income, non-monetary benefits, and transitioning into full-time entrepreneurship.

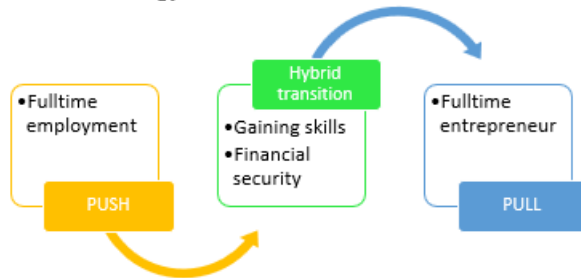
The study builds upon existing literature highlighting the significance of supplementary income, non-monetary benefits, and transitioning in driving individuals towards hybrid entrepreneurship. However, it also introduces a unique emphasis on understanding these motivations in the South African context. This study complements previous research, such as Demir's systematic review (2020) and Dzomonda's study on motivations toward hybrid entrepreneurship in South Africa (2018).

The research revealed that hybrid entrepreneurs are motivated by various factors, including immediate financial needs, unfavourable work circumstances, and long-term aspirations. Furthermore, non-monetary benefits such as autonomy in decision-making, time freedom, pursuit of passion, community impact, and empowerment motivate individuals to pursue hybrid entrepreneurship. The study highlights the relevance of autonomy in decision-making as a central theme driving various non-monetary benefits.

Contrary to a previous study in South Africa (Dzomonda & Fatoki, 2018), which suggested that participants were not motivated to use hybrid entrepreneurship as a career transition strategy, this research uncovers a

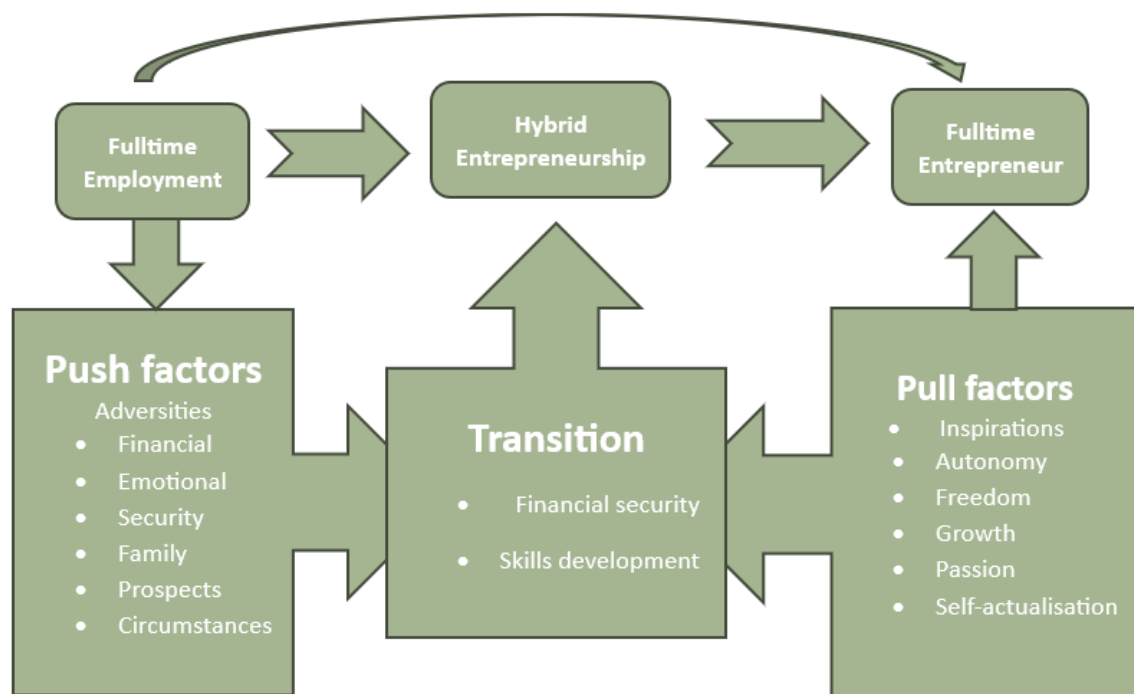
unanimous intention among participants to transition into full-time entrepreneurship. Figure 2 below indicates the flow from full-time employment to full-time entrepreneurship, as confirmed by the data.

Figure 2: The transition strategy



Financial security and skills development emerged as critical indicators determining the timing of this transition. The study also revealed that participants often identify market gaps based on personal experiences or observations, linking their motivation for entering hybrid entrepreneurship with their chosen business ventures. The research focuses on understanding the motivations of active hybrid entrepreneurs in South Africa through one-on-one interviews. The study aimed to identify the reasons behind pursuing hybrid entrepreneurship, particularly the factors of supplementary income, non-monetary benefits, and transitioning into full-time entrepreneurship.

Figure 3: The entrepreneurial trajectory



The findings in Figure 3 summarise the results of the study. The study revealed that hybrid entrepreneurs who are currently employed full-time were motivated by a combination of push and pull factors. Their initial motivation for exploring entrepreneurial opportunities stemmed from the need for an additional source of income. In many cases, their current occupation influenced their entrepreneurial choices because it was a field they were familiar with. They view the hybrid phase as transitioning from full-time employment to full-time entrepreneurship. Pull factors such as freedom and being their own boss motivate them to work towards becoming full-time entrepreneurs. They find the process established by the government to become a business owner and entrepreneur burdensome and unnecessary. Additionally, they expressed the need for more education or information on entrepreneurship.

Managerial Implications

The implications of this study for the government are the need to create a supportive environment that encourages individuals to pursue hybrid entrepreneurship. This could involve implementing measures such as providing tax incentives for hybrid entrepreneurs, simplifying regulatory processes for small businesses, offering access to affordable financing options, and promoting entrepreneurial education and skills development. It is important to address bureaucratic obstacles. Collaboration between government agencies, industry stakeholders, and educational institutions is crucial for creating an environment conducive to hybrid entrepreneurship. It is essential to continually monitor and evaluate policy initiatives to assess their effectiveness and identify areas for improvement. Establishing feedback mechanisms from hybrid entrepreneurs and stakeholders is also necessary to ensure policies remain responsive to evolving needs and challenges.

Recognising that "pull entrepreneurs" may contribute significantly to small business creation, governments can play a pivotal role in shaping legislation and policies that encourage and sustain this entrepreneurial activity.

Educational institutions can offer training programs to assist hybrid entrepreneurs in attaining the skills needed to transition to full-time entrepreneurship. Businesses with hybrid entrepreneurs in their employment can consider assisting them to become full-time entrepreneurs as part of their social responsibility. New entrepreneurs in the market might create more jobs and employment opportunities, something that is urgently needed in South Africa. The government could consider incentivising businesses that foster entrepreneurship and supporting employees in transitioning from hybrid to full-time entrepreneurship. This could lead to economic growth and the creation of more employment opportunities.

Scholars can explore the possibility of businesses or corporate organisations improving their corporate social responsibility scorecard by supporting full-time employed hybrid entrepreneurs in transitioning to full-time entrepreneurship out of their service and employment. This initiative could contribute to creating employment and economic growth, which are crucial factors for the South African economy at this stage.

5. Conclusions, Limitations and Future Research

In conclusion, this research has systematically analysed the motivating factors driving entry into hybrid entrepreneurship and their consequential transitioning to full-time entrepreneurship. Beginning with exploring the research background and objectives, this study aimed to understand the dynamics of hybrid entrepreneurship in the context of South Africa's economic challenges and the increasing prevalence of nonstandard working arrangements. In a nation grappling with a high unemployment rate and economic hardships, hybrid entrepreneurship emerges as a potential avenue for individuals to navigate financial uncertainties and contribute positively to the economy.

The findings of this study shed light on several key aspects of hybrid entrepreneurship. First, pursuing supplementary income is a multifaceted journey, ranging from immediate financial relief to long-term aspirations such as wealth creation and financial freedom. The transition from push factors to pull factors, as elucidated by Gódnány et al. (2021), underscores the evolving nature of motivations within this entrepreneurial trajectory.

Second, non-monetary benefits play a crucial role in motivating hybrid entrepreneurs, with autonomy in decision-making, time freedom, passion pursuit, community impact, and empowerment emerging as significant factors. The study highlights the interconnectedness of these non-monetary motivations. Third, individuals engaging in hybrid entrepreneurship intend to transition into full-time entrepreneurship gradually. This strategic approach aligns with research suggesting that a staged entry into full-time self-employment increases survival rates (Raffiee & Feng, 2014). Financial security and skills development emerge as pivotal indicators influencing the timing of this transition. Furthermore, the study explores the intricate relationship between motivating factors and business choice. While it suggests a connection, the strength of this relationship remains a nuanced aspect, providing a fertile ground for future research endeavours.

This research offers recommendations and implications and calls on academics to further explore the global phenomenon of hybrid entrepreneurship, especially within the South African context. It emphasises the potential success of businesses established through this approach. The future research landscape in hybrid entrepreneurship beckons scholars to explore the barriers or challenges they face and to delve into the characteristics of companies that support such activities among their employees. As hybrid entrepreneurship continues gaining traction as a response to economic challenges, understanding its dynamics becomes paramount for individuals, businesses, and policymakers. In conclusion, this study contributes valuable insights into the motivations and dynamics of hybrid entrepreneurship in South Africa, offering a foundation for further exploration and encouraging a holistic understanding of this evolving entrepreneurial phenomenon.

ACKNOWLEDGMENTS

No funding has been received for this study.

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