

establishing an HBB, with the other reasons being convenience (20%) and family or domestic reasons (18%). Attempting to review the empirical studies exploring entrepreneurial motivations, Shane et al. (2003) identified several significant motivators in encouraging entrepreneurship: need for achievement, tolerance of ambiguity, locus of control, self-efficacy, and goal setting. Similarly, Walker and Brown's (2004) study of Australian HBBs in the property and business services sectors found that the impetus of owner entrepreneurs included a range of both economic and lifestyle drivers. Many researchers have shown an increased interest in understanding the motivating factors that impact entrepreneurs' decisions to create new ventures (Shane et al., 2003; Carsrud and Brannback, 2011; Fayolle et al., 2014). Furthermore, Shane et al. (2003) identified the motivational factors which are critical in determining the entrepreneurial process and Intention, namely independence, drive, passion. Home has become a crucial center for work in the post-industrial age, reversing the dynamics of the industrial era that divided home and work areas (Felstead et al., 2005). A study by Alhothali (2020b) explored the challenges experienced by Saudi HBBs and demonstrated three critical challenges faced by female entrepreneurs to start and sustain their HBBs. To begin, large corporations have realized the cost savings and productivity gains that can be realized by having people work from home instead of an office (Donkin, 2008). Work-from-home jobs now account for 11% of all jobs in the UK. This is a 35% increase from 1997 according to the Labour Force Survey conducted in 2005. These motivators are also called classic motivators (Jean and Forbes, 2012). The home is no longer a refuge from work, but rather the .(core location for it, as Pink points out (2001, p. 41