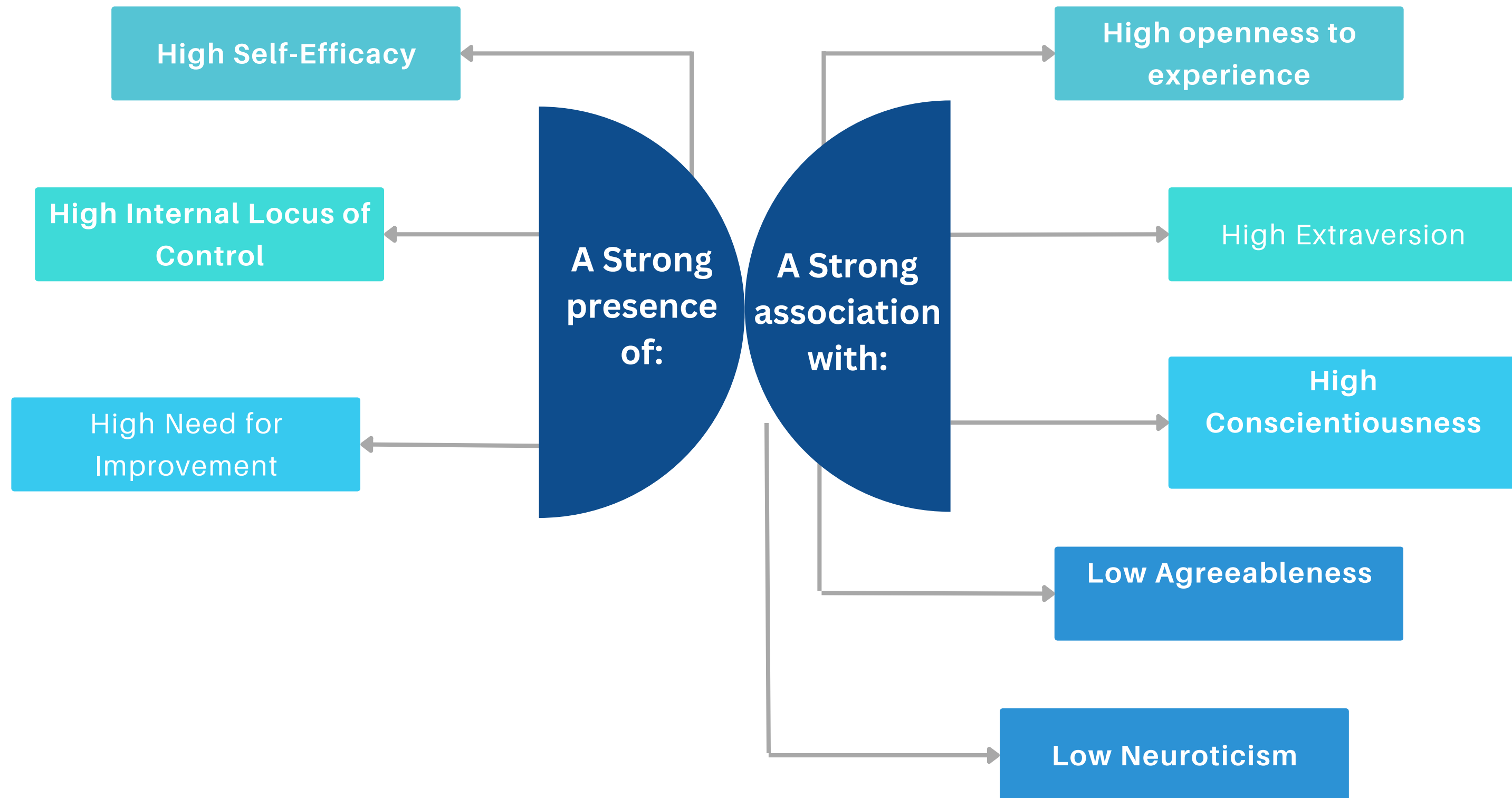
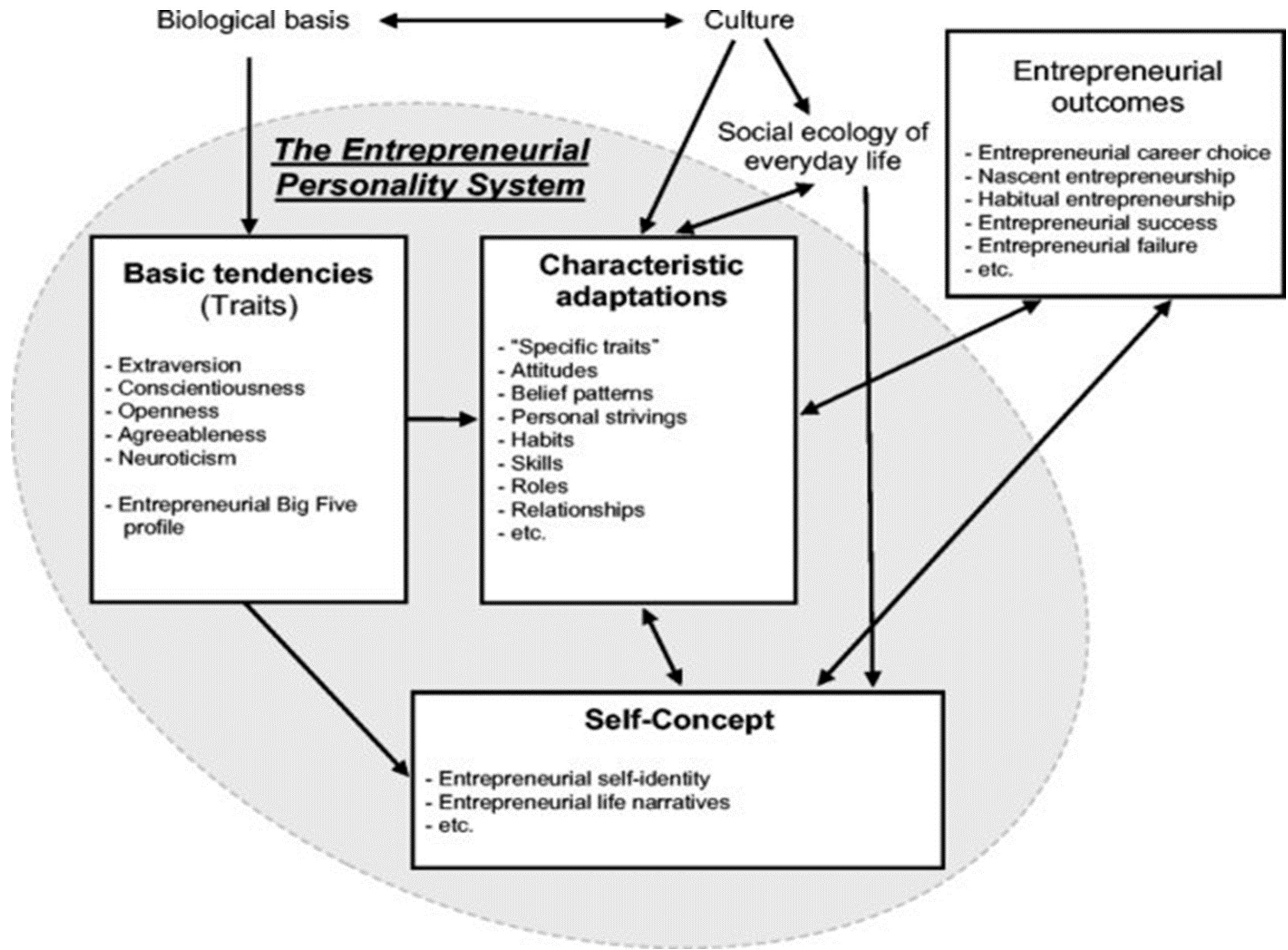


Human Aspect of Entrepreneurship: Personality and Theories

ENTREPRENEURIAL TRAITS: A RECAP





BASIC TENDENCIES

Basic tendencies such as the Big Five personality traits are



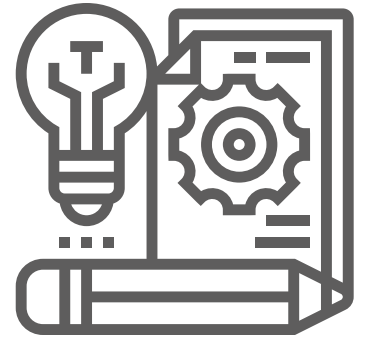
relatively stable

broad individual
differences in
behavior, thought
and feeling

account for general consistencies
across situations and over time

Openness to Experience
Extraversion
Conscientiousness
Agreeableness
Neuroticism

CHARACTERISTIC ADAPTATIONS



- Not necessarily seen as traits
- Specific motivational, social-cognitive, and developmental variables
- Contextualized in time, situations, and social role

The term adaptations signals that they arise from ongoing interactions with the environment (e.g., ecology of everyday life which is nested in the wider cultural and societal context influenced by the biologically based basic tendency level, the context, and the learning environment).

“Specific traits”

- **Attitudes**
- **Belief patterns**
- **Personal strivings**
- **Habits**
- **Skills**
- **Roles**
- **Relationships**

Effect of Characteristic Adaptations

The entrepreneurial characteristic adaptations affect entrepreneurial outcomes (e.g., entrepreneurial intentions, behaviors, and success) because they operate in the motivational, cognitive, and behavioral systems that initiate and regulate entrepreneurial behavior.



Entrepreneurial outcomes

- **Entrepreneurial career choice**
- **Nascent entrepreneurship**
- **Habitual entrepreneurship**
- **Entrepreneurial success**
- **Entrepreneurial failure**

Entrepreneurial Self Concept

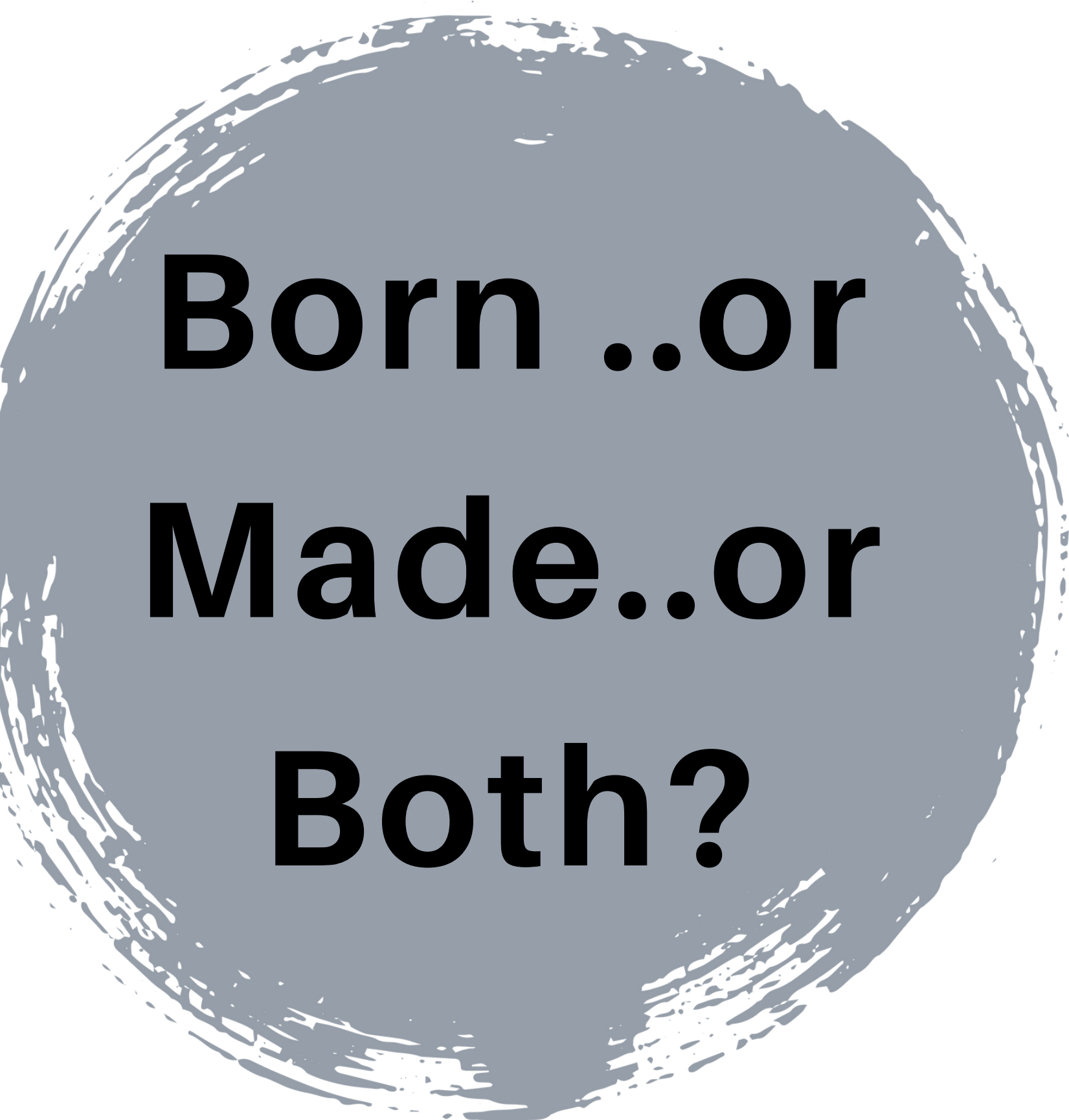
- Self Identity (Self Efficacy, Locus Of Control etc)



- Life narratives (experience, education, learning etc)



- Deeply rooted in early socialization experiences .
- Good fit between one's self-image and the entrepreneurial role.
- Entrepreneurial Big Five profile predicts an entrepreneurial self-identity structure with regard to business idea generation and business founding.
- Self-concept level feeds back to the characteristic adaptation level because it guides interactions with the environment



Born ..or Made..or Both?



Entrepreneurial Personality is

- **An integration of traits and acquired skills.**
- **Traits are shaped by the environment- social, cultural etc.**
- **Entrepreneurial career can be affected by the concept of Self .**
- **Concept of Self can be shaped by causing events that can lead to an increased self identity.**

THANK YOU

ANY QUESTION?



gurvinder@thapar.edu