



## The Role of Personality traits in Predicting the Individual desire For entrepreneurship Among The Students

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**ABSTRACT:** In terms of leadership, management, innovation, efficiency, making job, competition, productivity and establishing new companies, entrepreneurship contributes significantly in economic growth. It was believed that the entrepreneurship was like a necessary revolution for the society. The present research aimed to investigate the relation of the personality traits in predicting the entrepreneurial acts among the students. This was a descriptive correlational-based study. In the present paper, the sample population was the students of Isfahan University from 2016-2017. The sample with 120 participants was chosen by the available method. For this purpose, the software SPSS was used. In order to gather data from Neo's inventory on five factor measures Robins and Colter's organizational entrepreneurship was used. The result of the study showed that the entrepreneurship was positively correlated with personality traits like extraversion, agreeableness, openness, and conscientiousness and negatively correlated with neuroticism. The result from the regression analysis illustrated that the personality trait like extraversion has the highest strength in predicting the entrepreneurship among the students. On this base, it could be concluded that the personality traits including effective factors in the individual desire for entrepreneurship.

**Keywords:** personality traits, entrepreneurship, students

### I. INTRODUCTION

Entrepreneurship was considered as the new phenomenon in the economy and plays an important role in developing the countries' economy. Today, entrepreneurship in economy played the key role. In other words, in a dynamic economy, ideas, products and services were usually changing. Among all, it was entrepreneur who presents a pattern for defending and adjusting with the new conditions. Therefore, in such a wide extension and multidirectional interaction, entrepreneurship plays an important role in the human's new life. (Nahid, 2009). Entrepreneurship was an issue that has been highly noticed in late 20<sup>th</sup> century by the countries' educational systems around the world. However, the important point was that the entrepreneurs became as source for making great evolution in industry, education and service. Moreover, the economic development cycles had been always moved forwards by entrepreneurial development. In other words, entrepreneurship was considered as a means for growth and development (Schmpeter, 1934).

Fry (1993) noted that entrepreneurship was a combination of personality traits, financial tools and current sources in job environment that was done in a way that gives live to the system. It should be accepted that encouragement, appreciation and support should be highlighted and this main principle was considered as a strategic tool. It also was considered as the basis for development, together with economic and spiritual value creation for the individuals, organizations and societies generally and internationally. Moreover, economic, social, cultural and political consequences can solve many present challenges in the society. In this respect, all human's behaviors ranging from economic, social and political ones to cultural ones can be entrepreneurial or not (Saljoughi, 2008). About entrepreneurship, Kerotaker noted that the majority of things you have heard about entrepreneurs and believed what helped America to progress in management thought was all kinds of exaggeration there was no witchcraft or no secret and it was not related to genes. Entrepreneurship was a science and can be acquired like all other sciences. (Kerotaker, 2003).

It can be classified into two kinds: 1- Independent entrepreneurship 2- Inter-organizational entrepreneurship (Golestan Hashemi, 2003). Entrepreneurship was a process that can lead to satisfaction and new demands and be defined as a procedure for creating value by a unique series of sources in order to profit the opportunities (Ahmadpour and Rezaei, 1998). In this paper, independent and free entrepreneurship was discussed. That is, how the individuals could think and act entrepreneurially. It was a procedure that moves forward all

entrepreneurial activities by making a new economic organization from the beginning to the end, the presentation of product. There were many different desires among the individuals that make them work independently. One of these desires was the independency that was considered as the entrepreneur's strongest need. This person wants to do activities in his own way and does not like to work for others since he believes that he could deal with the problems better than others. Also, the need for development and achieving job satisfaction was among the desires that encourage the person for making independent economic organization (Rabei and Sadeghzadeh, 2011).

One of the main issues that was directly related to entrepreneurship was the personality trait (Nag and Shamuganathan, 2010; Zhao et al, 2010; De Phillis and Reardon, 2007). The personality traits could be defined as the different individual aspect which can be defined as fixed thought, feeling and behavior patterns (Jovanovich et al., 2001). In fact, personality was considered as a gradually evolving phenomenon that could be affected, grew and evolved by internal and external factors including inheritance, physical features and social conditions. The personality theorists and researchers were trying to understand why the individuals act and respond differently in the same situation. Some of them noted that the biological and genetic factors can be a cause. Others pay more attention to the individual life experience. In general, both personality perspectives could answer these three questions (Fist and Fist, 2005).

Using the factor analysis, Ketal and Aizink listed personality traits that were different in terms of numbers. Such issue did not mean the innate weakness of this method but also it showed the special statistical method that the theorists use for the factor analysis. The current personality researchers disagreed with both theories and believed that Aizink's idea was very simple and could not be extended due to its limited aspects while Ketal's theory included five wide factor (Sholtz and Sholtz, 1998, Said Mosavi, 1998). Robert McCrae and Will Costa conducted a program and introduced a five factor model (FFM) (Sholtz and Sholtz, 1998; Said Mahmoudi, 1998). These personality five factor included:

Neuroticism, the general desire to determine negative feelings like fear, sadness, impatience, anger, guilt and hatred; extraversion included flexible factors such as active imagination, aesthetic sense, attention to internal feelings, favoring variety, mental curiosity, and independency in justice. Agreeableness was one of the individual aspect by which generally the individual was friendly and sympathizes with others and eagers to help. he also believes that others can be helpful as well.

Conscientiousness, the conscientious person was a person with purpose, will and seriousness. These people were accurate in their jobs and very confident (Grossy, 2001). Based on the five factor model, the present aimed to answer the question "which one of the personality five factor was stronger than others in predicting entrepreneurship among students.

## **II. METHODOLOGY**

The present research was a descriptive and correlation-based one. The sample population for the present study was the students of Isfahan University during educational year from 2016-2017. 120 participants were chosen by available method. In order to analyze the data, the software SPSS was used and the results were reported descriptively and implicitly. In order to measure the extent to which the correlation existed between variables of research, Person correlation test was applied. To predict the degree to which the variables contribute in predicting entrepreneurship variance among the students, the multivariate linear regression test was used in a step by step method.

## **III. RESEARCH INVENTORY**

**Neo's five factor model measure:** in the present research, in order to measure the personality five factor, Neo's five factor inventory was used (Costa and McCrae, 1992). This inventory was a short form of the revised one for personality five factor that there was not different in terms of reliability and validity. It was the most widely used one to measure the personality great five factor and was widely supported experientially (Costa and McCrae, 1992). The benefit of using this inventory was that it took a while to be performed as well as the participants do not feel tired by answering questions. It has 60 items based on Likert's scale (1, completely agree and 5, completely disagree) in which any of 12 items measured different personality great five factor (Extroversion (E), Agreeableness (A), conscientiousness (C), neurotic (N) and openness (O). The scores were calculated separately for each factor and finally five scores were achieved. The internal consistency for this test in the U.S for factors N, E, O, A and C were 0.86, 0.76, 0.89, 0.87, and 0.93 respectively. In Iran, Grossy Farshi (2001) also confirmed the structure of five factors in the inventory in general and calculated coefficient for internal concomitancy for these five main factors as 0.86, 0.73, 0.56, 0.68 and 0.87 by using Cronbach's Alpha. Uther, Khanjani and Akbari (2011) reported on the internal consistency for this inventory for the students in Tabriz as follow: neuroticism (0.74), extraversion (0.70), agreeableness (0.68), openness (0.61) and conscientiousness (0.77).

**Robin and Colter’s entrepreneurship inventory (ROE):** this inventory wasdesigned in 1989 (Robins and Colter, 1998). It included 22 items andwasconsidered as one of the famous tools in measuring organizational entrepreneurship. In a study by Amirpour,Shirsavar and MarzbanMoghadam (2013) reliability based on Cronbach’s alpha was 0.88. Moreover, thisreliabilitywasconfirmed by other specialist and professional in this respect.

**Findings**

The results of the present study were presented by the analysisof 120 participants. The average age and standard deviation for these students were 22.33(±3.3), respectively. Table 1 displays the descriptive findings including frequency, mean and standard deviation of the data. Table 2 displays the correlation between the reassertvariables.

**Table1: Descriptive Findings**

Variable	N	Mean	Std. Deviation
Entrepreneurship	120	78.0500	4.33800
Neuroticism	120	23.5250	2.68504
Extraversion	120	19.2500	3.73997
Agreeableness	120	20.1167	3.54606
Openness	120	21.6417	4.08275
Conscientiousness	120	20.2833	3.84835

**Table2: Pearson’s correlation coefficient among the research variables**

Variable		Entrepreneurship
1-Entrepreneurship	Pearson Correlation	1
	Sig. (2-tailed)	
	N	
2- Neuroticism	Pearson Correlation	-.131*
	Sig. (2-tailed)	.154
	N	120
3-Extraversion	Pearson Correlation	.622**
	Sig. (2-tailed)	.000
	N	120
4-Agreeableness	Pearson Correlation	.578**
	Sig. (2-tailed)	.000
	N	120
5-Openness	Pearson Correlation	.525**
	Sig. (2-tailed)	.000
	N	120
6-Conscientiousness	Pearson Correlation	.613**
	Sig. (2-tailed)	.000
	N	120

Pearson’s correlation findings showed that entrepreneurship was positively related to the variables like extraversion, agreeableness, openness, conscientiousness and negativelyrelated to neuroticism.

**Table3:Step to step regression for predicting entrepreneurship among students**

Predicted model	Variable entered	R	R <sup>2</sup>	F	B	β	T	p
1	Extraversion	.619	.383	66.94	1.23	0.619	8.18	0.000

In order to predict the organizational entrepreneurship among students, the statistical method of regression analysisin a step to step methodwasused. In thismethod, it wasdisplayed which variablewashighly predicted. In thisresearch, it wasclarified that the personality trait like extraversion had the strongest one to predict entrepreneurship among students while two other tables, other personality traits also were significantly related to the entrepreneurship.

**IV. DISCUSSION AND CONCLUSION**

The present research aimed to investigate the role of the personality traits to predict the individual desire to entrepreneurship among students. The results showed that the entrepreneurship was positively related to the extraversion, agreeableness, openness, and conscientiousness and negatively related to neuroticism. The results from regression analysisdisplayed that the personality traits like extraversion weremost highly used to predictentrepreneurship among students. The presentresults illustrated that these results were in line with those done by Nag and Shamuganathan (2010), and Zhao etal (2010) and De Phillisand Reardon (2007). Douglas Lobber, one of the entrepreneurship specialists, believed that there were three groups of factors to develop the

organizational entrepreneurship including internally organizational factor, external environment and personality traits. Personality traits also could significantly affect promoting the organizational entrepreneurship (Lobber, 1998). Since the organizations staffs were considered as the individuals to control different responsibilities in the organization, those with special personality traits could be helpful in improving the organizational aims. It was worth to mention that today the success or failure for any of department of an organization was multiplied by the success or failure of the workers (Khosravi, 2002).

Management science theorists also considered the personality traits as effective ones in the success of an organization and they should be paid attention by the organizational and environmental factors. They also believed that the staffs should have two important features: one was related to the special structure, e.g. having special knowledge and sufficient specialty and the other was the personality structure, e.g. having special personality traits like confidence, risk taking, control focus, etc. (Digman, 2002). Shink and Collins noted that the procedure of entrepreneurship depended on the entrepreneur's decisions and these decisions were influenced by the individual characteristics.

Also, the personality traits were considered as the key ones in substantiating the investment aims in entrepreneurship (Koblar et al., 2013). In fact, narrating these traits was important in understanding the personality traits for the successful entrepreneurs who start to do entrepreneurship or have potentiality for entrepreneurship can potentially cause to encourage and bring success for them. Of course, it should be done in a way that the individual be aware of these traits, try to form them and this cause more desire for them to do entrepreneurial activities (Ahmadi, 2008). The entrepreneurs also considered as the main reinforcement in developing the country's economy. Using innovation effectively, the individual reaches a perspective and makes it as an economic opportunity. Before starting a job, any individual should know the psychological and spiritual traits for an entrepreneur by which they can achieve more success for their own or their organization. On this base, identifying an entrepreneurs and their personality characteristics in the society was of great importance.

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