



1.2 The Entrepreneurial mindset

1.2.1 Character traits of entrepreneurs

1.2.2 Entrepreneurial behaviour


1.2.3 Cultural influences on creativity

Person or Process?



Criticism of too much focus on the person/entrepreneur

0363-9428/88/124\$1.50
Copyright 1988 by the
University of Baltimore
Educational Foundation




“Who Is an Entrepreneur?” Is the Wrong Question

William B. Gartner

Entrepreneurship is the creation of organizations. What differentiates entrepreneurs from non-entrepreneurs is that entrepreneurs create organizations, while non-entrepreneurs do not. In behavioral approaches to the study of entrepreneurship an entrepreneur is seen as a set of activities involved in organization creation, while in trait approaches an entrepreneur is a set of personality traits and characteristics. This paper argues that trait approaches have been unfruitful and that behavioral approaches will be a more productive perspective for future research in entrepreneurship.

Gartner (1988)



**Person, Process, Choice:
The Psychology of New
Venture Creation**

Kelly G. Shaver
Linda R. Scott

Psychology can be distinguished from other behavioral sciences by its emphasis on the behavior of the individual person. Behavior, in turn, is influenced by the way in which the external world is represented in the mind, and by the individual's exercise of choice. The article examines the possibility that relatively enduring attributes of the person might affect entrepreneurial activity, describes the social cognitive processes involved in constructing representations of the external environment, and suggests which motivational variables affect behavioral choices. Although past research on "the psychology of the entrepreneur" has not been productive, a psychological approach based on persons, process, and choice holds promise for the future.

Shaver & Scott (1992)

Character traits of entrepreneurs



High need for independence



You are likely to be a person who:

Prefers to work alone & 'do their own thing'

Likes to make up their own mind & not bow to pressure

Can be seen as stubborn & determined

Prefers to do 'unconventional' things

High need for achievement



You are likely to be a person who:

- Restless & energetic
- Proactive rather than reactive
- Decisive & quick acting
- Goal orientated
- Task & results orientated
- Persistent & determined
- Forward looking & self-sufficient
- Optimistic rather than pessimistic
- 'On the go' all the time

High internal locus of control



You are likely to be a person who:

Believes they control their own destiny & discounts fate

Believes they create their own luck by hard work and effort

Is self-confident & shows considerable determination

Be willing to take advantages of opportunities that present themselves

High drive & determination



You are likely to be a person who:

<input type="checkbox"/>	Is proactive rather than reactive	<input type="checkbox"/>
<input type="checkbox"/>	Acts decisively & quickly	<input type="checkbox"/>
<input type="checkbox"/>	Sets achievable goals & then	<input type="checkbox"/>
<input type="checkbox"/>	works hard to achieve them	<input type="checkbox"/>
<input type="checkbox"/>	Is persistent & determined	<input type="checkbox"/>
<input type="checkbox"/>	Continues in a task despite setbacks	<input type="checkbox"/>
<input type="checkbox"/>	Is 'on the go' all the time	<input type="checkbox"/>
<input type="checkbox"/>	Is restless & easily bored	<input type="checkbox"/>

High creativity & innovative



You are likely to be a person who:

Is curious & questioning

Is intuitive & imaginative

Is innovative with an abundance of ideas

Is a bit of a daydreamer

Enjoys change & the challenges it poses

High acceptance of risk & uncertainty



You are likely to be a person who:

Make decisions quickly

Can act on incomplete information evaluating likely costs against benefits

Accurately assess their capabilities & then sets challenging but attainable goals

Is neither over nor under ambitious

Measuring Entrepreneurial tendency - GET2 test



- Need for independence
- Need for achievement
- Locus of control
- Creativity & innovation
- Willingness to take risks & live with uncertainty



Personality tests



Assignment



Take the GET2 test & discuss the results with friends who know you well. Do they recognize these characteristics & the associated behaviours in you? Reflect on the influences that might have contributed to your character.

Are you an Entrepreneur?

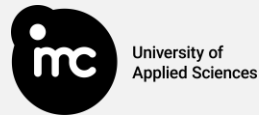


Acknowledgments



This Material is Part of the Education Package produced within the Erasmus+ Project: ENDORSE

Project Partners:



ENDORSE Educational Material Entrepreneurship © 2024 by ENDORSE is licensed under [CC BY-SA 4.0](https://creativecommons.org/licenses/by-sa/4.0/)



Logos of Partner Institutions and Erasmus+ are excepted.