

# Relationship between Entrepreneurial Attitude Orientation and Personality among College Students

Samachi Sharma

Punjab University

Email: [samachi.sharma\[at\]gmail.com](mailto:samachi.sharma[at]gmail.com)

**Abstract:** *With the current influx of various small business coming into existence and further developing into establishments has generated a wave of entrepreneurial avenues being given a heightened importance. The aim of the current study intends to understand the relationship between entrepreneurial attitude orientation and personality among college students. The Entrepreneurial Attitude Orientation Scale (Robinson et. Al., 1991) and NEO-PI-R-FFI (Costa and McCrae, 1991) were used to assess the entrepreneurial orientation and personality, respectively. The research was conducted on 50 engineering and management students of Chandigarh. Scores were calculated, tabulated, and interpreted to find the correlation using the Pearson's Product Moment Correlation. A positive correlation was found between Entrepreneurial Attitude Orientation with Extraversion, Openness to Experience and Conscientiousness.*

**Keywords:** Entrepreneurship, Personality, Correlation

## 1. Introduction

### *Defining Entrepreneurship*

Entrepreneurship goes about as a power which is driving the success of economy as the consistent supply of maturing entrepreneurs are significant for the progress of economy, as entrepreneurs are the ones who can change over crude thoughts into a creation and conceivable answer for social orders' needs (Schumpeter, 1934). Economists characterise an entrepreneur as an individual who unites assets by which the consolidated worth of these assets become more than their singular worth. For a psychologist, entrepreneur is the person who is inspired by specific elements to accomplish something which is significant for trial and error and achieve designated objective (Rokhman & Ahamed, 2015).

Schumpeter (1934) and Drucker (2014) accept that entrepreneurship is altogether significant for the in general financial wellbeing and point out a few pragmatic instruments and parts of entrepreneurship so one can turn into an effective entrepreneur.

### *Defining Personality*

According to Robbins et al. (2010) Personality is "the sum total of the ways in which an individual reacts to and interacts with others. It is most often described in terms of measurable traits a person exhibits".

According to Eysenck (1970) "Personality is the more or less stable and enduring organization of a person's character, temperament, intellect and physique which determine his unique adjustment to the environment"

Personality can be characterized as the unmistakable and generally persevering through perspectives, feeling and acting that portray an individual's reactions to life circumstances. Note that this definition alludes not exclusively to individual qualities, yet additionally to circumstances. Personality psychologists are along these lines keen on contemplating 'individual by- circumstance' communications in their endeavours to get the unmistakable

ways of behaving of people (Robins et al., 2007).

Biological clarifications for personality differences center around three levels. One gathering of scholars utilizes evolutionary standards to make sense of why specific attributes exist in human species (e.g., Buss, 1999). Others look for the hereditary bases for inheritance (Plomin, 1997). Still others look for contrasts in the working of the nervous system (Heatherston et al, 2006; Pickering and Gray, 1999). Since long it has been guaranteed that advancement of personality depends on heredity and environment. Both nature and nurture impact the improvement of personality characteristics, however their commitments vary as indicated by the attribute being referred to (Plomin and Caspi, 1999)

### *The Big Five Personality Traits*

The Big Five alludes five significant qualities of personality, which are accepted to be adequate for estimating the personality of the person. There was a normal act of estimating 16 unique personality factors in the investigations connected with personality. Every one of these depended on the factors recommended by Cattell (1948). Cattell gave the hypothetical foundation to a large part of the current research in the estimation of personality. That work has finished in the rise of five essential factors that structure an expected fundamental model for delimiting the design of personality. A few scientists in the field of personality settled upon that, with the assistance of the five estimates it is feasible to cover the entire personality. A portion of the significant defenders of the five factors were Goldberg (1993); John (1990); MC Crae and Costa (1987). Albeit, to some degree various factors have been utilized for five factors, the most normally utilized terms are Openness to experience Conscientiousness, Extraversion, Agreeableness and Neuroticism regularly recorded under the abbreviations OCEAN.

- **Openness to Experience:**

It is considered as the significant component of personality. Descriptors from lexical examinations that depict this

element incorporate unique, creative, expansive interest and trying (McCrae and Costa, 1987). The different components are dynamic creative mind, tasteful responsiveness, mindfulness to internal sentiments, preference for judgment. The individual having a place with this classification are interested about both internal and external universes. They are ready to engage in novel ideas and unconventional values. They experience both positive and gloomy feelings more acutely than to close people. This classification uniquely connects with parts of intelligence, for example, different reasoning that add to inventiveness. Individuals who score low on openness will generally be traditional in conduct and moderate in viewpoint. Be that as it may, openness is in no way, shape or form identical to intelligence. Openness might sound better or more full grown to quite a large number psychologists yet the worth relies mostly upon the prerequisite of the circumstance. Openness involves six facets, or dimensions, including active imagination (fantasy), aesthetic sensitivity, attentiveness to feelings, preference for variety, and intellectual curiosity. An extraordinary arrangement of psychometric examination has exhibited that these features or characteristics are fundamentally related. Along these lines, openness can be considered to be a worldwide personality attribute comprising of a bunch of explicit qualities, propensities, and inclinations that bunch together.

- **Conscientiousness:**

It is the personality quality of being cautious, or careful. Conscientiousness suggests a longing to do an undertaking effectively. Faithful individuals are productive and coordinated rather than accommodating and muddled. They display an inclination to show self-control, act obediently, and focus on accomplishment; they show arranged as opposed to unconstrained way of behaving; and they are by and large coordinated and reliable. They have a more utilitarian anterior cingulate cortex (ACC) than the normal individual. It is appeared in trademark ways of behaving, for example, being perfect and precise; likewise including such components as watchfulness, painstakingness, and consultation (the inclination to consider cautiously previously acting.) Conscientiousness is one of the five attributes of the Five Factor Model of personality and is a part of what has generally been alluded to as having character. Honest people are for the most part focused and dependable. They are likewise prone to be conventionalists. To summarize, Conscientiousness is an inclination to show self-restraint, act obediently, and make progress toward accomplishment against measures or outside assumptions. It is connected with the manner by which individuals control, manage, and direct their motivations. High scores on conscientiousness show an inclination for arranged instead of unconstrained way of behaving. The normal degree of conscientiousness ascends among youthful grown-ups and then declines among more older adults.

- **Extraversion**

Extraversion is the condition of fundamentally acquiring delight from outside oneself. Extraverts will quite often appreciate human cooperation and to be energetic, loquacious, decisive, and gregarious. Extraverts are stimulated and flourish off being around others. They enjoy exercises that include enormous get-togethers, for example,

parties, local area exercises, public shows, and business or political gatherings. They likewise will generally function admirably in gatherings. An extraverted individual is probably going to appreciate time enjoyed with individuals and track down less compensation in time burned through alone. They will quite often be empowered when around others, and they are more inclined to fatigue when they are without anyone else. These individuals like fervour and excitement and will more often than not be lively in demeanour. They are playful, vigorous and hopeful. Extraversion is described by broadness of exercises (instead of profundity), surgency from outside action/circumstances, and energy creation from outer implies. The quality is set apart by articulated commitment with the outside world. Extraverts appreciate connecting with individuals, and are regularly seen as ready to go. They will generally be excited, activity situated people. They have high gathering perceivability, as to talk, and affirm themselves. At the end of the day, the variable of extraversion depicts individuals who are appraised by peers as amiable, carefree, warm, agreeable and loquacious (McCrae and Costa, 1987).

- **Agreeableness**

Like extraversion, agreeableness is essentially a aspect of relational inclinations. Agreeableness is a personality attribute showing itself in individual conduct qualities that are seen as kind, thoughtful, agreeable, warm and accommodating. The pleasant individual is essentially selfless. The agreeableness attribute reflects individual contrasts in everyday worry for social congruity. Pleasing people esteem coexisting with others. They are for the most part obliging, kind, liberal, trusting and reliable, supportive, and ready to think twice about interests with others. Pleasant individuals additionally have a hopeful perspective on human instinct. As per peer appraisals, individuals high on agreeableness are pardoning, indulgent, thoughtful and delicate hearted. Pleasing individuals are more famous than antagonists.

- **Neuroticism**

Neuroticism is the inclination to experience negative feelings, like resentment, uneasiness, or sadness. It is the most unavoidable space of personality scale showing contrast changes or enthusiastic soundness with maladjustments, or neuroticism. The overall propensity, to experience negative influence like dread, trouble, humiliation, outrage, responsibility and loathing, is the center of the neuroticism space. The people who score high in neuroticism are genuinely responsive and helpless against stress. They are bound to decipher normal circumstances as compromising, and minor disappointments as terribly troublesome. Their pessimistic enthusiastic responses will generally endure for abnormally significant stretches of time, and that implies they are regularly feeling awful. For example, neuroticism is associated with a critical methodology toward work, certainty that work blocks individual connections, and clear nervousness connected with work. Neuroticism likewise alludes to the level of enthusiastic solidness and drive control and is some of the time alluded to by its low post, "emotional stability". A serious requirement for security shows itself as a steady and quiet personality, however should be visible as sub-par and

indifferent. A low requirement for security causes a receptive and sensitive personality, frequently exceptionally unique people, however they can be seen as temperamental or unreliable. Neuroticism is contrarily corresponded with self.

#### **Entrepreneurship and Personality**

**Schmitt-Rodermund and Vondrack (2002)** present proof on interrelations between personality characteristics, entrepreneurial orientation and entrepreneurial vocation possibilities among German subjects. **Staw, Bell and Clausen (1986)** played out a few longitudinal examinations and observed that steady individual personality demeanour is framed by the time of adolescence and consequently makes it conceivable to anticipate future ways of behaving and mentalities despite key situational changes.

It has been showed that dispositional proportion of personality fundamentally and dependably anticipated work mentalities and business conduct over a range of fifty years. The example of dispositional decay demonstrated that young adult stage attitudes put into high gear a predictable arrangement of conduct and decisions that later created significant ramifications for the person (**Slaw, Bell and Clausen 1986**).

Personality characteristics stands firm on focal foothold in entrepreneurship. The conviction that entrepreneurship has particular arrangement of attributes gave phillip to endeavors to find those inherent personality qualities that impact people to embrace risk (**Gartner, 1988**).

#### **Neuroticism and Entrepreneurial Orientation:**

Entrepreneurs are believed to have a high level of self-confidence wherein they tend to control the outcomes in the environment. Being high on neuroticism does not purposefully serve as a core characteristic of entrepreneurs. (**Chen, Greene & Cricke, 1998; Crant, 1996; Simon, Herighton & Aquino, 2000**). The main characteristics of entrepreneurs revolve around being innovative and confident which is unlikely if an individual scores high on neuroticism (**Schumpeter, 1934**). **Judge & Cable, 1997** are of the view that due to the tendency of individuals high on neuroticism showcasing highly anxious, embarrassed, sad and fearful dispositions and dependence on others, these features of neuroticism do not cater to the entrepreneurial behaviours. Recent studies showcase that one's personality plays an important role in devising a career choice.

#### **Extraversion and Entrepreneurial Orientation:**

**Costa and McCrae (1984)** found that enterprising jobs highly correlate with extraversion. Entrepreneurs tend to be highly extroverted individuals, with high levels of social competence partnered with an ability to actively adjust in novel situations (**Aldrich & Zimmer, 1986**). Certain meta-analytic evidence reported that certain Big five personality traits act as an imperative factor in entrepreneurial occupations (**Zhao & Seibert, 2006; Rauch & Frese, 2007**). Shane (2003) found that most entrepreneurs score high on extraversion dimension of the big five traits. Since entrepreneurs require high levels of support from their social environment, scoring high on extraversion is facilitative to their career (**Chandler and Jansen, 1992**).

Entrepreneurs are required to perform activities involving outside support which requires high level of networking. In cases of extroverts, it not only helps them, but the organisation as a whole (**Bruderal & Preisendorfer 1998**).

#### **Conscientiousness and Entrepreneurial Orientation:**

**Engle, Mah, and Sadri, (1997)** stressed that entrepreneurs are more inventive and creative than individuals working as employees. **Zhao and Siebert, (2006)** found that experimental exploration affirms the positive relationship among conscientiousness and the inclination to be an entrepreneur. A meta-analysis of a few examinations showed that conscientiousness was the biggest of the big five aspects on which entrepreneurs and administrators contrast. According to **Schmitt - Rodermund (2011)**, exploration recommends that effective entrepreneurs might be higher in conscientiousness than ineffective ones. Higher entrepreneurial interests are possibly connected with more elevated levels of conscientiousness and extraversion and to bring down degrees of agreeableness and neuroticism. No identifiable difference was found in openness to experience (**Miner, 1997**). Conscientiousness has been the most reliable character indicator of occupation execution across a wide range of work and occupations. It has also been exhibited that honest individual are more achievement oriented and relentless which have been proposed as center attributes of entrepreneurs (**Mount & Judge, 2001**).

#### **Openness to experience and Entrepreneurial Orientation:**

Individuals high on openness to experience have imaginative, innovative and reflective qualities. Open people are interested and ready to engage in original thoughts and unpredictable qualities (**McCrae, 1987; Costa & McCrae, 1992**). Elevated degree of openness to experience is the character aspect that is supposed to be generally characteristic of the people who structure more grounded entrepreneurial intensions than others. This aspect assesses individual qualities like interest, broadmindedness, and knowledge, which might be reflected in an entrepreneur's spirit. There is a strong relationship between entrepreneurship and low level of neuroticism, conscientiousness and agreeableness, and high level of openness to experience and extraversion (**Brandstätter, 1997**). accentuated on advancement as a characterizing quality of entrepreneurs. These credits are significant for entrepreneurs as need might arise to investigate ground-breaking thoughts and adopt inventive strategies to the improvement of items and the organisation of businesses (**Schumpeter, 1976; Zhao and Seibert, 2006**).

#### **Agreeableness and Entrepreneurial Orientation:**

Experimental examination likewise affirms the negative relationship among agreeableness and probability of individual to turn into an entrepreneur (**Zhao & Seibert, 2006**). As found by a meta analytic study by Zhao and Seibert, entrepreneurs and managers should differ on two personality dimensions i.e., neuroticism and agreeableness. It was detailed that individuals who began organisations subsequent to being laid off and going through outplacement were more 'resilient' and more 'thinking' than the people who returned to conventional work through outplacement

(Wooten et. al., 1999). In addition, a meta-analysis of a few investigations likewise detailed that entrepreneurs scored lower than administrators on agreeableness (Zhao & Seibert, 2006). Judge & Cable (1997) are of the view that agreeable individuals are the opposite of individuals showcasing entrepreneurial tendencies.

### Aim and Hypotheses:

With this background in mind, the purpose of the current study is to find the relationship between entrepreneurial attitude orientation and personality among college students.

On the basis of the review of literature, the following hypotheses were proposed:

- 1) There will be a **negative association** between **Neuroticism and Entrepreneurial Attitude Orientation.**
- 2) There will be a **positive association** between **Extraversion and Entrepreneurial Attitude Orientation.**
- 3) There will be a **positive association** between **Conscientiousness and Entrepreneurial Attitude Orientation.**
- 4) There will be a **negative association** between **Agreeableness and Entrepreneurial Attitude Orientation.**
- 5) There will be a **positive association** between **Openness to experience and Entrepreneurial Attitude Orientation.**

## 2. Methodology

### Sample:

The sample for the present study consisted of various engineering and management students based in Chandigarh (N= 50) All the participants were in the age group of 18-28 years of age. A total number of 77 responses were received. A total number of 8 forms were incomplete and were not eligible for evaluation. Out of the remaining 69 forms, 32 were filled by females and 37 were filled by males. A total number of 50 forms were selected for the current study.

### Design:

The aim of the study was to analyse the relationship between entrepreneurial orientation and personality of college students. The data for the current research was collected using google forms. Responses were arranged and scored according to the instructions in the manual. Scores were calculated, tabulated, and interpreted to find the correlation was found using the Pearson's Product Moment Correlation.

### Tools Used:

#### 1) NEO-PI-R-FFI (Costa and McCrae, 1991):

The NEO-PI-R-FFI is a 60-item version of form S of the NEO-PI-R that provides a brief, comprehensive measure of five domains of personality. It consists of five sub scales each with twelve items scales that measure five domains of personality. These domains are:

- **Neuroticism:**

Includes twelve items to measure individual's adjustment and emotional stability. Individuals high on this domain tend

to experience number of negative emotions including anxiety, hostility, depression, self-consciousness, impulsiveness and vulnerability. Low scores on this domain can be characterized as self-confident, calm, even tempered and relaxed (Costa and McCrae, 1992).

- **Extraversion:**

Includes twelve items. It measures the extent to which the individual is assertive, dominant, energetic, active, talkative and enthusiastic (Costa and McCrae, 1992). Individual score high on extraversion tend to be sociable, assertive, enthusiastic and cheerful.

- **Openness To Experience:**

Includes twelve items. High level of openness depicts creativity, innovativeness, imaginative, reflective and untraditional values of individual. Row scores on this subscale characterized person as conventional, narrow in interest and unanalytical.

- **Agreeableness:**

Includes twelve items which assess one's interpersonal orientation. Individuals high on this domain can be characterized as trusting, forgiving, caring, altruistic and gullible. Individuals who score low on this dimension can be characterised as manipulative, self-centered, suspicious and ruthless.

- **Conscientiousness:**

Includes twelve items. It measures individual's degree of organization, persistence, hard work and motivation for goal accomplishment. Conscientiousness is a broad personality dimension which is composed of two primary facets named as achievement motivation and dependability.

### 1. ENTREPRENEURIAL ATTITUDE ORIENTATION SCALE (Robinson et. al., 1991)

The Entrepreneurial Attitude Orientation Scale developed by Robinson et al.,(1991). The entrepreneurial attitude orientation scale specifically measures the entrepreneurial attitude orientation among individuals.

The scale consists of 74 statements. The responses are measured using a five point Likert rating scale starting from Strongly Disagree, Disagree, Neither Agree nor Disagree, Agree and Strongly Agree scored as 1,2,3,4 and 5 respectively.

For reverse scoring, the score was given as Strongly Agree, Agree, Neither Disagree Nor Agree, Disagree and Strongly Disagree scored as 1,2,3,4 and 5 respectively.

Among the 74 statements, 61 items were scored on the direct method while 13 items were scored using the reverse method. The maximum possible score on entrepreneurial attitude orientation is 370 and minimum is 74.

Higher the score, higher is the entrepreneurial attitude orientation. Entrepreneurial attitude orientation comprises of the sub scale scores to constitute the individual's attitude orientation

### 3. Results

**Table 1: Shows the Mean and SD of the Scores on NEO-PI-R-FFI by Costa and McCRAE (1991)**

SUBSCALE	Mean	SD
Neuroticism	26.72	5.53
Extraversion	28.12	4.34
Agreeableness	31.64	4.74
Openness To Experience	25.68	4.14
Conscientiousness	29.06	7.36

**Table 2: Shows The Mean and SD of the Scores on the Entrepreneurial Attitude Orientation Scale by Robinson et. al. (1991)**

	Mean	SD
Entrepreneurial Attitude Orientation	267.86	14.88

**Table 3 (A): Shows the Correlation between Neuroticism and Entrepreneurial Attitude Orientation**

	Mean	SD	r Value	p Value
Entrepreneurial Attitude Orientation	267.86	14.88		
Neuroticism	26.72	5.53		
			- 0.84	.560*
				*p<0.05

**Table 3 (B): Shows the Correlation between Extraversion and Entrepreneurial Attitude Orientation**

	Mean	SD	r Value	p Value
Entrepreneurial Attitude Orientation	267.86	14.88		
Extraversion	28.12	4.34		
			0.85	.557*
				*p<0.05

**Table 3 (C): Shows the Correlation between Agreeableness and Entrepreneurial Attitude Orientation**

	Mean	SD	r Value	p Value
Entrepreneurial Attitude Orientation	267.86	14.88		
Agreeableness	31.64	4.74		
			-.119	.409

**Table 3 (D): Shows the Correlation between Openness to Experience and Entrepreneurial Attitude Orientation**

	Mean	SD	r Value	p Value
Entrepreneurial Attitude Orientation	267.86	14.88		
Openness To Experience	25.68	4.14		
			.024	.868

**Table 3 (E): Shows the Correlation between Openness to Experience and Entrepreneurial Attitude Orientation**

	Mean	SD	r Value	p Value
Entrepreneurial Attitude Orientation	267.86	14.88		
Conscientiousness	29.06	7.36		
			.290	.041*
				*p<0.05

Table 1 shows the Mean and Standard Deviation for the scores of subjects (N=50) on NEO - PI - R - FFI By Costa and McCrae, (1991).

The Mean for the subscales Neuroticism, Extraversion, Agreeableness, Openness to Experience and Conscientiousness came out to be 26.72, 28.12, 31.64, 25.68 and 29.06 respectively.

The Standard Deviation for the subscales Neuroticism, Extraversion, Agreeableness, Openness to Experience and Conscientiousness came out to be 5.53, 4.34, 4.74, 4.14 and 7.36 respectively.

Table 2 shows the Mean and Standard Deviation of scores of subjects (N=50) on the Entrepreneurial Attitude Orientation Scale by Robinson et. al., (1991).

The Mean and Standard Deviation came out to be 267.86 and 14.88 respectively.

Table 3 (a) shows the correlation between Neuroticism (M=26.72) and Entrepreneurial Attitude Orientation (M=267.86). The Pearson Correlation came out to be - 0.84, which is significant at 0.05 level.

Table 3 (b) shows the correlation between Extraversion (M=28.12) and Entrepreneurial Attitude Orientation (M=267.86). The Pearson Correlation came out to be 0.85, which is significant at 0.05 level.

Table3 (c) shows the correlation between Agreeableness (M=31.64) and Entrepreneurial Attitude Orientation (M=267.86). The Pearson Correlation came out to be -.119.

Table3 (d) shows the correlation between Openness to Experience (M=25.68) and Entrepreneurial Attitude Orientation (M=267.86). The Pearson Correlation came out to be .024.

Table3 (e) shows the correlation between Conscientiousness (M=29.06) and Entrepreneurial Attitude Orientation (M=267.86).

The Pearson Correlation came out to be .29 which is significant at 0.05 level.

### 4. Discussion of Results

The purpose of the current study was to find the relationship between entrepreneurial attitude orientation and personality among college students. The data for the current research was collected using Google forms. Responses were arranged and scored according to the instructions in the manual. Scores were calculated, tabulated, and interpreted to find the correlation was found using the Pearson's Product Moment Correlation. The NEO - PI - R - FFI by Costa and McCrae (1991) was used to measure personality. The NEO - PI - R - FFI is a 60 - item version of form S of the NEO - PI - R that provides a brief, comprehensive measure of five domains of personality. It consists of five sub scales each with twelve items scales that measure five domains of personality. The five domains are Neuroticism, Extraversion, Agreeableness, Openness to Experience and Conscientiousness. The Entrepreneurial Attitude

**Orientation Scale developed by Robinson et al., (1991)** was used to measure the entrepreneurial attitude orientation among individuals.

With regards to the Neuroticism subscale of personality, the hypothesis, there would be a **negative association** between **Neuroticism and Entrepreneurial Attitude Orientation** stands true, with the values being significant at 0.5 level. Neuroticism aspect of personality is over - burden with lack of caution and negative effect. Antagonism, tension, and sorrow are moreover going with highlights of neuroticism aspect. Individual high on neuroticism are low on adjustment, emotional stability, self - confidence and affinity for innovation (Costa and McCrae 1982, 1991). Specialists have shown that such individual high on neuroticism are repulsed by improving society (Judge and Cable, 1997) and lack independent decision - making skills (Wiggins, 1996). Research has delivered a not insignificant rundown of proximal personality factors such as positive thinker, decision maker, single - mindedness, achievement to relate to entrepreneurial goals and achievement (Zhao and Seibert, 2006). This large number of factors are straightforwardly inverse to the attributes of neuroticism. The personality profiles of effective entrepreneurs portray total nonappearance of such qualities in their characters. Entrepreneurs have been demonstrated to be profoundly self - assured with compelling confidence in their capacity to control results in the climate (Crant, 1996; Chen, et al., 1998; Simon, et al., 2000).

With regards to the second subscale, Extraversion, the hypothesis, that there will be a **positive association** between **Extraversion and Entrepreneurial Attitude Orientation** stands true, with the values being significant at 0.05 level. These outcomes likewise support the discoveries of Shane (2003) and Baron, (2000); Aldrich and Zimmer (1986); effective entrepreneurs are high in friendly capability by righteousness of their capacity to collaborate and effectively install themselves in friendly setting. Extraversion has positive and profoundly critical correlations with all records of entrepreneurial direction. This shows that characteristics of friendliness, decisiveness, excitement, gladness, and interest in circumstances which establish the component of extraversion (Costa, McCrae and Holland, 1984; Costa and McCrae, 1992) favors the entrepreneurial direction. Surprisingly high fearlessness joined with excitement and interest in the occasions mark the characters of effective entrepreneurs. Since entrepreneurs require high levels of support from their social environment, scoring high on extraversion is facilitative to their career (Chandler and Jansen, 1992).

Conscientiousness, the third subscale, tends to guarantee the diligence of exertion, inspiration and unblemished limit with regards to association of different abilities. The third hypothesis, there will be a **positive association** between **Conscientiousness and Entrepreneurial Attitude Orientation** stands true, with the values being significant at 0.05 level. This large number of elements in conscientiousness is by all accounts the essentials of entrepreneur's personality. Relationship of conscientiousness with diligence, accomplishment direction and persistence (Barrick and Mount, 1991) and the finding that

conscientiousness as most reliable indicator of occupation execution across all sorts of work and occupation (Barrick et al., 2001; Zhao and Seibert, 2006) moreover indicated its positive relationship with entrepreneurship.

The fourth subscale, Agreeableness, refers to a personality attribute showing itself in individual conduct qualities that are seen as kind, thoughtful, agreeable, warm and accommodating. The hypothesis, there will be a negative association between Agreeableness and Entrepreneurial Attitude Orientation stands true. Some researchers found that agreeableness is associated with passive dependence (Costa & McCrae, 1992) and conformity (Judge & Cable 1997; Zhao & Seibert, 2006) which acts as a negative factor when entrepreneurs come across as independent decision makers and individuals favouring novel thoughts and ideas.

The last hypothesis, **there will be a positive association between Openness to Experience and Entrepreneurial Attitude Orientation** stands true. Inclination to be mentally inquisitive, looking for new experiences and investigating clever thoughts add to innovation and innovativeness of the people in difference to the people who take on customary methodology and are less scientific. Openness to experience is additionally demonstrative of solid entrepreneurial intensions. These credits are significant for entrepreneurs as need might arise to investigate ground – breaking thoughts and adopt inventive strategies to the improvement of items and the organisation of businesses (Schumpeter, 1976; Zhao and Seibert, 2006).

## 5. Conclusion

We can, therefore, conclude that personality types do play a vital role in determining the career outcomes and inclination towards a particular vocation. Other than this, significant results showcase how an individual's orientation towards entrepreneurship is a result of their personality type, other than various other factors that are contributory.

## 6. Future Scope

The current study aimed to understand the relationship between Entrepreneurial Attitude Orientation and Personality. The findings of the current study have significant implications in organizational behaviour.

The current study gives way to a further understanding of how other variables correlate with entrepreneurial attitudes, and how a personality type facilitates or inhibits the performance outcomes in individuals. The scope also encompasses studying the predisposition towards entrepreneurship among students belonging to various other domains and vocations.

## References

- [1] Schumpeter, J. (1912/1934). The theory of economic development. Cambridge, MA: Harvard University Press.
- [2] Rokhman, W., & Ahamed, F. (2015). The Role of

- Social and Psychological Factors on Entrepreneurial Intention among Islamic College Students in Indonesia.3 (1), 29–42.
- [3] P. Drucker, *Innovation and entrepreneurship*: Routledge, 2014.
- [4] Caspi, A., Roberts, B. W (1999). Personality continuity and change across the life course. In L. A. Pervin & O. P. John (Eds.), *Handbook of personality: Theory and research*. New York: Guilford, Press.
- [5] Buss, D. M. (1999). Human nature and individual differences: The evolution of human personality. In L. A. Pervin and O. P. John (Eds.), *Hand book of Personality: Theory and research*. New York: Guilford Press.
- [6] Eysenck, H. J. *The structure of human personality*. (3<sup>rd</sup> ed.) London: Methuen, 1970. Robbins, P., Judge, A., & Campbell, T., (2010), *Organisational Behaviour*, Prentice Hall.
- [7] Robbins, S. P., & Judge, T. A. (2007). *Organizational behavior* (12th ed.). Upper Saddle River, NJ: Pearson Prentice Hall. Goldberg, L. R. (1993). The structure of phenotypic personality traits. *American Psychologist*, 48 (1), 26–34.
- [8] John, O. P. (1990). The "Big Five" factor taxonomy: Dimensions of personality in the natural language and in questionnaires. In L. A. Pervin (Ed.), *Handbook of personality: Theory and research* (pp.66–100). The Guilford Press.
- [9] McCrae, R. R., & Costa, P. T. (1987). Validation of the five – factor model of personality across instruments and observers. *Journal of Personality and Social Psychology*, 52 (1), 81–90.
- [10] Heatherton, T. F., Wyland, C. L., Macrae, C. N., Demos, K. E., Denny, B. T., & Kelley, W. M. (2006). Medial prefrontal activity differentiates self from close others. *Social cognitive and affective neuroscience*, 1 (1), 18–25.
- [11] Pickering, A. D., & Gray, J. A. (1999). The neuroscience of personality. In L. A. Pervin & O. P. John (Eds.), *Handbook of personality: Theory and research* (pp.277–299). Guilford Press.
- [12] Plomin, R., Fulker, D. W., Corley, R., & DeFries, J. C. (1997). Nature, Nurture, and Cognitive Development from 1 to 16 Years: A Parent – Offspring Adoption Study. *Psychological Science*, 8 (6), 442–447.
- [13] Schmitt - Rodermund, E., & Vondracek, F. W. (2002). Occupational dreams, choices and aspirations: Adolescents' entrepreneurial prospects and orientations. *Journal of Adolescence*, 25 (1), 65–78.
- [14] Staw, B. M., Bell, N. E., & Clausen, J. A. (1986). The dispositional approach to job attitudes: A life time longitudinal test. *Administrative Science Quarterly*, 31 (1), 56–77.
- [15] Gartner, W. B. (1988). "Who Is an Entrepreneur?" Is the Wrong Question. *American Journal of Small Business*, 12 (4), 11–32.
- [16] Chen, C. C., Greene, P. G., & Crick, A. (1998). Does Entrepreneurial Self – efficacy Distinguish Entrepreneurs from Managers? *Journal of Business Venturing*, 13 (4), 295–316.
- [17] Crant, J. M. (1996) The proactive personality scale as a predictor of entrepreneurial intentions, *Journal of Small Business Management*, 34, 3, 42 - 49.
- [18] Simon M., Houghton S. M., and Aquino K., "Cognitive biases, risk perception, and venture formation: How individuals decide to start companies," *Journal of Business Venturing*, Vol.15, No.2, pp.113–134, 2000.
- [19] Cable, D. M., & Judge, T. A. (1997). Interviewers' perceptions of person–organization fit and organizational selection decisions. *Journal of Applied Psychology*, 82 (4), 546–561.
- [20] Aldrich, H. & Zimmer, C. (1986). Entrepreneurship through social networks. In D. L. Sexton and R. W. Smiler, eds. *The Art and Science of Entrepreneurship*. Cambridge, MA: Ballinger, p.3 - 23.
- [21] Zhao, H., & Seibert, S. E. (2006). The Big Five personality dimensions and entrepreneurial status: A meta – analytical review. *Journal of Applied Psychology*, 91 (2), 259–271.
- [22] Rauch, A., & Frese, M. (2007). Let's put the person back into entrepreneurship research: A meta - analysis on the relationship between business owners' personality traits, business creation, and success. *European Journal of Work and Organizational Psychology*, 16 (4), 353–385.
- [23] Chandler, G. N. and Jansen, E. (1992) The Founder's Self – Assessed Competence and Venture Performance. *Journal of Business Venturing*, 7, 223 - 236.
- [24] *Small Business Economics* 10: 213 - 225
- [25] Bruderal, J. and Preisend örfner, P. 1998. "Network Support and the Success of Newly Founded Business", *Small Business Economics* 10: 213 - 225.
- [26] Engle, D. E., Mah, J. J., & Sadri, G. (1997). An empirical comparison of entrepreneurs and employees: Implications for innovation. *Creativity Research Journal*, 10 (1), 45–49.
- [27] Obschonka, M., Silbereisen, R. K., & Schmitt - Rodermund, E. (2011). Successful entrepreneurship as developmental outcome: A path model from a life span perspective of human development. *European Psychologist*, 16 (3), 174–1.
- [28] Miner, C. A., & Bates, P. E. (1997). Person – Centered Transition Planning. *TEACHING Exceptional Children*, 30 (1), 66–69.
- [29] Barrick, M. R., Mount, M. K., & Judge, T. A. (2001). Personality and performance at the beginning of the new millennium: What do we know and where do we go next? *International Journal of Selection and Assessment*, 9 (1 - 2), 9–30.
- [30] McCrae, R. R. (1992). The five – factor model: Issues and applications [Special issue]. *Journal of Personality*, 60 (2).
- [31] McCrae, R. R. (1987). Creativity, divergent thinking, and openness to experience. *Journal of Personality and Social Psychology*, 52 (6), 1258–1265.
- [32] Gollwitzer, P. M., & Brandstätter, V. (1997). Implementation intentions and effective goal pursuit. *Journal of Personality and Social Psychology*, 73 (1), 186–199.
- [33] Wooten, K. C., Timmerman, T. A. & Folger, R. (1999), "The Use of Personality and the Five – Factor Model to Predict New Business Ventures: From Out placement to Start - up", *Journal of Vocational Behavior*, 54, 1, 82 - 101.

- [34] Robinson, P. B., Stimpson, D. V., Huefner, J. C. and Hunt, H. K. (1991) 'An attitude approach to the prediction of entrepreneurship', *Entrepreneurship Theory and Practice*, Vol.15, No.4, pp.13–31.
- [35] Barrick, M. R., & Mount, M. K. (1991). The Big Five personality dimensions and job performance: A meta-analysis. *Personnel Psychology*, 44 (1), 1–26.
- [36] Wiggins, J. S. (Ed.). (1996). *The five – factor model of personality: Theoretical perspectives*. Guilford Press.

## Author Profile



**Samachi Sharma** is currently pursuing Master of Art (Psychology) from Panjab University, Chandigarh. She graduated from MCM DAV College, Chandigarh after the completion of degree in Bachelor of Art (Psychology Honors) in 2020. Her interest lies in the field of clinical psychology and organizational psychology. The use of specialized therapeutic techniques which enhance the optimal level of human functioning have always been my area of interest. In the past few years of her educational endeavours, she has tried to work on understanding and enhancing my theoretical ability that affects the mental health diaspora. It is only after her keen observation in what motivates me to work in this field that I have decided to explore it on a more professional level by the help of gaining a practical experience which guides the trajectory of the theoretical knowledge.