

The comparison of successful and unsuccessful Entrepreneurs' personality traits based on NEO-Personality Inventory

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ABSTRACT

The main aim of the present study is to evaluate the personality traits of successful and unsuccessful Entrepreneurs based on NEO-Personality Inventory. The research community of the study is including the whole experienced people of labor creation in Kurdistan province from 2005-2011 which these given training courses or labor creation consultations of job and social cooperation department were asked their employers to participate in these courses (72 hrs course). In order to carry out the research, 363 people of trained Entrepreneurs were selected randomly as a multi cluster sampling. The tool of the study is the questionnaire of NEO including five personality types of extrovert, responsible, flexible, enjoyable and psycho panic. The results of multi variance analysis show that there is a significant difference between two groups of successful and unsuccessful people in variables of extrovert-flexible and responsibility at $p < 0.05$ representing that people passed labor creation courses and got a successful career are more flexible and responsible than unsuccessful people.

Key words: Entrepreneurship, personality traits, responsible, extrovert, flexible, enjoyable, neuroticism.

INTRODUCTION

Labor creation is subjected to the discovery and exploitation of suitable commercial opportunities for creating personal wealth and social value [19]. Entrepreneur is the person who accepts risky issues achieving and fulfilling them into a job possession and economical activity as well [20]. Training of labor creation is a form of aimed training to develop the attitudes and people's abilities in order to challenge people in many labor creative approaches for giving new based and innovative job careers in small industrial sections and expanding big companies (like new based methods of management change), social changes and shifts towards market and economy (like labor creation economy and social development). The process of training and conducting people towards market has been affected under three main factors in the recent decades: population growth, national and international events and the rapid technological changes. As a result, the status of graduates' job issues has been increasingly changed. One of the most effective challenges methods against the threat is subjected to training of graduates in this regard [8]. According to the development indices, Kurdistan province is fairly develop from four status of developed, fairly developed, low developed and poverty along with -1.73 combined index considered as the low developed province [22]. In despite of provincial development status in relation to increasingly growth of unemployment in Iran and particularly in Kurdistan province, the most important point is that the growth of labor force has a positive effect on the economical growth when the degree of unemployment is becoming lower than 12% but if the degree gets higher than this

percent, the growth of economy goes to negative effects in this regard [12]. The most crucial factors in relation to labor creation are as following:

Making people able and boost their skills (training labor force), applying stable resources, making small industrial sections and so forth [17]. The economical crisis and intense increase of unemployment represent the labor creation issues and in many countries the process of training is subjected to solve these problems in relation to unemployment in terms of government policy makers' point of view [16]. In an international symposium of training for 21 century, the process of training education has been considered as the most basic international concept by UNESCO. In this conference, the report is mostly related to the third certificate of labor creation issues. The credit of the certificate must be paid attention like other educational certificates [22]. Due to the importance of the topic in some countries, there have been carried out few studies in this case is representing the fact that the growth of labor creation has been paid attention in European, Asian and African countries these days [3]. In this importance, it can be stated that other countries are very active in this regard so that European states have been supported particular planning in relation to labor creation at colleges, high-schools and universities along with holding student-based tournaments. In the US also the process of labor creation is increasingly following by many different educational institutions so that these colleges and high-schools are more under expectations. Based on many vast researches carried out in the US, many students get familiar with the basics of labor creation at lower levels and this research indicated that making positive thinking about nurturing the accurate planning in relation to labor creation can be very effective in this regard. Canada and some other Asian countries such as India, Philippine and Indonesia and Malaysia have taken basic steps towards supporting the process of labor creation activity and these include giving practical guidelines, consultations, financial facilities and holding particular courses in relation to labor creation into colleges and today, college-bound and student based companies have started their activities in this regard [4]. There are some main literatures in the field of training as following:

A suitable framework in relation to psycho-cognitive features and labor creation;

Learning theories in relation to development of labor creation training;

Different experimental observations obtained in relation to labor creation support the related process as a tool in changing the attitudes;

And finally, there are researches showing the social and economical courage among youth in relation to labor creation;

The recent studies indicate that the determination and growth of labor creation through educational systems could make long term economical benefits; although, early studies have shown that labor creation features are congenital but the present findings support the idea that labor creation features should be boosted through educational issues [14]. The studies show that the programs of labor creation growth have been achieved successfully in various countries along with governmental support and policies as well; it can be concluded from other countries experiences that the role of government is an essential factor in the growth of Entrepreneurs and other institutes should be actively joined the process [16].

The basics of labor creation theories can be divided into these following groups:

A- Economical theories of labor creation

B- The theories of sociological and psychological features of labor creation

C- The theories of labor creation management [2];

In terms of labor creation discussions, the personality traits of labor creation such as creation, ambition tolerance, tendency to risky issues, successfulness and independence and those people with this kind of traits have better labor creation events at their affairs [5]. As well as those organizations which can hire successful people in this relation [21]. In addition to many experts and theorists in this field, labor creation can be thought as well; the targets and results as effective factors are the most important agent influencing on people traits in this regard [1]. According to the main aim of the present study seeking to successful personality differences, hence we like to give a brief explanation in the field of psychological traits here.

Psychological traits:

A glance at labor creation shows that there are various factors can be represented as a series of proven features in dimension of labor creation [19]. These experts gave a general schematic of labor creation organization including

features such as imagination power, flexibility and tendency towards making risky issues. So JL & Min (1999); ten superior features devoted to contemporary Entrepreneurs are as followings:

Determination and using opportunities benefit creation, being ambitious, independent thinking, hard working, optimistic, innovation, being risky, leadership [5]. The elements of the present study in relation to labor creation are as followings: neuroticism: anxiety, aggression, depression, timid, haziness, vulnerability. Extroverts: being intimacy, talkative, existence appearance, being active, excitement seeking, and positive excitement. Flexibility: imagination, aesthetic, feelings, reactions, ideas, values. Being agreement: trust, being frankly, friendship, allocation, being kind and merciful and feeling virtue. Responsibility: regularity, task-based responsible, struggle for success, conservative in decision making [2]. According to the findings of Maleki, Moosavi and Meshkati (2012), the results indicate the fact that the ones who considered a Entrepreneur have got significant difference than usual people; that is, Entrepreneur had too much creation and innovative affairs; but both groups did not different in the beginning terms together. Findings of Kouh (1996) indicated that there is a significant difference between risky issues, innovation, ambition tolerance and trust into potential students in relation to labor creation than other students; the difference did not find in the field of internal progression in this regard. In the related researches, the most common approaches are subjected to unemployment. Johns and English (2004) also found that the process of labor creation can increase the ability of people to determine the commercial opportunities. A brief detail in relation to the history of labor creation education also showed that many researchers believe that the process of labor creation is teachable and through the way people can be tended towards labor creation and innovative issues [4]. Now, according to the mentioned issues, we are seeking the respond of the question whether successful trained people of Kurdistan province have got traits in this regard or no?

MATERIALS AND METHODS

The present study is a descriptive and correlation based research. The statistical community of the present study includes the whole people who passed their courses during 2005-2011 in the field of labor consultation or educational courses from the department of job affairs and cooperation center for 72 hr in Kurdistan province and received their related certificate in this regard. The sampling method has been done as cluster based in multi ways; that is, first the list of the whole people was prepared and the clusters were subjected to Sanandaj province, Northern of Saghez, Western of Baneh, Marivan and Dehghelan from Eastern of the province in the study. Since the numbers of participants are ten-thousand people, hence, according to Morgan Table the volume of the sample are 350 ones sufficient in this case. These counties were selected as the clusters of the study and then, these were sent randomly to the participants to make their own cooperation in the study. Because of the lack of anticipation of the participants in the study, 100 questionnaires were sent to each town which totally 600 questionnaires were counted in this regard. From the number, 420 questionnaires were asked and 57 questionnaires were removed due to the pseudo abuse in response of trainers and finally, 363 questionnaires were applied as the sample in the related study.

Measurement tools:

The related measurement tools are NEOPI-R which introduced in 1985 as a personality questionnaire NEO and a short form including 60 questions was used in this case. The related questionnaire is one the personality tests which is based on factors analysis and considered as the newest tools of the personality introduced by Mc Carry and Kosta in 1985 by the title of NEO. The new amended form of the questionnaire has been given by editors; the sub-scales of the NEO questionnaire are as following: psychic panic, extrovert, enjoyable, flexibility, responsibility and virtue. The long life reliability of NEO test has been also evaluated. The obtained coefficients are 0.68 and 0.83; in a longitudinal study carried out for seven years, the coefficients were 0.82 to 0.51 for 18 minor traits of N, E, O and 0.63 to 0.81 for five main factors in male and female [2]. The validity of the questionnaire has been confirmed by related experts.

RESULTS

Table 1: The mean and deviation of personality elements

Variable	Group	Mean	Deviation
Psycho-panic	Success people	09.49	87.9
	Unsuccessful people	97.50	23.10
Extrovert	Success people	53.13	66.9
	Unsuccessful people	88.49	28.10
Enjoyable	Success people	49.81	86.7
	Unsuccessful people	50.21	67.10
Flexibility	Success people	15.51	34.9
	Unsuccessful people	92.48	24.10
Responsibility	Success people	48.52	35.4
	Unsuccessful people	82.48	56.5

The above mentioned table shows separately the personality elements standard deviation and mean.

Table 2: Levine test for the equality of group's variance in NEO personality elements

Variable	F	Df	Df	Sig
Psycho-panic	0.09	1	343	0.76
Extrovert	0.23	1	343	0.62
Enjoyable	2.03	1	343	0.15
Flexibility	29.2	1	343	0.13
Responsibility	53.4	1	343	0.34

As shown in the above table, the statistic error of F is not significant for the variables of extrovert-sadness, enjoyable-flexibility and responsibility at $p < 0.05$; hence, it means that the variance between both groups are equal together in related variables.

Table 4: Table of confirming multi-variation analysis between successful and unsuccessful people

Effect	Value	F	Df	Sig
Pilai effect	0.03	15.2	5	0.05
Lambdai vilkiz	0.45	15.2	5	0.05
Hotelling effect	0.03	15.2	5	0.05
Largest root	0.03	15.2	5	0.05

As shown in the table, the degree of Lambdai Vilviz equals 0.45 at $p < 0.05$ level; multi-variation analysis was used for determining the difference of personality traits in both successful and unsuccessful people.

Table 5: Multi variance analysis of personality traits into both groups of successful and unsuccessful people

Source	Variables	Sq	Df	Mean sq	F	Sig
Group	Psycho panic	1.23	1	1.23	0.01	0.91
	Extrovert	62.260	1	62.260	2.63	0.02
	Enjoyable	64.55	1	64.55	0.65	0.54
	Flexibility	82.425	1	82.425	4.21	0.04
	Responsibility	66.605	1	66.605	6.02	0.01

As shown in the table, the significant difference between the related groups equal $p < 0.05$ but the difference was not found in psychic-panic and enjoyable groups; that is, successful people are similar with unsuccessful ones in the field of labor creation but in three mentioned elements they are different together.

DISCUSSION AND CONCLUSION

The obtained results represent the fact that there is a significant difference between both groups of successful and unsuccessful ones at $p < 0.05$ level in variables of extrovert-flexibility and responsibility indicating that trained people have got suitable profession and are more responsible and flexible in terms of their career issues. This finding is coincident with the research results of Mehrdad (2011), Movaheddi et al (2010), Maleki, Meshkati (2012), Moosavik et al (2006) and Koratko and Huges (2007); also, it is coincident with Kouh research (1996) stated that there is a significant difference between features of risk, innovation, ambition tolerance and trust in students with high potential ability in labor creation but no difference found in internal focus and progression field. According to the stated and mentioned issues, some of these elements can be coincident together in this regard. For example, risk

making affairs can be considered as the most essential element of Entrepreneurs; in the other hand, the flexibility features include the creation traits in this field. For the reason, success-seeking is significant element among the vast range of responsibility issues. This significance represents that these features are under extrovert, responsibility and flexibility and going towards labor creation terms and success in this case. The most important key is that this finding has not been captured by the common tools in relation to labor creation features in different books and articles and respondents fairly had no any attitudes towards it as well; the emergence at the field of economy and companies competence require an innovative and creative thinking to determine the present opportunities; in the other hand, it goes to the production affairs by the aid of risky temperament and success-seeking issues in this regard. According to the statements of Mc Mullen (1990) stating those ones should train who have got creative temperament in this fields. According to Mc Mullen's suggestion, it can be stated to increase the effectiveness of labor creation training courses; these tools can be effective in recognizing people with high potential ability and skills hopefully. The finding of the present study has been submitted the significance of these differences among both groups of people. Based on the suggestion, it can be stated that high potential people can be more effective in raising the effectiveness of labor creation affairs to reach to high investment as well; success Entrepreneurs are those ones who making their responsibility due to the global crisis trying to grow their abilities among citizens in this case.

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