

Academic Research on Entrepreneurial Success

In a powerful research piece, “The Proactive Personality Scale as a Predictor of Entrepreneurial Intentions “(Journal of Small Business Management), Michael Crant considers factors of individual differences among entrepreneurs, while exploring their behavioral intentions. Based on other findings that used the Proactive Personality Scale, Crant says that the entrepreneurial intentions of individuals seem closely related to gender, education, having an entrepreneurial parent, and possessing a proactive behavioral pattern.

A person with proactive mind-set is an individual who is unconstrained in certain situations and affects environmental change, rather than allowing environmental change to affect him/her. Proactive personality types act on opportunities after identifying them. They take initiative and action with ease to create change, and are capable to transforming constraints into opportunities. ACCORDING TO THIS INTERACTIONIST THEORY, PROACTIVE PEOPLE HAVE THE TENDENCY TO ENTER INTO ENTREPRENEURIAL CAREERS.

In another outstanding research, “Characteristic of the Entrepreneur: Social Creatures, Not Solo Heroes”, Tom Byers, Helen Kist and Robert I. Sutton state that academic research places too much emphasis on personality traits to predict entrepreneurial success rates. Personality factors, they believe, do not provide the only explanation on the success and failure rates of entrepreneurs. They argue that personality, demographic and social background of entrepreneurs are not the only determinants of the success rates of entrepreneurs.

These researchers argue that key characteristics (commitment, opportunity obsession, tolerance of risk, ambiguity, uncertainty, creativity, self-reliance, ability to adapt and motivation to excel) that successful entrepreneurs have been labeled with in many studies can also be used

to measure the success rates of individuals working in other fields. NOT ENOUGH CREDIT HAS BEEN GIVEN TO OTHER FACTORS, SUCH AS OPPORTUNITY, CONSTRAINTS, AND OTHER PEOPLE'S ACTIONS WHEN TRYING TO DISTINGUISH THE SUCCESS RATES AMONG ENTREPRENEURS.

In this research the focus is on the social implications of entrepreneurship rather than on individual activities. According to them, leadership and its social role are key to understanding the nature of entrepreneurship. They stress social networks as playing an integral role, because they provide entrepreneurs access to the resources they need to start and to grow a business. A CORE ARGUMENT HERE IS THAT ENTREPRENEURS AND INTRAPRENEURS WORK AND ARE CAPABLE OF GROWING THE BUSINESS.

Another valuable investigation is, "The Role of Entrepreneurial Personality Characteristics on Entry Decisions in a Simulated Market" by David E. Olson. This researcher asserts that the characteristics used to define entrepreneurship are not very clear or conclusive. INSTEAD HE USES A BEHAVIORAL APPROACH TO STUDY AMBITION, RISK-TAKING AND LOCUS OF CONTROL (WHETHER YOU BELIEVE THAT THE OUTCOMES OF YOUR ACTIONS ARE CONTINGENT ON WHAT YOU DO OR OTHER DO!) OF ENTREPRENEURS ENTERING THE MARKET.

Robert A. Baron and Gideon Markman researched the social skills of successful entrepreneurs, Beyond Social Capital: How Social Skills Can Enhance Entrepreneurs Success. They consider the personality traits or cognitive skills of successful entrepreneurs, but focus primarily in the specific social skills that enable them to achieve success: READ OTHERS ACCURATELY, MAKE FAVORABLE IMPRESION, ADAPT TO A WIDE RANGE OF

SOCIAL SITUATIONS AND BE PERSUASIVE, NOT BLAIME OTHERS SHOW WHAT YOU GOT!

They also emphasize situations where is require good social skills-ability to gain a favorable reputation while building capital; any relevant previous experience; and direct personal contacts that give the entrepreneur the access to venture capital, potential customers necessary to achieve higher levels of success. Baron and Markman identify four crucial skills for entrepreneurship SOCIAL PERCEPTION, IMPRESSION MANAGEMENT, PERSUASION AND INFLUENCE AND SOCIAL ADAPTABILITY.

Chrisitan korunka, Herman Frank, Manfred Lueger, and Josef Mugler, “The Entrepreneurial Personality in the Context of Resources, Environment, and the Start Up Process”, found three different patterns of personality characteristics in entrepreneurs: NEED FOR ACHIEVEMENT, A HIGH INTERNAL LOCUS OF CONTROL (YOUR OUTCOMES ARE A PRODUCT OF WHAT YOU DO), RISK-TAKING PROPENSITY. Their argument is that this characteristic confirms and validates the classic personality traits associated with the successful entrepreneur.

Our own research on The Psychology of Entrepreneurship and Intrapreneurship correlates cognitive skills with environment, resources and start-up mentality factors; plus the challenge of understanding others, understanding yourself, communicating well through diverse means, and inspiring, studying, educating and teaching others to achieve results.