The Relationship between Personality Traits and Entrepreneurial Intentions

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Abstract
This article was aimed to studying impact of personality traits on intention to entrepreneurship. In order to examining personality traits, the big five model has been used that consists of five dimensions as extroversion, agreeableness, conscientiousness, emotional stability, and openness to experience. Entrepreneurship has been consists of six dimensions as hardworking, risk-taking, self-confidence, creativity, flexibility, and tolerance of ambiguity. In order to collecting data, a questionnaire including 47 items has been designed. Statistical population is university of Isfahan's personnel and sample size is 160 personnel and selected based on available sampling method. In order to analyzing data, descriptive statistic, inferential statistics, ENTER method, and Durbin-Watson test has been used. But also to measuring stability of questionnaires' items, Cronbach's alpha has been calculated for each variable separately. The results of this article indicate that personality traits have impact on tendency to entrepreneurship. Based on these results between all personality traits, agreeableness, conscientiousness, neuroticism, and openness to experience have impact on tendency to entrepreneurship and these factors could explain 0/533 of entrepreneurship regression. Also Durbin- Watson test results indicate that there is no self-correlation between independent variables. Finally empirical suggestions has been offered for human resources managers and related professionals.
Keywords: Personality, personality traits, entrepreneurship, entrepreneurship dimensions, University of Isfahan

Introduction

In nowadays competitive and complex world, Entrepreneurship has been characterized as one of the development bases between developed and developing countries. Because presence of Entrepreneurship peoples in organizations lead to creating achievement infrastructures. But also based on increasing and presence new competitors and distrust sensations to traditional methods, necessity of entrepreneurship is appreciated in organizations (Mohamadi et al, 2011). Therefore a task of dynamic organizations is to discovering and fostering creativity and entrepreneurship capacities in their organizations. Each organization in order to fostering creative and innovative personals needs to entrepreneurship-friendly structure and Entrepreneurship personals. The organizations that cannot employ their personals' capabilities will breakage by their competitors (Mahdavi et al, 2006). One who wants to be entrepreneur should conjugates individual traits, financial assets, and exciting resources. It is believed that many of personality traits can be fostered and leading to achievement in business (Shah Hoseyni, 2004). Douglas Lober believes that three factors lead to developing entrepreneurship including internal factors, external environment, and personality factors that the later can have many effects on developing and fostering entrepreneurship (Mohamadi et al, 2011). But also management theorists believe that personality traits are effective factors to organizational achievement and these factors have much important alongside the organizational and environmental factors. Also they believed that personals should have two important traits: the first is skilled structure that means having adequate knowledge and expertise and the second is personality structure that means having personality traits such as self-confidence, risk taking, internal control and others (Mohamadi et al, 2011).

Some of the previous studies about entrepreneurship and personality traits have been loosed. This loosing probably is because of these studies were conducted based on narrow personality traits such as motivation to achievement and others. Because of this, yet there is need to conducting studies to examining relationship between extensive, reliable, and trustworthy dimensions of personality and Entrepreneurship. Therefore this article was aimed to studying impacts of personality traits on tendency to entrepreneurship. In order to studying personality traits the big five personality model has been used that consists of five dimensions including extraversion, conscientiousness, openness to experience, agreeableness, emotional stability. Entrepreneurship dimensions consist of hardworking, risk-taking, self-confidence, creativity, flexibility, and tolerance of ambiguity (Taheri et al, 2010).

Personality Traits

Some researchers believed that almost all dimensions of personality should be categorize through big five model's dimensions (Goldberg, 1993), (Hogan et al, 1996). It is seemed that big five model's dimensions are different in various cultures [8] But also some other studies indicate that big five models' dimensions have genetic themes and that probably are congenital (Jang, 1996), (Rothman and Contzer, 2003) The dimensions of

this model including extroversion, Agreeableness, Conscientiousness, Neuroticism, and Openness that has been offered in following section (Robbins and Judge, 2008).

Extraversion: The extraversion dimension captures one's comfort level with relationships. Extraverts tend to be gregarious, assertive, and sociable. Introverts tend to be reserved, timid, and quiet (Robbins and Judge, 2008). Extraversion categorizes by positive effects and emotions and can be seen as a positive sensation (Clark and Watson, 1991).

Agreeableness: The agreeableness dimension refers to an individual's propensity to defer to others. Highly agreeable people are cooperative, warm, and trusting. People who score low on agreeableness are cold, disagreeable, and antagonistic (Robbins and Judge, 2008).

Conscientiousness: The conscientiousness dimension is a measure of reliability. A highly conscientious person is responsible, organized, dependable, and persistent. Those who score low on this dimension are easily distracted, disorganized, and unreliable (Robbins and Judge, 2008). But also conscientiousness dimension can be characterized by reliability, achievement-oriented, and orderly (Rothman and Contzer, 2003).

Emotional stability: The emotional stability dimension often labeled by its converse, neuroticism-taps a person's ability to withstand stress. People with positive emotional stability tend to be calm, self-confident, and secure. Those with high negative scores tend to be nervous, anxious, depressed, and insecure (Robbins and Judge, 2008).

Openness to experience: The openness to experience dimension addresses one's range of interests and fascination with novelty. Extremely open people are creative, curious, and artistically sensitive. Those at the other end of the openness category are conventional and find comfort in the familiar (Robbins and Judge, 2008).

Entrepreneurship Dimensions

In this section, dimensions of entrepreneurship has been introduced and described. Based on Taheri (2007) entrepreneurship dimensions including hardworking, risk-taking, self- confidence, creativity, flexibility, and tolerance of ambiguity (Taheri et al, 2010). Ambiguity tolerance refers to ability of living without reconditioning environment and also refers to starting a new activity without knowing its results (Mashhadi Hoseyni, 2007). Based on some authors hardworking means tendency to working to achieving goals and objectives at competitive situations and also refers to doing functions by high standards (Ourei Yazdi, 2008). Creativity refers to creating a new thought and idea. Flexibility refers to adapting with variable situations and, a flexible individual is humanism, sympathetic and who want to help others (Alvani, 2006). Risk-taking means assessing uncertainly and designing strategies to managing this uncertainly and its outputs. Self- confidence means how much individuals valorize themselves and believe themselves.

As mentioned at previous sections this article was aimed to studying Impacts of personality Traits on Tendency to entrepreneurship. In order to this, the main hypothesis can be formulated as personality traits have impact on tendency to entrepreneurship and based on main hypothesis five secondary hypothesis should be formulated as following:

Main hypothesis: personality traits have impact on tendency to entrepreneurship between university of Isfahan's personals.

Hypothesis 1: personality traits have impact on hardworking between university of Isfahan's personals.

Hypothesis 2: personality traits have impact on creativity between university of Isfahan's personals.

Hypothesis 3: personality traits have impact on risk-taking between university of Isfahan's personals.

Hypothesis 4: personality traits have impact on self-confidence between university of Isfahan's personals.

Hypothesis 5: personality traits have impact on tolerance of ambiguity between university of Isfahan's personals.

Hypothesis 6: personality traits have impact on flexibility between university of Isfahan's personals.

Research Methodology

As mentioned at previous sections, this article was aimed to studying impacts of personality traits on Tendency to entrepreneurship. In order to data collecting, a questionnaire including 47 items including 22 items about creativity and 25 items about personality traits. Statistical population of this study is university of Isfahan's personnel and sample size determined 160 personnel and selected based on available sampling method. In order to analyzing data, descriptive statistic, inferential statistics, regression analysis, and Durbin-Watson test has been used. The regression analysis has been used to determining impacts of each personality traits on tendency to entrepreneurship, and Durbin-Watson analysis has been used to determining that whether there is self-correlation between independent variables or not. Finally in order to measuring stability of questionnaire items, Cronbach's alpha has been calculated for each variable separately.

Discussion

In this section, data analysis in used to studying impacts of personality traits on tendency to entrepreneurship. In order to analyzing main hypothesis that studying impacts of personality traits on tendency to entrepreneurship, the sig level is 0/000 (table 3) indicate that the regression model is significant. As known Durbin-Watson factor should be between 1/7-2 to conclude that there is no self-correlation between independent variables. So Durbin-Watson factor (1/7) indicates there is no self-correlation between independent variables. Also analysis of model's minor values (based on sig levels at table 2) indicates that four dimensions of personality traits as agreeableness with beta 0/236, conscientiousness with beta 0/271, emotional stability with beta 0/249, and openness to experience with beta 0/192 have impact on tendency to entrepreneurship and these four dimensions could explain 0/533 of dependent variable variation. Based on this the main hypothesis is supported and it is concluded that personality traits have impact on tendency to entrepreneurship and these factors could characterize as good and suitable indicators of tendency to entrepreneurship.

Table 2: information about main hypothesis

items Personality dimensions	Standard deviation	beta	T	sig
Extraversion	0/025	0/090	1/549	0/123
Agreeableness	0/057	0/236	3/364	0/001
Conscientiousness	0/050	0/271	3/967	0/000
Emotional stability	0/042	0/249	3/789	0/000
Openness to experience	0/046	0/192	3/212	0/002

Table 3: summary of main hypothesis

variable	R^2	Durbin-Watson	sig	H1
value	0/533	1/75	0/000	supported

In other section to analyzing H1 that studying impacts of personality traits on hardworking, the sig level is 0/000 (table 5) indicate that the regression model is significant. As Durbin-Watson factor (1/95) indicates there is no self-correlation between independent variables. Also analysis of model's minor values (based on sig levels at table 4) indicates that only one dimension of personality traits as conscientiousness with beta 0/334 has impact on hardworking and this dimension could explain 0/230 of dependent variable variation. Based on this the first hypothesis is supported and it is can concluded that personality traits has impact on hardworking and this factor could characterize as a good and suitable indicator of hardworking.

Table 4: information about H1

items Personality dimensions	Standard deviation	beta	T	sig
Extraversion	0/046	0/061	0/820	0/413
Agreeableness	0/107	0/142	1/576	0/117
Conscientiousness	0/093	0/344	3/938	0/000
Emotional stability	0/078	0/056	0/664	0/508
Openness to experience	0/085	0/043	0/561	0/576

Table 5: H1 summary

variable	R^2	Durbin-Watson	sig	H1
value	0/230	1/95	0/000	supported

In other section to analyzing H2 that studying impacts of personality traits on creativity, the sig level is 0/000 (table 7) indicate that the regression model is significant. As Durbin-Watson factor (1/81) indicates there is no self-correlation between independent variables. Also analysis of model's minor values (based on sig levels at table 6) indicates that four dimensions of personality as agreeableness with beta 0/187, consciousness with beta 0/201, emotional stability with beta 0/169, and openness to experience with beta 0/229 have impact on creativity and these factors could explain 0/373 of creativity variation. Based on this the second hypothesis is supported and it is could concluded that personality traits has impact on creativity. So these factors could characterize as good and suitable indicators of creativity.

Table 6: information about H2

items Personality dimensions	Standard deviation	beta	T	sig
Extraversion	0/046	-0/28	-0/414	0/680
Agreeableness	0/107	0/187	2/306	0/022
Conscientiousness	0/093	0/201	2/588	0/012
Emotional stability	0/078	0/169	2/228	0/027
Openness to experience	0/085	0/229	4/326	0/000

Table 7: H2 summary

variable	R^2	Durbin-Watson	sig	H1
value	0/373	1/81	0/000	supported

In other section to analyzing H3 that studying impacts of personality traits on risk- taking, the sig level is 0/000 (table 9) indicate that the regression model is significant. As Durbin-Watson factor (1/85) indicates there is no self-correlation between independent variables. Also analysis of model's minor values (based on sig levels at table 8) indicates that two dimensions of personality as emotional stability with beta 0/188 and openness to experience with beta 0/173 have impact on risk- taking and these factors could explain 0/275 of risk- taking variation. Based on this the third hypothesis is supported and it is concluded that personality traits has impact on risk- taking. So these factors could characterize as good and suitable indicators of creativity.

Table 8: information about H3

items Personality dimensions	Standard deviation	beta	T	sig
Extraversion	0/045	0/110	1/395	0/165
Agreeableness	0/104	0/084	0/882	0/397
Conscientiousness	0/090	0/206	2/213	0/327
Emotional stability	0/075	0/188	0/984	0/028
Openness to experience	0/082	0/173	0/893	0/0373

Table 9: H3 summary

variable	R^2	Durbin-Watson	sig	H1
value	0/275	1/85	0/000	supported

In other section to analyzing H4 that studying impacts of personality traits on self-confidence, the sig level is 0/000 (table 11) indicate that the regression model is significant. As Durbin-Watson factor (2/07) indicates there is no self-correlation between independent variables. Also analysis of model's minor values (based on sig levels at table 10) indicates that two dimensions of personality as emotional stability with beta 0/229 and agreeableness with beta 0/127 have impact on self-confidence and these factors could explain 0/338 of self-confidence variation. Based on this the fourth hypothesis is supported and it is concluded that personality traits has impact on self-confidence. So these factors could characterize as good and suitable indicators of self-confidence.

Table 10: information about H4

items Personality dimensions	Standard deviation	beta	T	sig
Extraversion	0/044	0/105	1/531	0/128
Agreeableness	0/103	0/302	3/623	0/000
Conscientiousness	0/089	0/127	1/566	0/119
Emotional stability	0/075	0/229	2/931	0/004
Openness to experience	0/082	0/051	0/710	0/479

Table 11: H4 summary

variable	R^2	Durbin-Watson	sig	H1
value	0/338	2/07	0/000	supported

In other section to analyzing H5 that studying impacts of personality traits on tolerance of ambiguity, the sig level is 0/000 (table 13) indicate that the regression model is significant. As Durbin-Watson factor (2/01)

indicates there is no self-correlation between independent variables. Also analysis of model's minor values (based on sig levels at table 12) indicates that three dimensions of personality as emotional stability with beta 0/257, agreeableness with beta 0/222, and openness to experience with beta 0/132 have impact on tolerance of ambiguity and these factors could explain 0/323 of tolerance of ambiguity variation. Based on this the fifth hypothesis is supported and it is concluded that personality traits has impact on tolerance of ambiguity. So these factors could characterize as good and suitable indicators of tolerance of ambiguity.

Table 12: information about H5

items Personality dimensions	Standard deviation	beta	T	sig
Extraversion	0/048	0/010	0/133	0/894
Agreeableness	0/112	0/222	2/457	0/015
Conscientiousness	0/097	0/029	0/330	0/742
Emotional stability	0/081	0/257	3/039	0/003
Openness to experience	0/089	0/132	1/718	0/088

Table 13: H5 summary

variable	R^2	Durbin-Watson	sig	H1
value	0/323	2/01	0/000	supported

In other section to analyzing H6 that studying impacts of personality traits on flexibility, the sig level is 0/000 (table 15) indicate that the regression model is significant. As Durbin-Watson factor (1/75) indicates there is no self-correlation between independent variables. Also analysis of model's minor values (based on sig levels at table 14) indicates that four dimensions of personality as emotional stability with beta 0/204, agreeableness with beta 0/210, extraversion with beta 0/124 and openness to experience with beta 0/166 have impact on flexibility and these factors could explain 0/411 of flexibility variation. Based on this the sixth hypothesis is supported and it is concluded that personality traits has impact on flexibility. So these factors could characterize as good and suitable indicators of flexibility.

Table 14: information about H5

items Personality dimensions	Standard deviation	beta	T	sig
Extraversion	0/045	0/124	1/653	0/01
Agreeableness	0/105	0/210	0/026	0/019
Conscientiousness	0/091	0/002	2/377	0/980
Emotional stability	0/076	0/204	2/395	0/018
Openness to experience	0/083	0/166	2/131	0/035

Table 15: H5 summary

variable	R^2	Durbin-Watson	sig	H1
value	0/411	1/75	0/000	supported

Finally in order to measuring reliability of questionnaire, Cronbach's alpha has been calculated for each variable separately and its results have been offered at table 15.

Table 15: Cronbach's alpha for each dimensions

dimension	extraversion	agreeableness	consciousness	Emotional stability	Openness to experience
Cronbach's alpha	0/735	0/719	0/720	0/759	0/806
hardworking	creativity	self-confidence	Risk-taking	tolerance of ambiguity	flexibility
0/881	0/870	0/724	0/783	0/807	0/813

Conclusion and Empirical Suggestions

This article was aimed to studying Impacts of personality Traits on Tendency to entrepreneurship. In order to examining personality traits, the big five model has been used that consists of five dimensions as extroversion, agreeableness, conscientiousness, emotional stability, and openness to experience. Entrepreneurship has been

consists of six dimensions as hardworking, risk-taking, self-confidence, creativity, flexibility, and tolerance of ambiguity. In order to collecting data, a questionnaire including 47 items has been designed. Statistical population is university of Isfahan's personnel and sample size is 160 personnel and selected based on available sampling method. In order to analyzing data, descriptive statistic, inferential statistics, ENTER method, and Durbin-Watson test has been used. But also in order to measuring stability of questionnaires' items, Cronbach's alpha has been calculated for each variable separately. The results of this article indicate that personality traits have impact on tendency to entrepreneurship. Based on results between all personality traits, agreeableness, conscientiousness, emotional stability, and Openness to experience have impact on tendency to entrepreneurship and these factors could explain 0/533 of entrepreneurship regression. Results about hardworking indicate that only one dimension of personality traits as conscientiousness has impact on hardworking and this dimension could explain 0/230 of dependent variable variation. So human resources managers should attend conscientiousness to exerting personals with high hardworking ability. Results about creativity indicate that four dimensions of personality as agreeableness, consciousness, emotional stability, and openness to experience have impact on creativity and these factors could explain 0/373 of creativity variation. So human resources managers should attend agreeableness, consciousness, emotional stability, and openness to experience to exerting personals with high creativity ability and based on these traits they can decide whom personals should select to developing their creativity capabilities. Results about risk- taking indicate that two dimensions of personality as emotional stability and openness to experience have impact on risk- taking and these factors could explain 0/275 of risk-taking variation. So human resources managers should attend these two traits to selecting personals with high risk- taking ability.Results about self-confidence indicate that two dimensions of personality as emotional stability and agreeableness have impact on self-confidence and these factors could explain 0/338 of self-confidence variation. Based on this human resources managers should attend these traits to exerting self-confidence personals. Results about tolerance of ambiguity indicate that three dimensions of personality as emotional stability, agreeableness, and openness to experience have impact on tolerance of ambiguity and these factors could explain 0/323 of tolerance of ambiguity variation. Therefore human resources managers should attend these traits to exerting personals that have high tolerance of ambiguity. Finally results about flexibility indicate that four dimensions of personality as emotional stability, agreeableness, extraversion, and openness to experience have impact on flexibility and these factors could explain 0/411 of flexibility variation. So personals that have emotional stability, are agreeableness, extraversion, and openness to experience can have high flexibility ability.

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