

Personality Profiles of Young People-Potential Entrepreneurs

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Abstract

This paper is aimed at studying personality traits and peculiarities of young people interested in and ready for running their own business. Factor structure of the personality types empirical model, that was emphasized in this paper, is an integral system of intellectual and personality traits, proving that there are different entrepreneurial activity intentionality levels. Three personality profiles of the potential Entrepreneurs were identified during the research: "Potentially successful Entrepreneurs", "Creatively inclined", "People working according to the sample", these profiles can be characterized by different levels of ability to succeed in running business. These levels are different because of different personal potential and characteristics of Entrepreneurs: communication skills, motivation, ability to make responsible and important decisions, ability to take risk. The higher personality potential person has, the better his/her entrepreneurial abilities are developed and the higher his/her internal motivation is, the more he/she is interested in activity and self-development, becoming a real professional, exploring possibilities for self-realization, deriving satisfaction from work.

Keywords: *Entrepreneurial activity, personal potential, potential Entrepreneurs, readiness for entrepreneurial activity.*

1. Introduction

At the stage of Global Economic changes, taking place in different countries, the need in the resources that, on the one hand, shall stabilize the crisis and, on the other hand, can be the start-up for countries Economy, arises increasingly. Entrepreneurship, private business, including small types, can become the cornerstone of sustainability of the whole region or even country Economy and shall be considered one of these resources. Despite the strong interest of different countries governments and private individuals in Entrepreneurship (as reported by David G. Blanchflower, Andrew J. Oswald (1998) more than 50% of the respondents in the USA, Great Britain, Germany were in favour of running their own business and declared against being hired employees), the reality is that "these numbers can be compared with an actual proportion of self-employed people in these countries of approximately 15%" (Blanchflower & Oswald, 1998, p. 26). Almost the same data can be found in Russian scientific researches: almost all respondents (97%) have noted particular benefit from running their own business, however only 54% of respondents wish to run it, 20% of them plan to become Entrepreneurs, but in fact only 16 % really run their private business (Janeryan & Soldatova, 2012). What is behind this statistics? What are the reasons and factors of this apportionment? These are debatable and complex questions. Of course, it is necessary to take into account special aspects of the region or country, where research and project financing is to be made, to find out the set of variables, defining the development of Entrepreneurship. Thus the aim of this paper is to analyze the situation in Russia, more specifically in Southern Federal District which, on the one hand, has supportive economic base for small business development, but on the other hand, only few people can fulfill their potential in this

sphere in spite the fact that they are ready to run private business. This situation with Entrepreneurship and private business is possibly caused by the number of reasons. First of all, for many decades private business in our country was under embargo, and some generations of people do not even have a clear overall picture and idea of such an activity. Secondly, complicated political and economic situation in Russia in 1990s caused ambivalent feelings: on the one hand, it gave people an opportunity to work independently (freedom of activity and choice) and to earn money, on the other hand – it gave people feeling of worry, fear of instability. Finally, there is a great range of factors in Russia as well as in countries of Europe and the USA, connected with the objective social and economic situation in the region or in the country as a whole (i.e., objective system factors) as well as factors, connected with the subjective opportunities, abilities, skills of the person potentially ready to become an Entrepreneur (i.e., person self-assessment, social competence, communication opportunities, etc.) (De Hoyos-Ruperto et al., 2013). Against that fact, that the policy on supporting the development of private (small) business, searching and supporting young individuals ready and capable to become Entrepreneurs and run their own business is actively conducted in Russia (one of these projects is the All-Russian project "You Are an Entrepreneur"), it is still remains unclear, why in case of motivation, readiness and in case of having appropriate education (which is a very important fact), young people still abandon the idea of being Entrepreneurs and running their own business. It may be assumed, that one of these reasons is personal "immaturity", human personal features, lack of the appropriate aptitudes and abilities. Thus the aim of our research is studying human personal features (personality profiles), young people tendencies to *Entrepreneurial activity and to run their own business*.

2. Theoretical Underpinning

The problem of studying the factors, offering opportunities for running business and making it efficient, is somewhat debatable in most studies. It is connected with great variety of economic, social, individual and psychological variables, determining business activity. Specific research interest in the problem of business activity and its conditioning factors is rather widely seen in sociological, economic, psychological works of British, Chinese, American, Arabic, German, French scientists (N. Culkin, C. Millman, Z. Li, H. Matlay, Wang-chan Wong, D. Hills, S. Majumdar, M. Gallant, R. Klapper, S. Tegmeier, etc.). Most of these researchers give high priority to such factors as education, readiness for business activity, understanding the difficulties caused by and opportunities of such activity, availability of start-up capital, etc. For example, Moraima De Hoyos-Ruperto, José M. Romaguera, Bo Carlsson, Kalle Lyytinen (2013) detail in their scientific works (referring to various data) that such system factors as special *Entrepreneurial* education (Levie & Autio, 2007), opportunities and conditions (Shane & Venkataraman, 2000), national mentality (Casson, 2003), and also such individual factors as social competence (Baron & Markman, 2000) and self-efficacy (Bandura, 1997) can influence business activity and be the reason of its being successful or abortive.

Szu-Ju Lin (2014) notes that special "economic" abilities (market analysis ability, ability to generate and pursue new ideas, plan business development strategies), as well as social and psychological abilities (organizing abilities, ability to work as a team, communicative abilities for interpersonal relations proper managing) can be considered the factors of individual competence and his/her business activity success.

Ms. Seena Biju & Ms. Julie Vardhan (2011) consider «...the influence of motivation and family support on the entrepreneurial aspirations of an individual; Significance of academic education in widening the ambition of a budding entrepreneur; perception of expats about starting business in the UAE market and the risks therein» (Biju & Vardhan, 2011, p. 64) to be significant variables, stipulating individual readiness and willingness to run own business.

D. Turker & S. S. Selcuk (2009) specify that such personality peculiarities as self-confidence, risk tolerance and necessity to achieve best results are of great importance in running business activity.

Some researchers emphasize the influence of gender factor on choice of business activity (Thebaud, 2010) and on personal assessment of entrepreneurial abilities. Researchers point out that women, having some equal characteristics (proper education, readiness for activity, motivation, etc.) with men, are less confident in their opportunities.

Those studies that emphasize the connection of business activity success with a number of cognitive and social factors are very useful and interesting for our research. E.g., some researchers (Baron, 2000) prove that successful businessmen believe in themselves and their ideas, have mature social images, are able to interact and cooperate successfully and they are also adaptable for new circumstances.

As entrepreneurship is a multidimensional notion, a big range of scientific works is devoted to the analysis of entrepreneurial capacities and skills, including perfectionism, risk tolerance, resoluteness, self-confidence, invariance, fairness, reliability, ascendance, ability to learn from mistakes, optimism, egocentrism, creativity, *ambiguity tolerance*, initiative, flexibility, aggression, independence, internal locus of control, high motivation, etc. (Kalkan & Kaygusuz, 2012; Kuratko & Hodgetts, 1998; Lambing & Kuehl, 2000).

The analysis of the most European, American and Asian studies showed that researchers are first of all focused on various objective factors, and also on the ability and readiness of people for business activity, on their social and psychological features. As the aim of our paper is to study entrepreneurship in Russia, it is important to analyze the most important determinants of successful business activity from the point of view of the Russian researchers. Thus it is necessary to emphasize that the lists of determinants, leading to the business activity efficiency and success and mentioned both in Russian and foreign scientists' studies, are identical, however some differences can be found. For example, it may be interesting to note, that such variable as special *Entrepreneurial* education, mentioned in the most European and American researchers' papers (De Hoyos-Ruperto et al., 2013), is not of that much significance for Russian scientists. Thus, O. I. Vitkovskaya's (2005) researches showed that only 14% of successful businessmen have special *Entrepreneurial* education while others have humanitarian or technical ones. If we analyze Russian scientists researches, it may be stated that most of these researches (unlike their foreign analogues) are focused on studying individual and psychological features including gender and typological, individual, social and psychological variables.

2.1 Gender peculiarities

S. T. Dzhanyan & I.A. Soldatova (2012) point out that men, comparing to women, are much more organized, but less normative, thus one of aspects of their psychological readiness for business activity according to these authors is as follows: "in most cases (man) is focused on achieving the success, he can comfortably remain calm and stable even in case of external pressure or difficulties, he can hold positions of leader or follower, depending on situation; man is able to plan his activity in a considered manner, can even ignore corporate security standards, and his reaction to innovations also depends on situation" (p. 16). If speaking about women, they are aimed at achieving the success or at avoiding the failure, they are quite susceptible to external pressure and difficulties and are not able to plan their activity as well as men. These data lead the authors to the conclusion that women, compared to men, are in greater need of training experience to update their mastery motives and to regulate their emotional states, if they are really ready for business activity.

2.2 Personal and character peculiarities

Russian researchers (Zherelina, 2011; Muravyeva, Matsuta, & Erlykova, 2012) pay considerable attention to Businessmen individual differences in motivational frames. Researchers state, inter alia, that successful Entrepreneurs are characterized by the high level of motivational involvement, self-motivation; that means that their "creative potential" is very high (Zherelina, 2011, p. 124). Having analyzed personal ideas and visions of Entrepreneurs, Zherelina L.N. Notes: "as mentioned by the Entrepreneurs themselves, personality traits providing effective business activity include the following ones: ability to take quick abrupt decisions; ability to risk; communicative skills; virile character; insight; ability to manage people; behavioural and axiological strategies stability in various situations" (Zherelina, 2011, p. 123). Most Russian researchers find that such variables as rationality, aggression, suspiciousness, superstitiousness and excess faith placed in mystic (believing in omens, signs, astrological forecasts) (Zavyalova & Posokhova, 2004) self-efficacy, reasonable self-assessment, personal growth, internal locus of control (Bogdanova & Omarov 2008); involvement into activity, risk tolerance, ambiguity tolerance determine the success of Russian Entrepreneurs business activity. In other words, Entrepreneurs are characterized by their being ready to risk even in case of lack of reliable success guarantees, they tend to consider ambiguity as the ability to gain new experiences, to promote their business, but not as a fail (Muravyeva, Matsuta, & Erlykova, 2012).

Russian researchers pay much attention to Entrepreneurs system of values. They point out that self-consistency, high achievements and personal power orientation are the most important variables of these respondents (Muravyeva, Matsuta, & Erlykova, 2012).

2.3 Social and Psychological peculiarities

Entrepreneurship is closely connected with such variable as "interpersonal communication skills and style" (Vitkovskaya, 2005). Entrepreneurs can be characterized by independent and dominant, powerfully-leading communication types, which means having dominant personal traits, need for independence, autonomy in decision-making. Innovation readiness (searching, developing and introduction of new arrangements, goods, services, means of their implementation, new market development opportunities analysis, practical/social intelligence); leadership orientation (effective interpersonal communication, success-oriented positive mood, searching for like-minded persons, establishing and

maintaining relations with clients, partners, employees, competitors) – can also be considered social and psychological determinants of successful business activity according some researches data (Belova, 2011).

No matter individual psychological factors important for successful business running are well-studied, the problem of defining the qualities necessary for potential Entrepreneurs becoming successful businessmen is still under discussion. We can find only several papers, giving the analysis of Entrepreneurs personal traits. For example, Russian author Dementiy L.I. (2011) in his "Business career driven by personality factors" reveals career and vocational guidance of people, ready for business activity. Five basic strategies, chosen by testing respondents, were revealed in the paper mentioned above, and the strategy "Entrepreneur-visionary leader" was called the most important one by 31,37% of respondents, that means that potential Entrepreneurs aspire to achieve personal and social success, focused on creative work and have a research approach to their job and life.

Analysis of the ideas of graduands, potentially ready for business activity (Dzhaneryan & Soldatova, 2012; Soldatova, Serebryakov & Altukhov, 2012) showed, that the respondents are very passive in making decisions (they are not ready for or do not take an interest in taking part in competitions on grants, business projects, etc.), and their decision on becoming Entrepreneurs is based only on external motivation (material wealth or deficiency motive), expectation of external Governmental sponsorship, they are not motivated for running private business after graduating from Universities.

In conclusion of this review, we should point out that the list of the factors, leading to successful business activity, is long enough and the more factors is added to this list, the longer the "list of variables" becomes, and the more difficult it is to find out the basic and the most important factors for person becoming a successful Entrepreneur. It is possible to assume that this factors are the system of the person-potential Entrepreneur's abilities (opportunities). As some researchers point out "the literature underscores the importance of recognizing and exploiting opportunities as well as a willingness to accept it to achieve entrepreneurial success (Shane, 2003). Opportunities, however, are not always perceived in the same way; therefore, how these are presented, the people they are presented to, and how they take advantage of them are crucial (Shane & Venkataraman, 2000). Thus, a positive perception of entrepreneurial opportunities is a necessary condition for the entrepreneurial success" (De Hoyos-Ruperto et al., 2013, p. 57). Thus, the aim of the empirical analysis is to determine the characteristics of potential Entrepreneurs' personal and professional abilities and aptitude.

Several hypotheses are to be checked in our research:

- 1) empirical model of the potential Entrepreneurs personality types is non-uniform, which reflects in Entrepreneurial intentionality; this empirical model relates to and does not contradict the personality types theoretical model (D. Holland);
- 2) factor structure of young persons-potential Entrepreneurs' peculiarities is characterized by integrity of cognitive and personal system of abilities, productive features of wick correlate with business activity success;
- 3) there is a significant direct correlation between the abilities necessary for business activity, integrated motivational complex and potential Entrepreneurs personality type.

3. Methods and Methodology

The following stages have been completed in order to achieve the set goal of our research and to validate the suggested hypotheses: automated system for entrepreneurial and personal features and peculiarities diagnostics development; identification of the people, potentially ready for business activity; empirical model of the potential Entrepreneurs personality types development, factor groups of respondents with trait profile structural features and peculiarities identification, their personality traits, entrepreneurial abilities and skills studying.

At the first stage, the remote (network, HTTP protocol) and extensible (allowing new tests to be added and edited) computer automated system of diagnostics was created; this system is aimed at studying: entrepreneurial abilities, skills and persons being interested in business activity; personality traits, necessary for it; orientation on business activity and motivation. Spiral model was chosen as the system life cycle model; each curve of this model means one test type. Three-layer client-server architecture (containing front end, application server and database server) is the basis of the model. The structure of the system is characterized by tree relatively independent subsystems with shared data warehouse: for testing, for viewing the results and for editing tests and their characteristics. To take a test person needs to create an ordinary user account or to log in, if the account has already been created before. When the page "Testing" is opened, the respondent can see several test phases: to start a test, to continue the test (if it has been started before), to view the results (if the test has been completed). The name of the test is not shown to the respondent not to divert his/her attention from passing it (the word "Questionnaire" and test serial number are shown), each test has an instruction

on filling in and questions with several alternative choices of answers. Following data are used in the system for diagnostics:

- questionnaire "Entrepreneurial abilities" (T.M. Matveeva);
- questionnaire "Can you become an Entrepreneur?" (T. Harrison);
- questionnaire "Profession choice motivation" (R.V. Ovcharova);
- Personality type test (D. Holland, rev. by G.V. Rezapkina).

The respondents, potentially ready for business activity, were revealed at the second stage. 191 persons took part in the research, i.e.: men (30%) and women (70%); students of the higher educational establishments and postsecondary institutions (60%), employed (35%), unemployed (5%). Age range of participants was from 18 to 30 years. Persons of 18-21 years old (at a stage of professional training, getting education, speciality) – 60%; persons of 22-30 years old (professional and personal development stage: professional and personality structure improvement, etc.) – 40%. All respondents are representatives of 18 Municipal entities of Southern Federal District. These respondents gave positive answer to questions: "Would you like to become an Entrepreneur?" and "Would you like to take part in Russian Federation youth entrepreneurship promotion program "You are an Entrepreneur?". The affirmative answers to these questions give the grounds to assume that these young people are potentially ready for business activity and they are interested in running and promoting their own business (in subsequent research stages, persons selected in this way, were offered to describe their business project which, from their point of view, could have been advantageous for and could have obtained economical and social support from Municipal entity Administration by the results of competitive selection). The selected respondents passed on-line tests (with the help of computer automated system of diagnostics).

4. Discussion of Test Results

The analysis of factor structure and samples indicators distribution normalcy was carried out at the main empirical research stage aimed at detecting features of intellect and personality structures of the persons, potentially ready for business activity and at developing the empirical model of their personality types. Data analysis and management Software package SPSS was used at this stage of empirical research to check the sample average (in this case most values are grouped at the mean sample value) under criterion "Entrepreneurial spirit". The analysis showed that the respondents' "Entrepreneurial spirit" diagnostic indicators distribution under Kolmogorov-Smirnov's (Kolmogorov-Smirnov Z) criterion is normal (Normal distribution): $Z = 1,775$ if $Asymp. Sig. = 0,004$. These results are obtained at the high significance level. Distribution kurtosis and skewness were found to check the obtained results. Kurtosis $Ex = 0,33278421$. Its empirical estimator is $0,116199432$, which is far less than Chebyshev's inequality ($0,349735888$). As can be seen from the above $|Ex| < 0,349735888$.

This fact indicates the lack of kurtosis in the results distribution. Chebyshev's inequality is valid for skewness index ($As = -0,01853203$) as well as for kurtosis index, that confirms the normalcy of the respondents' "Entrepreneurial spirit" diagnostic indicators distribution. Thus, most part of distribution values hinge on abstract average which almost coincides with the indicators values median. This result is very important for our research, because normal distribution of results is one of empirically verified truth necessary for total sampling under specific criterion - "Entrepreneurial spirit". That is why, it is possible to affirm that the respondents, who took part in our research, are really ready for running business.

Theoretical analysis (D. Holland, Rezapkina, 2005) showed that realistic, investigative, social, conventional, artistic personality types are conjugated with enterprising type (defined as "personality trait, peculiar to entrepreneurial activity"). Some certain structures, consisting of various factors and defining Entrepreneurs personality types, are based on the coherence of the types, mentioned above.

Special rotation-based factor analysis was carried out to define necessary factors. We shall accept Cumulative = 80,422%, that means that the factor structure resulting from the analysis is accurate and reliable (Table 1).

Table 1. Entrepreneurs' characteristics factor structure

Characteristics (Types)	Component		
	1	2	3
Realistic	.999	-.024	.027
Investigative	.025	-.989	-.149
Social	-.999	.024	-.027
Conventional	.028	.149	.988
Enterprising	-.025	.989	.149
Artistic	-.028	-.149	-.988

Factor structure of the empirical model of the potential Entrepreneurs personality types includes 3 factors, this structure is a complete and integral system of potential Entrepreneurs intellectual and personality traits, all values are included into factors with strong constraint force (Table 1).

First factor includes two variable values: realistic type (0,999) and social type (-0,999). There is a clear feedback between these variables, i.e. the higher the value of one variable is, the lower is the value of another one. Social type of this group is much more pronounced than social types of other ones (Table 2). In other words, the better such characteristics as activity, aggression, business-like manners, assertiveness, rationality, practical mind, well-developed motor skills, spatial perception, mechanical intelligence (i.e. characteristics of realistic types) are developed, the worse such characteristics as communication ability, humanity, assistance, dependency on others and social mind, adjustment are developed.

Table 2. Descriptive statistics

Characteristics (Types)	Descriptive Statistics				
	N	Minimum	Maximum	Mean	Std. Deviation
Realistic	191	0.00	8.00	4.0785	1.76191
Investigative	191	0.00	9.00	3.7592	1.81067
Social	191	2.00	10.00	5.9215	1.76191
Conventional	191	0.00	9.00	4.5654	2.27912
Enterprising	191	1.00	10.00	6.2408	1.81067
Artistic	191	1.00	10.00	5.4346	2.27912

Second factor also includes two variables: investigative type (- 0,989) and enterprising one (0,989). Enterprising type is typical of this group (Table 2). The better such characteristics as resoluteness, flexibility, aggressiveness, risk tolerance, optimism, self-assertion, language competence, leadership potential are developed, the worse analytical abilities, originality and intellectual independence, quantitative skills, criticism, cognitive need, thoughts of imagination are developed.

Finally, third factor also includes two variable values: conventional type (0,988) and artistic type (-0,988). Artistic type is typical of the third group (Table 2). The better imagination and intuition, emotional outlook on life, independence, originality and intellectual independence, motor skills and apperception are developed, the worse such characteristics as numerical information processing ability, stereotypical attitude to problems, conservative character, dependency, following customs and traditions, agreeableness, efficiency, numerical abilities are developed.

All three factors are characterized by vectors and mentioned characteristics reciprocal dyadic correlations: sociality, flexibility and artistry. These results refer to D. Holland's theory: six personality types are grouped on the basis of similarity degree (Figure 1). Each type is close in its characteristics to the nearest types and differs from the opposite ones.

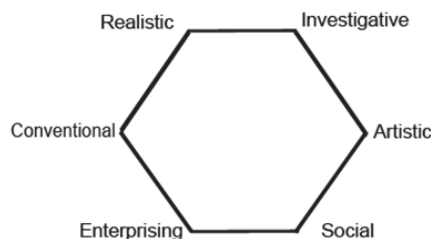


Figure 1. Personality types correlation model (D. Holland)

In other words, personality types empirical model, identified during this stage of research, conforms and improves the knowledge of correlation of potential Entrepreneurs personalities peculiarities factors and indicates their being or not being ready for business activity.

Factor analysis was carried out to ascertain personal profiles of the respondents, persons were taken as variables. Outcome matrix was transposed and three groups of respondents with different entrepreneurial abilities were identified as

a result of this transposition (Cumulative = 99.49%).

The first group included 96 persons out of 191, the second group included 83 persons and the third one – 12 persons.

Having analyzed the Entrepreneurial abilities mean values (Table 3) we came up with the following conclusion: the first group is characterized by aptitude for leadership, managerial abilities, responsibility, i.e. by sufficient Entrepreneurial capacity. At the same time, these respondents mentioned that their initiative and resoluteness are poorly developed. On the one hand, respondents with low Entrepreneurial abilities test results are characterized by insufficient experience for business activity, but on the other hand, they are insight and make objective assessments of their abilities since they are really interested and seriously engaged in running their own business. Persons with Enterprising personality type prevail in this group (if compared to other groups), that means that these persons are shrewd, pragmatic, able to adapt to different conditions, to take individual decisions. They are community-minded, risk-tolerant, their communicatory competence is well-developed. Material welfare is of great importance for these respondents. These persons need to be engaged in activities to show their managerial abilities, ability to be a leader, to govern and to have a positive effect on other people. These respondents have dominant character, they can even be aggressive and need to be socially recognized. Clear priority in this group is also given to the conventional personality type. These respondents are apt to data processing and systematizing, record-keeping. They are very careful, diligent, pragmatic, follow social code and norms, interested in well-regulated work. It is important to emphasize that they are not intellectually oriented, i.e. their analytical abilities, rationalism, originality and intellectual independence, abilities to enunciate and express their ideas and thoughts, to solve logical problems, to generate new ideas are poorly developed.

Table 3. First group Entrepreneurial abilities mean values

Personal (character) traits of potential Entrepreneurs	First group Entrepreneurial abilities mean values
1. Entrepreneurial abilities	13,9
2. Persons Entrepreneurial potential	22
3. Internal motivation (IM)	4,6
4. External positive motivation (EPM)	4,4
5. External negative motivation (ENM)	3,7
6. Realistic type	4,4
7. Investigative type	3,1
8. Social type	5,6
9. Enterprising type	6,4
10. Conventional type	6,9
11. Artistic type	3,7

Motivation is necessary for effective professional activity, particularly enterpreneurial one, that is why we analyzed the results of motivational complex diagnostics. This analysis showed that the respondents, included into this group, are characterized by the best, optimal motivational complex: IM (internal motivation) > EPM (external positive motivation) > ENM (external negative motivation). It is obvious that persons with high internal motivation are aimed at achieving target goals, planning their future, solving encountered problems. It may therefore be asserted that the respondents, included into this group, choose to engage in Entrepreneurial activity because (in their own view) it is the best opportunity for their "full" and effective self-determination and occupational satisfaction. Thus it should be noted that the external positive motivation of these respondents is also very high: they are attracted by material welfare and their social status improvement. Thus, this group can be called "*Potentially successful Entrepreneurs*".

The analysis of characterologic peculiarities of the respondents, included into the second group, showed that their entrepreneurial abilities are medium developed (Table 4). They are ready to and can easily communicate with other people and convince them in the chosen way being right, take responsibilities for decisions. However they note that sometimes they are not goal-directed or categoric enough, despite having leadership skills and managerial abilities. Their motivational complex is also optimal as well as in the previous group: IM > EPM > ENM. Moreover the internal negative motivation is expressed in this group in a lesser degree than in previous two ones.

Table 4. Second group Entrepreneurial abilities mean values

Personal (character) traits of potential Entrepreneurs	Second group Entrepreneurial abilities mean values
1. Entrepreneurial abilities	14,4
2. Persons Entrepreneurial potential	22,3
3. Internal motivation (IM)	4,6
4. External positive motivation (EPM)	4,2
5. External negative motivation (ENM)	2,9
6. Realistic type	4,1
7. Investigative type	4,8
8. Social type	5,9
9. Enterprising type	2,6
10. Conventional type	5,2
11. Artistic type	7,4

What is of interest here is that the artistic personality type prevails in this group. Persons, included in this group, are picturesque, they are able to make independent decisions, less frequently guided by social norms and approval need, have unusual attitude to life, flexible thinking, can be characterized by emotional sensitivity. Their relations with other people are based on their feelings, emotions, imagination and intuition. They do not like heavy regulations and prefer work with no fixed hours. This kind of persons prefer professions related to literature, theatre, cinema, music, fine arts. Enterprising personality type is not common to this group. It is possible to assume that the respondents, included into this group, are interested in entrepreneurial activity only for representing their abilities and managerial aptitude. They can be characterized by high demonstrativeness, by trying to claim attention of others, but at the same time business activity itself has little value to these respondents. Consequently, the chance of their entrepreneurial activity being successful is very little. However these respondents can become entrepreneurs in case they are able to offset their ability to build a professional team and manage their partners against their poorly developed personality traits, so that this ability shall "mitigate their weaknesses". This group differs from other ones, because intellectual personality type prevails here. I.e., these respondents are characterized by originality and intellectual independence, abilities to enunciate and express their ideas and thoughts, to generate new ideas. They need freedom of creation. This group can be called "*Creatively inclined*".

The analysis of the third group, inconsiderable in number of respondents, showed that despite the predominance of entrepreneurial abilities (comparing to other groups) these respondents are characterized by the lowest personal potential (Table 5). In other words, they are sure that they possess good knowledge, information (about marketing outlets, consumer needs, future partners, etc.) and have good skills for their business development, but at the same time their leadership skills, resoluteness (they are very careful at different tasks performing) are poorly developed; it is even difficult for other people to work with them. These respondents can be characterized by certain abilities, necessary for entrepreneurial activity: some of them are good leaders having social character, others are ambitious and socially-minded. Their motivational complex is optimal, however their internal motivation is slightly lower comparing to the respondents of other groups. Thus IM and EPM values are mostly equal in this group, but they are lower than in previous ones, that proves that these respondents are not highly motivated to run their business.

Table 5. Third group Entrepreneurial abilities mean values

Personal (character) traits of potential Entrepreneurs	Third group Entrepreneurial abilities mean values
1. Entrepreneurial abilities	17,6
2. Persons Entrepreneurial potential	21,7
3. Internal motivation (IM)	4,3
4. External positive motivation (EPM)	4,1
5. External negative motivation (ENM)	3,4
6. Realistic type	1,6
7. Investigative type	1,8
8. Social type	8,4
9. Enterprising type	3,7
10. Conventional type	8,2
11. Artistic type	6,33

Social and conventional personality types predominate in this group. On the one hand, these respondents are humane, sentimental, active, abide by social norms, able to understand emotional state of other persons. Their speech and body language are well-developed, they are characterized by being interested in other people, willingness to give support and help. They prefer professions related to training, upbringing, medical maintenance, consulting, servicing. On the other hand, these respondents are well in processing and systematizing information, containing signs and indicators, numbers, formulae, texts. They are punctual, careful, pragmatic, abide by social norms, prefer contained work. It is obvious that these two psychological types are different, but at the same time, people of both psychological types are reluctant to make responsible decisions, to risk for achieving their goals. Thus this group is characterized by the lowest level of creativity freedom, skills in practical activity, they are neither strong, high-skilled, flexible enough, nor have good coordination ability. Thus this group can be called "*People working according to the sample*". These respondents might have planned to run their own business, but they cannot be beneficial in this activity because of their specific personal traits and peculiarities.

Having analyzed the results of this research, we may confidently certify, that Entrepreneurial activity abilities, motivational complex and potential Entrepreneurs personality type are significantly, inextricably and directly correlated with each other. Interrelations between 11 personal characteristics were studied to substantiate this fact. It was found out that each characteristic directly, indirectly related or has a feedback with other variables of the personality traits, necessary for running successful business activity. E.g., Entrepreneurial potential is directly proportional to the level of Entrepreneurial activity abilities ($r=0,408$) and to the internal motivation ($r=0,33$). It may be said that the higher entrepreneurial potential the person has, the better his/her Entrepreneurial abilities are developed, the higher his/her internal motivation, interest in activity is (from the point of view of his/her personal development, formation as a professional, self-fulfillment, taking pleasure and satisfaction in running business). The direct correlation between the Enterprising and Office types ($r=0,30$), which also correlate with external positive motivation ($r=0,35$) and indirectly correlate with the Investigative ($r=-1,00$; $r=0,30$) and Artistic types ($r=-0,30$; $r=-1,00$) have been found during our research. It can be stated that the higher the level of taking individual and independent decisions, social activity, risk tolerance is and the better organizational skills, punctuality, pragmatism, social norms orientation are developed, the more the person is oriented on career development, promotion, social prestige and respect of others (which is characteristic of external positive motivation).

5. Conclusions

The results of the research analysis lead to the following conclusions.

First of all, it is obvious that only 50% of respondents have required abilities, potential, personal orientation for successful Entrepreneurial activity and are really ready to run their own business. Other respondents are either not oriented personally for Entrepreneurial activity or their personal traits for independent business running are not developed enough. So, there is an incoherence: on the one hand, young people express their readiness to run business, on the other one, their personal characteristics (qualities, traits), necessary for successful Entrepreneurial activity, are poorly developed (or not developed at all). Thus, it is important to emphasize two strategies in supporting those people, who decided to run private (small) business: first strategy- consider-based and careful selection of potential Entrepreneurs, taking into account their personality profiles and capabilities; second strategy-harmonization of the young persons-potential Entrepreneurs' personality profiles.

Trainings, training workshops, working seminars aimed at creative and intellectual potentials, reflexive abilities development are a very good solution of the second strategy problem. It is recommended to consider creating science and technology assistance centres to administer and help emergent entrepreneurs. If speaking about "Potentially successful Entrepreneurs" group, the following trainings may be recommended: business training course for emergent entrepreneurs, *situational awareness business training (participants learn to respond adequately to situation changing; to assess the situation, to appreciate the difficulties and to identify solutions of the problems)*, *personal growth training*.

In accordance with the results of our research, it may be recommended to develop metacognitive skills, not only as a component of Entrepreneurs intelligence, but as their own ability to control individual intellectual activity, maintain intellectual control of different situations, find out their positive and negative personality traits, to be mentally beneficial, ready to analyze the situation from different points of view and acquire any kind of information, take paradoxical situations. It is logically to use reflexive module in this case, i.e., technologies of the reflexive assessment of potential Entrepreneurs own experience, creative uniqueness and particularity, creative potential. If the person's metacognitive skills are well-developed, he/she can easily implement new ideas and new means of actions, as these metacognitive skills summon creative thinking of a person.

Secondly, the analysis and diagnostics of personal and entrepreneurial traits of respondents, included into "Potentially successful entrepreneurs" group, will help to add new information to the data about theoretical and empirical models of Entrepreneurial skills set already available as well as to analyze young persons' abilities to run their own business successfully on the basis of personal potential (self analysis, self-comprehension, self-direction), cognitive and personal abilities system (cognitive structures, direction in thinking, conceptual skills: whether a person understands theoretical and actual characteristics of the situation, is able to act correctly and solve different problems), etc.; it can also help to improve and broaden the scientific understanding of the notion of "Entrepreneurial abilities"; to develop the system of the Entrepreneurial activity success criteria and predict the consequences of such an activity, broaden the notion of "abilities to business activity"; to develop the system of success criteria in business activity and, as a consequence, to predict its effects.

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