



World Conference on Technology, Innovation and Entrepreneurship

The Effect of Personality Traits On Social Entrepreneurship Intentions: A Field Research

Oğuzhan İrengün^{a*}, Şebnem Arıkboğa^a

^a*Department of Business Administration, Istanbul University, Istanbul, 34452, Turkey*

Abstract

Research conducted on personality, entrepreneurship and the intentions of individuals towards entrepreneurship has been a widely debated topic recently, both within academia and among business circles. The purpose of this study is to examine social entrepreneurship and personality within a theoretical context and to implement a field study about the subject. In the field study; we have tried to reach students of Business Administration in Istanbul that are taking applied entrepreneurship classes in order to assess students' personality traits and of those students that show intention towards social entrepreneurship by studying the relationships between personal characteristics and their intention towards social entrepreneurship. By examining the obtained information from personal characteristics and which aspects of social entrepreneurship they influence; we have tried to identify, students that have certain personal characteristics that are more inclined to be candidates for social entrepreneurship which personal characteristics should be encouraged among students that are candidates of social entrepreneurship in order for them to establish successful social enterprises and to generate suggestions on which aspects of social entrepreneurship these candidate students must focus on.

© 2015 Published by Elsevier Ltd. This is an open access article under the CC BY-NC-ND license (<http://creativecommons.org/licenses/by-nc-nd/4.0/>).
Peer-review under responsibility of Istanbul Univeristy.

Keywords: Entrepreneurship, Social Entrepreneurship, Personality, Personal Traits,

* Corresponding author. Tel.: +90-212-4440000-11770
E-mail address: oguzhan.irengun@istanbul.edu.tr

1. Introduction

Poverty, lack of clean water, insufficient education opportunities, environmental problems, problems relating to women, child labor, death of employees, problems arising from armed conflicts and wars, plague, insufficient medical treatment, unemployment, increase in crime amongst youth, environmental disasters are common problems suffered not only by undeveloped or developing countries but by almost all countries in the world (Praszkie, Nowak, 2012). Ongoing systems are inefficient to solve these problems. Therefore new and innovative systems and paradigms are highly needed for creating solutions, which social entrepreneurs try to produce.

Personality can be defined as sui generis reflection of factors effecting the emotions, thoughts and behaviors of an individual. Personality is under perpetual influence of inner and outer factors and consists of physical, intellectual, spiritual, generic and learned capabilities, instincts, emotions, desires, habits, way of thinking and any kind of behavior such as perception and attention. In this respect, when personality of a person is evaluated, it can be stated that the personality reflects not only the traits of such individual but also the traits of the society and the group of such individual and all human kind at certain level.

The effects of personality traits on entrepreneurship drive have long been discussed and consensus has not yet been reached on this issue. The effects of personality as a whole on entrepreneurship drive a recent discussion matter. This field research tries to find the effects of personality on social entrepreneurship intentions among the Business Administration students participating on applied entrepreneurship classes in Istanbul.

2. Social Entrepreneurship

Social entrepreneurship may be defined as an innovative, sustainable hence permanent problem solving process conducted by an entrepreneur who becomes aware of a social problem. In this respect, similar to profit oriented entrepreneurs, social entrepreneurs are persons who can identify the opportunities, assess such opportunities with innovative methods, take risks and as a result achieve benefits. However, the fundamental difference between profit oriented entrepreneurs and social entrepreneurs is that, as indicated in the vision of their companies social entrepreneurs seek to achieve a social value and profit making is a derivative product of their activities (Dees, Elias, 1998).

Leadbeater (1997) defines social entrepreneurship as use of return of the social entrepreneurship activities for social goals rather than monetary profit or use of profit arising from the business activities for the benefit of a social group who has social problems. According to Drayton (2002) social entrepreneurs are change agents who focus on locating, identifying and resolving social problems. According to Tan et al. (2005) social entrepreneurship is sharing the whole or part of the risk taken by an innovative entrepreneurship and the profit obtained as a result of such risk with the social group that is actively participating to the entrepreneurship. Mair and Marti (2006) define social entrepreneurship as a process of identifying the opportunities and in view of such opportunities gathering the resources in an innovative method in order to solve social problems, achieve social change and meet social needs, whereas according to Koe Hwee Nga and Shamuganathan (2010) social entrepreneurs are persons founding and maintaining the entrepreneurship activities which make innovative and self sufficient financial return by structuring social networks in a sustainable manner in view of a social vision. Social entrepreneurship may also be defined as aiming to increase income by using the tools of profit oriented entrepreneurs without disregarding the fundamental social mission of the business. This study is based on the social entrepreneurship definition of Koe Hwee Nga and Shamuganathan (2010).

The studies made in this field reveal that the concept of social entrepreneurship is defined by different dimensions and such dimensions form sub dimensions amongst them (Praszkie, Novak, 2012). The social entrepreneurship definitions introduced by science people and its dimensions vary depending on the types of problems which social entrepreneurs aim to solve.

متن کامل مقاله

دریافت فوری ←

ISIArticles

مرجع مقالات تخصصی ایران

- ✓ امکان دانلود نسخه تمام متن مقالات انگلیسی
- ✓ امکان دانلود نسخه ترجمه شده مقالات
- ✓ پذیرش سفارش ترجمه تخصصی
- ✓ امکان جستجو در آرشیو جامعی از صدها موضوع و هزاران مقاله
- ✓ امکان دانلود رایگان ۲ صفحه اول هر مقاله
- ✓ امکان پرداخت اینترنتی با کلیه کارت های عضو شتاب
- ✓ دانلود فوری مقاله پس از پرداخت آنلاین
- ✓ پشتیبانی کامل خرید با بهره مندی از سیستم هوشمند رهگیری سفارشات