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Critically evaluate a range of entrepreneurial traits, motivations and characteristics using appropriate academic models and theories, further supported by examples of proven and successful entrepreneurs

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One factor that creates a competitive edge is entrepreneurship. Creativity and invention are considered to be essential competencies for entrepreneurship. There has been a lot of scholarly interest in the entrepreneurial process, which encompasses all the roles, tasks, and decisions related to identifying opportunities and forming businesses to seize them (Amiri and Marimaei, 2012). People who have a concept, dedicate themselves to it, and nearly single-handedly see it through to effective implementation are commonly referred to as entrepreneurs (Amiri and Marimaei, 2012). Research on the psychology of entrepreneurs examines the unique psychological traits that set them apart from other people. In an effort to forecast who will become successful entrepreneurs, these traits have been linked to entrepreneurial performance.

The three elements that are most often researched in regard to entrepreneurs are: personal traits; psychological effects; and the impact of prior experience on the individual (Amiri and Marimaei, 2012).

This essay shows some entrepreneurial traits and characteristics using appropriate academic models and theories ,reinforced by real-world examples of successful entrepreneurs.

Entrepreneurs find chances in both their personal and professional life, working alone or in groups. They develop theories about how to provide value for clients and run methodical experiments to substantiate their theories. This frequently entails finding partners through networking and making financial investments to ascertain how they will provide a good or service at a reasonable price. Prominent businesspeople hail from many backgrounds. When launching and operating a business, there are a few traits and competencies that entrepreneurs should possess in particular such as willingness to take risks, flexibility, self-consciousness, creative mindset and so on (Miller, 2020).

First of all, regarding risk taking propensity theory , the willingness to take chances has long been seen as a crucial component of entrepreneurship (Antonicic, *et al.*, 2018). It might be dangerous to put up entrepreneurial effort towards a new company idea because startups often have a high failure rate. When they start new

businesses, entrepreneurs take on a variety of risks, including financial, social, and psychological risks. The disposition to accept or avoid risks, or the perceived likelihood of receiving rewards associated with the achievement of desired conditions, is one of several distinct persistent personality qualities known as the risk-taking propensity (Antoncic, *et al.*, 2018).

A major factor influencing hazardous behavior is a decision maker's inclination for taking risks (Sitkin and Pablo, 1992). Through meta-analysis, Stewart and Roth (2001) discovered that risk-taking tendencies are often greater among entrepreneurs than among managers. There can be a bad relationship between risk aversion and entrepreneurship. Nonetheless, seasoned businesspeople may be less likely to take risks (Giunipero *et al.*, 2008). A person's willingness to take risks may not be a highly constant trait and may vary depending on the circumstance (Antoncic, 2003).

A best example of entrepreneur for risk taking propensity theory is Richard Branson who established Virgin Galactic with the goal of marketing space travel. The eccentric businessman has long had a fascination with space. The project was viewed with mistrust because of its extreme financial burden and technological difficulties (Misterindependent, 2004). Branson faced obstacles, such as a deadly crash during a test flight, but he also invested millions in research and development. Branson persisted in his commitment in spite of the obstacles. When he traveled to the edge of space on a Virgin Galactic spaceship in 2021, his risk was proven. The journey cemented Branson's status as a fearless risk-taker and was an important turning point in commercial spaceflight history (Misterindependent, 2004).

Next theory, which is discussed in the essay is Social Learning Theory, which can be connected to building individual intention. An individual's conviction in launching a new company or innovating inside an established corporation is referred to as their entrepreneurial intention (Tentama and Abdussalam, 2020). This ambition and conviction in entrepreneurship are thought to be enhanced by a personality feature known as internal locus of control. Internal locus of control is essential to developing individual intention in entrepreneurship and can function as a positive predictor of entrepreneurial intention, according to research on the subject. People who have an internal locus of control think they will be successful entrepreneurs because they think things happen based on their actions or innate qualities. They think they have

complete control over their learning outcomes and that their actions dictate the events of their lives. Additionally, they think that their consistent behavior is what causes amazing experiences (Tentama and Abdussalam, 2020).

Individuals who possess an internal locus of control take ownership of their circumstances and exert personal influence over them. They are less afraid of the unknown because they believe they can have an impact on a novel and uncertain circumstance (Your Article Library , no date). Therefore, your ability to rely on yourself may have a significant impact on how effectively you handle stressful and unpredictable situations. It could also significantly affect adaptability and well-being on an emotional and physical level. Independent decision-making and proactive coping have been associated with internal locus of control. Information seeking is a typical element of problem-focused coping. The "Social Learning Theory" developed by Rotter in 1966 is where the idea of locus of control originated. A generalized perception regarding the degree of control individuals have over their circumstances is known as locus of control (Your Article Library , no date). Concepts like locus of control have important ramifications for entrepreneurship. Studies pertaining to locus of control have demonstrated that entrepreneurs possessing an internal locus of control outperform those having an external locus of control. The most successful woman entrepreneur in the world, Shahnaz Hussain, is a prime example of an internal locus of power (Your Article Library , no date).

Shahnaz Husain is a well-known Indian female businesswoman who is most recognized for her herbal cosmetics, especially skin care products (Kataria, Nandal and Malik, 2020). She is the founder, chairperson, and managing director of the Shahnaz Husain Group of Companies. She works tirelessly to improve people's skin with her line of cosmetics. She has been working so hard to nourish people's skin and slow down the aging process (Kataria, Nandal and Malik, 2020).

According to Miao, Qian, and Ma (2017), entrepreneurial self-efficacy is a significant individual psychological characteristic that has garnered scholarly attention in the literature and has been proven to impact intention. Regarding self-efficacy theory, an individual's confidence in using their resources, abilities, and knowledge to effectively complete a task is known as their entrepreneurial self-efficacy (Torres & Watson, 2013).

The primary motivator for people to become entrepreneurs is typically thought to be their desire for independence (Walter and Block, 2016).

It can be said that intention is not much impacted by self-efficacy. According to Shava and Chinyamurindi (2019), the capacity to run your business independently and make decisions on your own without other influence is what it means to be independent.

A person with advanced self-efficacy will set difficult goals, devise better plans and strategies for the task, put up more effort over a longer period of time, and persevere against all obstacles until they achieve their aim. A person who believes in their own abilities may take rejection with greater optimism (Osadolor *et al.*, 2021). The entrepreneurial process demands a great deal of resolve, endurance, and preparation, thus self-efficacy is essential. Confidence in one's own abilities is known as entrepreneurial self-efficacy. However, in order to have an effect on an organization's performance, this confidence must be turned into actual entrepreneurial task results. This implies that an entrepreneur is more likely to inspire their company endeavor to higher success if they have better confidence in their abilities to carry out an entrepreneurial duty successfully (Osadolor *et al.*, 2021). People that are more adept at entrepreneurship tend to be more keen on taking charge, setting and achieving ambitious objectives, and employing a variety of strategies to get there. A person's ability to reach a specific degree of success is determined by their level of self-efficacy. Therefore, those who are more interested in the non-financial aspects of work relationships are more willing to forgo a pay raise in order to improve these aspects of their jobs (Osadolor *et al.*, 2021).

The best example of self-efficacy is Madam C.J. Walker, the first Black woman millionaire in America. Having never attended school, she founded the multinational company Madam C.J. Walker Manufacturing Company, which produced hair care and ethnic beauty goods (Smith, 2007). In addition, she established a network of beauty colleges where African American women could learn the science, art, and business of cosmetology. She became one of the most well-known self-made billionaires of her day, black or white, because of her perseverance and the inspiration she provided for her workforce of over twenty thousand African American women. With her compassion and kindness, Madam Walker inspired multitudes and benefited countless more. She was a fundraiser, a pioneer in the civil rights

movement, and an outspoken advocate for political and social change, which makes her most notable (Smith, 2007).

Uncertainty avoidance can be connected to Hofstede's Cultural Dimensions. The concept of uncertainty avoidance relates to a society's ability to tolerate ambiguity and uncertainty, it speaks to the human pursuit for truth. It shows the extent to which a culture shapes its members' comfort or discomfort under unstructured circumstances (Mangundjaya, 2011). Situations that are not organized are unfamiliar, unexpected, and not like the norm. Managers that exhibit high levels of uncertainty avoidance tend to favor predictable and well-structured environments (such as Japan). Conversely, most individuals in the Low Uncertainty Avoidance culture are accustomed to accepting the unknown and can handle risk and unpredictability (Mangundjaya, 2011).

People in nations that try to avoid uncertainty usually seek order and predictability and make a concerted effort to prepare ahead in order to avoid unstructured circumstances. Rather than beginning a firm from the ground up, they ought to lean more toward taking over an established enterprise. Comparing a business acquisition to launching a new company, the former is linked to higher levels of uncertainty (Block and Walter, 2017). An entrepreneur may capitalize on already-existing goods, market access, and an established organization by taking over; in contrast, fresh venture begins have to create these assets gradually, and there is a great deal of uncertainty around the success of an entrepreneur. Furthermore, in corporate takeover scenarios, the possibility has already demonstrated its viability; nevertheless, in newly launched ventures, these prospects are still unclear (Block and Walter, 2017).

Uncertainty is crucial for first-time business owners since they can't fully predict every possible scenario. As a result, inexperienced business owners usually lack the capacity to forecast their future profits. For example, someone developing a new store for an existing franchise chain could have a decent sense of how successful it will be based on the experiences of previous sites. This isn't true for business owners who start new projects or, in general, for those who bring an idea to market (Wennekers *et al.*, 2007).

The example of uncertainty avoidance is Bill Gates who owns high uncertainty avoidance. One of the richest persons in the world, Bill Gates is the CEO of Microsoft, a software firm. Microsoft was created in the 1970s by Paul Allen and Bill Gates (Four Good, 2007).

This essay has been written to describe the traits and characteristics of an entrepreneur. Descriptions of traits and motivations supported by the relevant theory, research and analysis including examples of entrepreneurs.

This essay has examined 4 entrepreneurial traits and theories based on a theory. Risk taking propensity, social learning, self-efficacy and uncertainty avoidance theories have been discussed in this paper. All of them are essential to become a successful entrepreneur. Risk taking propensity is characterized as an individual's propensity for taking chances. The decision to pursue an entrepreneurial profession is said to be heavily influenced by the risk-taking inclination that characterizes entrepreneurs (Antoncic, *et al.*, 2018). According to the social learning theory, people pick up social skills by watching and copying the actions of others (Tentama and Abdussalam, 2020). The self-efficacy theory highlights how crucial an individual is, as well as how that individual views his or her own talents, in determining successful outcomes (Miao, Qian and Ma, 2017). The degree to which members of a culture feel at ease with risk, uncertainty, and unpredictable circumstances is known as uncertainty avoidance, and it is Hofstede's third cultural dimension. Predictability and uncertainty are typically avoided by members of high uncertainty avoidance societies (Mangundjaya, 2011).

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