

MANAGEMENT

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The individual personality as determinant of entrepreneurial action and entrepreneurial foresight

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Abstract.

The article analyzes the individual personality as determinant of entrepreneurial action and entrepreneurial foresight. They have been reviewed: psychologic-biological processes, cognitive procedures, creating a person - also the entrepreneur. On behalf of these processes, not only a recognition of a perception-object starts, but at the same time its evaluation and rating.

Keywords:

*entrepreneurial action
entrepreneurial foresight
human personality*

MANAGEMENT

Being an entrepreneur, also means being able, to look always a little bit into the entrepreneurial future, to orient oneself towards those things which will get some relevance tomorrow for holding the enterprise on the market. By this, being an entrepreneur also means to recognise by forward-looking perception enterprise related chances and risks and to apply the entrepreneurial action to them. Demanded is the ability to act forward-looking – with entrepreneurial providence. To this, obviously not all entrepreneurs are able to, because otherwise there would be less breakdowns of enterprises. In this sense, the credit protection union from 1870 in Austria had in August 2016 the heading: “Reasons for insolvency 2015: Every second enterprise fails on its executive suite” and so points out a lack of an urgently necessary commercial farsightedness, as well as a lacking surveillance of the economy, of offers and demands, interest and costs, etc. (Kreditschutzverband von 1870).

The preceding by the interviews filtered statements point out an unimagined complexity and diversity of entrepreneurial behaviour, and with this gives a justification, opening this door to the denomination ‘origin facilities on capabilities’, as it is just cited with Schneider (1995:13) concerning the abilities of a human, wider.

The way how a person has perception, bringing with this, signals into foresight-capable information and action, depends on the preceding mentioned – but nearer to explain – self-concept. That means the assumption of the person about the own ability-characteristics in achievement-positions. “These assumptions influence in a manifold way the experience and the behaviour of the person; a positive self-concept of the own efficiency seems to be a supporting factor for entrepreneurial action” (Braun et al. 2009:69). Because – as Laskowski (2000:22) points out: “The self-definition or rather the established self-concept of the person, extensive determines the interpretation and organisation of the person”

Although the problem is that persons oftentimes are not aware about their feelings and motivations. And by this, there are running intra-psychical processes conflicting with not influenced compromises as result (Rammseyer and Weber 2010:61 f.). This is also equivalent to the preceding

MANAGEMENT

statement that 85% of human decision-making happens unconsciously.

The person-relation of perception - and with this the steering towards the individual personality- arises from the evidence of a mutual relationship between perception-filters and decision-filters: those signals are assessed more significant, being compatible with the competence-structure of a person and passing by this the personal selection-filter automatic. So, an automatic preselection of information happens, being then manifested in the action-tendencies of a person (Scheffer and Loerwald 2009 no page). Thus, it is the person-relation of perception by which it is necessary, experiencing more about such characteristics and their occurrence, by which a person - the entrepreneur - over a longer time is characterised, by which the polarisation of the person is determined, and more than only this, are seen by the person as important bricks of his/her life story (experiences, narratives) (Brüll 2010:21 f.).

For this reason, that are psychologic-biological processes, cognitive procedures, creating a person - also the entrepreneur (Mummendey 2006:258). On behalf of these processes, not only a recognition of a perception-object starts, but at the same time its evaluation and rating (Mummendey 2006:25). It is perhaps a question of the self-regulation tendency, in which the recognition of a perception-object is bundled, characterising then well possible the pure personal of the entrepreneur by acting in the entrepreneurial functions and his ability for having foresight. That is to say: "Who does this situation want me to be and how can I be that person" in case of a high self-control tendency, in opposite to the question "Who am I and how can I be me in this situation" in case of a low self-control tendency (Mummendey 2006:63).

The second part of the question mirrors more the situation found out about the tour operator, whereas the first part of the question corresponds more to the other two presented interview partners.

The identity, the personality of a human is determined by his/her mindsets, dispositions and habitudes. Martin (2011:186) refers to durableness and constancy, the reference

MANAGEMENT

of behaviour-patterns and characteristic traits to the nucleus of being – to the inner nucleus of personality. Furthermore, Martin (2011:187) points out that it is deemed to be identity constructing, by what human thinking, feeling and acting in a fundamental sense is coined, what is anchored deep inside the human, ‘percolating’ all his sensing and character”. And for this, the origin must be felt out, coming nearer to an understanding of the entrepreneurial personality.

What such a difficult conclusion as the preceding contains, is shown in the following figure (fig.6), showing all the interdependent factors, by which humans – and with this also the entrepreneurial personality – is represented.

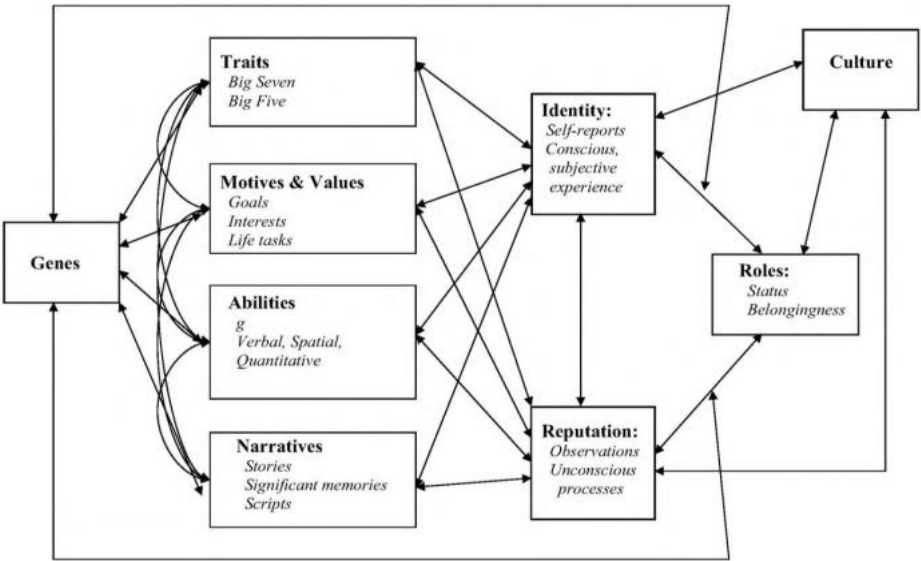


Figure 6
Roberts model of personality as output of a system.
Source: Borghans et al. 2011:4

The figure represents an unimagined complexity of the human personality. In this script, the complexity surely cannot be dissolved completely and explanatory. But a trial can be made, looking nearer on an explanatory way (and of course not final) for those elements, which can be relevant, explaining an entrepreneurial personality. Characteristics –

MANAGEMENT

'traits' -, skills, preferences and narratives (the self-concept) are forming the personality (Borghans et al. 2011:4).

The difficult comprehensible wideness of the personality is mirrored by its personality characteristics and its cognitive abilities. Borghans et al. (2014:4) point out: "Identity and reputation shape the roles of individuals in the economy and the society to which they belong".

Under the aspect of the in figure 6 shown complexity of the human personality, humans (entrepreneurs) try compressing perceptions to information. And doing this, they are extradited in the resulting actions to the inner-psychical forces, they can handle only in a certain extent, but often just not by themselves.

These forces are anchored in the biologic human nature, in the human psychological constitution in the moment of action, the requirement of the respective action situation. With this, the entrepreneur as acting person (as well as every other person too) is defined by a "conglomerate of problem situations, inner models, thoughts, action drafts, attitudes, claims, motive constellations, etc." (Martin 2011:115).

Not in vain, genes in figure 6 are standing as a 'preceding' factor which is particularly by their correlation bonded with the fields of 'traits', 'abilities', 'motives and values', as well as the 'narratives'. This circumstance is taken by Brauckmann et al. (2008:4), pointing out that experiencing, behaviour, adaptability, as well as the willingness for changes in the personality are genetic fixed by their evolutionary determination. There is existing in a strong measure a genetic determined psychological-vegetative and affective basic equipment of a person, in which its personality is 'anchored'. As a sample Roth (2013:21) here names the common level of excitement, swiftness of bio-inspired information, behaviour and adaptability in front of new situations. Further on Roth (2013:21 f.) points out: "Concerning more complex characteristics like openness and closeness, positive or negative emotionality and the ability to be socialised, there is an insoluble intermixture between genetic and by upgrowth caused characteristics, and by prenatal or by early infantile effectual environmental influences".

MANAGEMENT

Thereby, it gets obvious that the contouring of the entrepreneurial personality depends on completely other factors than on pure business-economic ones. And with this, also the 'setting in motion' of the entrepreneurial action in the entrepreneurial functions as well as the ability for having entrepreneurial foresight, by business-economic sciences only hardly - if at all - is to explain.

So, it makes a sense, immersing into the bricks, by which a personality is constructed. By the then won insights, perhaps afterwards a comparison with competences is possible, brought preceding inside under business-economic aspects as necessity for a successful, foresight-able entrepreneur.

Conclusion

The question how entrepreneurial action and entrepreneurial foresight comes into the world, only can have an interdisciplinary answer: Namely by making a link between that, by which a genetical/biological/psychological explainable entrepreneurial personality is constructed, and those facts, being proposed by the business-economics as entrepreneurial competences for (successfully) doing the entrepreneurial functions.

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MANAGEMENT

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