Journal of Excellence in Management Sciences (2023): 2(1) 60–75
ISSN (E): 2755-3787

Personality Traits and Entrepreneurial Success: A Cross-Cultural Content Analysis Approach

Kamran Ali[1]

Kanza Haroon[2]

How to cite this article:

Ali, K., & Haroon, K. (2023). Personality traits and entrepreneurial success: A cross-cultural content analysis approach. *Journal of Excellence in Management Sciences, 2*(1), 60–75.

Received: 8 March 2023 / Accepted: 27 April 2023 / Published online: 5 June 2023

Abstract

In the era of globalization and rapid advancements in artificial intelligence, entrepreneurial success is a pursuit embraced by the younger generation to navigate the challenges of employment scarcity and economic volatility. This qualitative research delves into the essential characteristics that underpin a successful entrepreneurial career. Leveraging NVivo 12 software for qualitative data analysis, we identify key attributes that distinguish prosperous entrepreneurs in this dynamic landscape. Our findings highlight that successful entrepreneurs exhibit extroverted tendencies, financial acumen, and adeptness in various skill sets, a reservoir of inner strength, and a strong orientation toward technology. These attributes contribute significantly to their ability to thrive in entrepreneurial ventures. Moreover, the study reveals a shifting paradigm, where individuals increasingly seek fame and recognition, and the COVID-19 pandemic has accelerated the transformation of traditional businesses, fostering a surge in younger entrepreneurs. Encouragingly, governments are actively supporting young entrepreneurs as a means to boost national GDP.

Keywords: Extrovert Orientation, Financial Wellness, Skillfulness, Inner Strength, Technology Orientation

1 Introduction

In the global world, artificial intelligence and automation are becoming more important, and entrepreneurship within an organization helps to pursue superior growth opportunities and target economic impacts in a highly competitive business world (Javaid et al., 2022; Makridakis, 2017). The ability of modern employers and entrepreneurs to manage innovation is a very valuable characteristic in the global market. Entrepreneurship is a way for an organization to achieve good results, as the industry is interested in developing specific capabilities to increase its competitiveness. Entrepreneurs are economically important, contribute to GDP growth and are

[1]Indus Hospital, Lahore, Pakistan
Corresponding author: kami03326@gmail.com
[2]Bahauddin Zakariya University Multan, Pakistan

SMARC

considered a national asset (Bayo & Emmanuel, 2020; Stoica et al., 2020). The modernization and globalization approach are transforming the world and creating entrepreneurial needs. Increasing global activity is increasing the importance of innovation, economic progress, job creation, social change, and research and development (R&D) progress that can only be achieved through entrepreneurship. Entrepreneurial behavior within an organization also encourages employees to develop management skills that help them hone their personal skills, improve their standard of living, establish an organization and develop means of economic development (Bagheri et al., 2022; Bauman, & Lucy 2021).

The concept of entrepreneurship was developed a thousand years ago and is very important in today's society as it relates to capitalism (Kickul & Lyons, 2020). The word entrepreneur is borrowed from the French entreprendre, "the person who does something", and perhaps someone forms it from the celui qui entreprend. This roughly means "the person who gets things done". Entrepreneurs play a key role in advancing business and society by using the innovative skills needed to identify needs and bring new ideas to market (Kruger, & Steyn, 2020). Entrepreneurs for his successful plans are rewarded for fame, profit, and growth opportunities. The world is full of many successful entrepreneurs who use their skills to develop ideas for effective implementation. They are not greedy, but they do have criteria for achievement and success. Rather, they seek change and seize opportunities to improve human life. Different people have different views on entrepreneurs. Looking at successful influential people, Steve Jobs shares an entrepreneurial reputation. In his opinion, two things are important to building a successful company: employees and their passion. In his view, those with desire and dedication will find new ways to explore new things that benefit people and their societies (Isaacson, 2021).

Richard Cantillon introduced the concept of entrepreneurship, which he first worked on between 1730 and 1734, and was later published in 1775. Then, as “architect of our present system of society “Adam Smith found that human self-interest is the basic psychological driving force behind economics, and the natural order of the universe is the self-interest of all individuals. Austrian-American economist Joseph Schumpeter was one of the first to study the impact of entrepreneurship and corporate capitalism on society (Mehmood et al., 2019). He argues that entrepreneurs are central to all business activities, and in his book Theory of Economic Development, creativity and innovation are the characteristics that distinguish entrepreneurs from other businessmen (Emami Langroodi, 2021). They also proposed entrepreneurial activities, including product innovation, process innovation, market innovation, resource allocation, and organizational innovation (Leary and Tangney, 2011; Lee et al., 2019; Tidd & Bessant, 2020). Various scholars have studied many other traits and contributed to their efforts in entrepreneurship. Our research explores the unique characteristics and personalities of today's successful entrepreneurs in the digital world. From a practical point of view, we will analyze those characteristics, to find out how they used their technical and non-technical efforts to gain popularity in the business world and to find out and evaluate their stories about how they solved the problems they face during startups and learn from their experience how to manage specific situations.

In the age of automation, technology and artificial intelligence, work is becoming obsolete. Therefore, many countries encourage entrepreneurship in their economies (Klapper, 2014; Otchia, 2019). In the COVID-19 situation, the blockade has increased the need for self-employment as many people have lost their jobs and entrepreneurial activity is booming. Our research is important because everyone has to be a boss, especially young people who are enthusiastic about creating something new. Instead of getting up early in the morning and going to the office, they wanted to start their own business where they could exercise their authority and benefit. The research so far has defined the general characteristics that are present in all entrepreneurs, and we will use real-world examples to examine the characteristics of entrepreneurs. Typical entrepreneurial characteristics include the ability to take risks, innovative strength, initiative, willingness to cooperate, competitiveness and autonomy as entrepreneurial aspects (Hameed & Irfan, 2019; Kusa et al., 2019). Financial risks, social risks, career development risks, and health risks are some of the risks associated with entrepreneurs. Entrepreneurship is a broad concept that is widely accepted by organizations, not just individual efforts (Wales et al., 2020). People choose to become an entrepreneur when they realize that working for someone else is not suitable for their career, based on their previous experience in the market. They succeed and drive themselves with the need to control their destiny. The reason for choosing freelance entrepreneurship as a career is that their creativity and ideas are unconventional, unfit for the corporate environment and passionate about learning (Norbäck, 2020). You want to change the world. Despite these reasons, all entrepreneurs have different stories and choices about why and how they started their own business. Being an entrepreneur is an important decision. It also provides respect for society, blames gambling avoidance, and they will never be underestimated. People do business out of passion (Brueckmann, 2023).

Below are some of the additional reasons for choosing entrepreneurial freedom, networking, self-challenge, determination, autonomy, financial independence and achievement. The need for achievement has driven people to achieve better things faster. Entrepreneurial intent is a way to seize opportunities through the creation of new products and services, markets and organizations (Cui & Bell, 2022; McClelland, 1961). Due to global competition, successful organizations are moving towards entrepreneurial implementation. An organization that fails to perform entrepreneurial activities in the work environment leads to poor organizational performance (Arokodare, 2020). These are the requirements of the times to practice entrepreneurship, perform their duties properly and compete effectively with competitors in the market. The entrepreneurial spirit of the corporate sector allows organizations to innovate their structures and policies to create innovative cultures and drive themselves towards ventures. Ventures are a key element of the process, as they redefine, reorganize, and adopt changes throughout the system to innovate large companies and take greater risks to improve their overall competitiveness in the market (Nair et al., 2022). The ability to network and the provision of international knowledge are key elements of innovation. Entrepreneurial pursuit organizations influence the learning process to analyze the market and empower employees to plan new products (Faulks et al., 2022). Organizations are required to educate their employees about entrepreneurship to gain more benefits, such as: Encourage other innovative ventures, develop entrepreneurial skills, and develop a more resilient attitude towards risk.

Many researchers have studied personality and entrepreneurial approaches. Entrepreneurship requires diverse behaviors and specific personality traits to address the environmental and economic challenges of a company. Several studies related to entrepreneurial traits and organizational performance were discontinued due to the lack of utility predictors of personality performance (Guion & Gottier, 1965; Low & MacMillan, 1988). The study then began with a book published by Michelle (1968). He argued that the results of personality composition were limited, personality variables lacked contextual consistency. Several solutions to the challenges faced by Michelle (1968) have been proposed, allowing the recovery of this personality study. First, personality attitudes need to be sampled across different situations and opportunities. That way, you can predict the class of behavior well. However, personality traits cannot predict a single behavioral act. Considering the interaction of personality and situational parameters enhances the predictive power of personality traits (Magnusson & Endler, 1977; McCormick et al., 2019). Cognitive ability (Hunter & Hunter, 1984), which is the best predictor of achievement, and one of the most studied individual differences variables in psychology, is rarely studied in the field of entrepreneurship. That entrepreneurial spirit needs to actively participate in the resurgence of personality research, but it needs to use a more sophisticated theoretical and methodological approach. Their propensity defines personality traits, individual differences, or a tendency to behave by being consistent over time and stabilizing over time (Bieleke & Keller, 2021; Caprana & Cervone, 2000). Therefore, personality traits are permanent properties that exhibit high stability over the long term (Damian et al., 2019; Roccas et al., 2002).

The personality traits of entrepreneurs are already included in classical economic theory. The concept of entrepreneurship includes entrepreneurial innovation, performance orientation, dominance, and other personality factors in the theory of economic development (Palmer et al., 2019). Knight (1921) viewed entrepreneurship as a risk-taking under uncertainty, and Hayek (1941) denoted conceptualized knowledge and entrepreneurial discovery as a driving force for economic development. McClelland (1961) took up these economic ideas and explained the economic wealth of each country in terms of different motivations for achievement. Many unique characteristics of entrepreneurs have also been studied by Timmons et al. (1985). Barrick et al. (2001) explored Big Five models of personality traits have also been investigated and have been shown to be positively associated with performance. Extraversion, coordination, and openness to experience affect job performance in a way that is different from emotional stability and integrity. Because they are both important personality traits for job performance. Apart from the Big Five traits, entrepreneurs have other traits to learn from our research based on the actual success stories of well-known businessmen.

2 Literature Review

Entrepreneurship is becoming increasingly important around the world, and most college graduates are looking to build a business. Individual intent leads to the adoption of such behavior. A person's intentions can be identified as a state of mind that directs the person to achieve a particular goal through experience. Having your own boss is a predictor of entrepreneurial behavior. The high will to become an entrepreneur is related to the use of certain opportunities (Bird, 1988). Entrepreneurship is the source of economic growth and job creation through innovation, promoting quality of products and services, and competition and economic flexibility today (Hisrich et al., 2007). Personality traits and intent are related to the adoption of entrepreneurship.

2.1 Impact of Age on entrepreneurial behaviour

Young people are more passionate and enthusiastic, so most of the time they have such an intention. They aim to pursue entrepreneurship and are positive about their attitude compared to older people who already have a job and enjoy a prestigious position in a multinational corporation. Although older people can seize opportunities and exhibit greater means of doing business (Curran and Blackburn, 2001; Weber and Schaper, 2004), but are reluctant to invest in long-term rewarding opportunities (Curran and Blackburn, 2001; Weber and Schaper, 2004). Fung et al. (2001) found that a person's age has a negative relationship with entrepreneurial intent and is a triggering factor for entrepreneurial behavior. Young people can generate new ideas and introduced technologies, so it is easy to create new inventions and innovations (Krumm et al., 2013). Young people have strong intellectual abilities and less responsibility, so they can effectively execute their ideas. Well-known businessmen in Western society have proved that people in their early twenties can revolutionize the world. Among them were dignities such as Bill Gates, Steve Jobs and Mark Zuckerberg, who created the world's leading companies. Young employees can face shortcomings in pursuing an entrepreneurial career. These significant disadvantages include a shortage of financial, human and social capital. Taking Jeff Bezos as an example, when he started the online shop, there were only two partnerships who used their garage to build their business. The theory of entrepreneurship also includes human factors as the driving force behind entrepreneurial success (Lafontaine and Shaw, 2016). Young people with tight financial conditions may not be able to carry out or manage effective R & D due to lack of funds used for scientific knowledge, making it difficult to borrow funds in the early stages. As a result of the survey, it was concluded that the success rate of entrepreneurs is after middle age. This is because people have an intact social environment and have the human and financial capital available for successful startups (Azoulay et al., 2020). Entrepreneurship is a double-edged sword. Passionate people pursue entrepreneurship as a career, seize opportunities, and leave when their desire for entrepreneurship grows. The entrepreneurial age perspective is based on the theory of socioemotional selectivity and embedding enhances the negative impact of age on an employee's entrepreneurial intent.

2.2 Experience and entrepreneur

Needs, motivation, and attitude are the most important factors for becoming an entrepreneur. You can also see it as personal experience determines their attitude towards starting a new business. Previous experience is positive for progress and takes advantage of more innovative opportunities with better expertise (Ucbasaran et al., 2009). Previous experience provides tactics and clear information, friendliness behavior and social networks that have led entrepreneurial ambitions into action. This helps those who are familiar with the role and create a rich social network for feedback. This experience also helps individuals learn entrepreneurial processes from past mistakes and avoid them in the future (Cope, 2005; Corbett, 2005). From prior knowledge, they began to understand the right ideas about what they needed to achieve and what the best right thing to do was. A person's previous experience can provide effective judgment and prediction (McGrath and MacMillan, 2000; Parker, 2006; Shane, 2003; Wiklund & Shepherd, 2003). Larger predictive activity raises expectations of effectiveness and selects the best alternatives available to maximize utility. Experienced entrepreneurs can help us better understand and evaluate the industry, avoid business uncertainties, and predict demand for new products and services in the market (Dimov, 2007).

2.3 Self-efficacy and entrepreneur

Self-efficacy can be described as a belief in the ability to perform tasks effectively and has been shown to affect cognitive ability and behavior. Beliefs depend on the ability of cognitive, physical, and emotional resources used to accomplish the task (Maddux & Gesselin, 2003). An entrepreneur with a strong sense of self-efficacy becomes successful entrepreneur (Segal et al., 2005). A person's self-efficacy motivates them to act as entrepreneurs. Elements of knowledge and experience play an important role in influencing individuals to start their own business. Women are more likely than men to show entrepreneurial self-efficacy. However, women need to be confident in pursuing entrepreneurial ambitions (Wilson et al., 2007). People with increased self-efficacy tend to set challenging goals to reach their goals, recover from failure, and experience greater well-being in stressful situations. Studies show that entrepreneurs have a higher level of self-efficacy Markman et al. (2002), and Markman et al. (2005) have found similar results. Entrepreneurial self-efficacy makes a big distinction between entrepreneurs and non-entrepreneurs (Chen et al., 1998). Entrepreneurship self-efficacy has built up individual confidence in embarking on activities related to entrepreneurial marketing, management, finance, and risk-taking characteristics (Forbes, 2005). Self-efficacy entrepreneurs master challenging tasks that have a positive effect on the entrepreneur's improvisational behavior. Self-efficacy has a positive impact on satisfaction and achievement (Hmieleski et al., 2008).

2.4 Entrepreneur and Locus of control

Locus of Control is considered an important quality for entrepreneurs. There are two types of locus of control, external and internal. The locus of internal control encompasses the concept of regulation of life, ability, skill, and effort leading to the consequences of external factors such as chance, fate, and environmental consequences. Previous studies have focused on internal factors of entrepreneurial behavior (Brockhaus, 1982; Gartner, 1985; Shapero, 1975). Extensive research has been conducted on the behavior of LOC, which has its roots in social exchange theory. Risk tolerance, performance requirements, and location of control are more important predictors of entrepreneurial behavior than the Big Five model (Perry, 1990; Shaver and Scott, 1991). Higher entrepreneurial growth is associated with internal locus of control. A study by Keith et al. (2016) found a link between starting a business and eventual business success based on the location of internal control.

2.5 Gender and entrepreneurship

The results of the study show that the dominant attitude towards entrepreneurs is male rather than female, and they have a more innovative approach (Harris and Gibson, 2008). I've seen many women entrepreneurial, most of them leveraging efforts in the fashion industry and marketing. However, men have introduced innovative digital skills into society. Examples of Jeff Bezos, Bill Gates, Steve is evident. Human resources are being integrated. Women also participate in business, use technology and encourage innovation for economic growth and sustainable development. Karacostas, (2012) found that women-led companies have expanded to global borders and operated more effectively than their peers by using technology to create employment opportunities in the market. Gender diversity is essential for better results and is used as a competitive tool. It also shows social justice while both men and women participate in sustainable growth. Gender balance, which increases the talent pool and gives people the resources to reach their full potential, should lead to gender integration. Gender-diversified companies are performing better in terms of sustainability and profits (Lu & Herremans 2019). Women's leadership skills play an important role in fostering and creating a culture of collaboration in this digital economy. Zampetakis et al. (2016) show that the growth prospects of a company are a complex phenomenon that is influenced by gender. Therefore, women use their own decision-making processes in relation to business growth rather than men.

2.6 Academic performance, creativity, and entrepreneurship

According to a survey conducted in Nigeria, subjective norms and perceived behavior have increased interest in becoming an entrepreneur. The results also show that college-educated students are less likely to become entrepreneurs. Many students are not engaged in entrepreneurial activity (Osakede et al., 2017). Over the last two decades, universities have increased student attention to entrepreneurship for regional economic development. They create courses to encourage student entrepreneurship. These courses have the following advantages: (I) The Entrepreneurship Course can directly support entrepreneurs. (II) Entrepreneurship courses can foster students' entrepreneurship and intent. (III) The presence of an entrepreneurship course can enhance entrepreneurial culture and networking opportunities at the university (Lamine et al., 2018; Siegel & Wright, 2015). Technological advances have increased the need for creativity in the market. The entrepreneur's creative approach helps him/her make the most of their opportunities. The results of the research conducted show that there is a clear link between creativity, entrepreneurship, and related areas such as innovation to create a competitive advantage for an organization (Stammerjohan et al., 2019). The creative contributions of entrepreneurs can help break the rules of practice, or at least push their limits and achieve both gradual and groundbreaking success (Suacamram 2019). Entrepreneurial factors overlap with many creative traits such as curiosity, self-confidence, high energy, risk-taking and vision. Entrepreneurial creativity affects not only business, but also entrepreneurial life (Wu, et al., 2021).

3 Methods

To understand the characteristics of entrepreneurs, we investigated the success stories of different entrepreneurs in different countries around the world, including Japan, China, the United Kingdom, Pakistan, Africa, Singapore, India, the United States, Canada and Australia. The survey results were obtained by reading 100 stories of real entrepreneurs of our time, and after reading the success stories, we explained their personality traits. The age determined from their history is 30-40 years and the youngest are more enthusiastic about an entrepreneurial career. This was a qualitative research based on qualitative data. Qualitative data is based on written words and numbers. It is not represented by numbers (Bergin, 2018). Famous quotations from various entrepreneurs help analyze their thinking for successful business ideas. As Steve Jobs said in an interview, "When you innovate, you sometimes make mistakes. The famous quote from Bill Gates also encourages the company's enthusiasm for success. "Your most unfortunate customer is your greatest source of learning," he said. In another interview, he said, "Success is a poor teacher. NVivo 12 is the best software for subject analysis using qualitative data Maher et al. (2018) the entrepreneurial stories were read and analyzed in NVivo 12. To do this, we have created nodes with unique traits that entrepreneurs own by reading their stories. These nodes are essential to becoming a successful entrepreneur and surviving in a highly competitive market. Then these child nodes were combined into parent nodes. Various themes emerged from the data to provide clear concepts to the readers.

4 Results and discussion

A wide range of entrepreneurial traits for starting a business and succeeding includes the following personal traits: Certain previously discovered personality traits include drive for achievement, risk-taking, innovation, autonomy, locus of control, self-efficacy, and experience. Other characteristics of entrepreneurs uncovered in this study are experience, politeness, timely and effective seeking and seizing of opportunities, most importantly, devotion to export businesses and least interested in education and more in business, growth-oriented, success-oriented and dreaming people. Most entrepreneurs use IT approaches, learn, create their own identity and use effective marketing plans for success. Professionals and Public Relation employees provide fast and efficient service after finding experiences from failure, patriotism, life and previous work. For example, Amazon, owned by Jeff Bezos, has tech-centric companies that have powered people's lives from their own businesses. Other characteristics of entrepreneurs are spiritual relationships with other entrepreneurs, social activities, and struggles for goals, support, vulnerabilities, wisdom, diligence, perseverance, small teams and success. Includes online setup to properly segment the market for many entrepreneurs, entrepreneurs created by pioneers, also provide a platform for others to achieve their goals and bring humanity and people to life. Hyperintelligence, consistency, creativity, and reputation are other key characteristics of entrepreneurs today, and the different investment and decision-making circuits are the creative approaches that entrepreneurs use to start their success. It also helps entrepreneurs achieve success by following the latest trends in the first venture. Green initiatives drive the success of today's entrepreneurs, and the fastest growing initiatives. Adaptability to meet customer needs is used by the business models of the world's B-to-C business tycoons of them to challenge cooperation as an opportunity. Trust, consultation and copyright ideas make entrepreneurs successful and create reputation in society and economy.

4.1 Experience and polite nature

Our research found practical experience is essential for entrepreneurial learning, whether the experience is positive or negative. Both create a learning platform for entrepreneurs and enrich his cognitive skills (Vaillant et al., 2018). Entrepreneurial politeness is related to honesty. The study confirms that entrepreneurs recognize honesty more than CEOs and scientists and are socially recognized in society. The combination of warmth and ability leads to a variety of emotions such as praise, jealousy and contempt. When entrepreneurs are warmer and more competent, they can represent innovation and business prowess (Berry et al., 2019).

Seeking and exploiting the opportunities timely and effectively

Jeff Bezos, who has seized this opportunity during the Covid era, is a perfect example of a successful entrepreneurial act that capitalizes on his ability to scout for new opportunities effectively. According to the Financial Times, Amazon's market cap has increased to $401.1 billion to power logistics around the world as consumer preferences shift to online businesses.

4.2 Export business

Internationalization is a complex strategy of entrepreneurs (Fernández and Nieto, 2005; Sadeghi et al., 2018). Technological development and trade agreements have encouraged trade and removed barriers (Leonidou, 2004). Entrepreneurs promote the internationalization of the economy by promoting value chain activities through the creation of new companies (Meis Mason et al., 2012). In internationalized companies, entrepreneurs adapt to scarce resources by making cross-border decisions. The results of the survey also showed that gender plays an important role in the internationalization approach. In a global context, men are sensitive to entrepreneurial behavior and represent acceptable performance in the international market Sadeghi et al. (2019). Our survey results validate the importance of a company's export orientation for the success of a company.

4.3 Education and Innovation

The survey was conducted by Essel et al. (2019), Entrepreneurs are poorly educated and point to insufficient business investment to grow their business. The study shows that higher education has a significant impact on business growth and innovative practices. Gender or demographic factors can influence an innovative approach. Throughout the study, it was observed that there was a significant difference between the innovative approaches of men and women. Entrepreneurship has long been recognized as an important factor in living standards, and young people can generate great ideas in research, invention or entrepreneurship (Jones et al., 2014). Famous individual cases such as Bill Gates, Steve Jobs and Mark Zuckerberg show that people in their early twenties can eventually create a global leader. The creativity of entrepreneur has positive impact on the success.

4.4 Bossy mind and Low income

Entrepreneurship is the engine for creating jobs and stimulating economic development. Our research shows that overwhelming personality-minded people are more successful in business ventures because they don't accept authoritative people. Because of these facts, young people pursue entrepreneurship, become bosses, and dominate the business. This study confirms the interrelationships between traits, leadership potential, and prominent types among graduates (Jimoh et al., 2017). Low wages also influence entrepreneurial behavioral assumptions. Low-income people with an entrepreneurial spirit can achieve more. Middle class people grow their business more than upper class people. However, a recent study by Ferede (2021) shows that the impact of income tax rates has an ambiguous impact on entrepreneurship. The high income tax on the low-income earners discourages entrepreneurs from taking risks and participating in economic development.

4.5 Growth-oriented & IT approach

This study examined whether human capital and technical knowledge can intervene in the success of entrepreneurs. Growth-oriented entrepreneurs take a variety of approaches to startups, including an approach to assessing startup funding using technical criteria and examining growth performance. It has a positive connection to their success. Several types of approaches have led to entrepreneurial success, listed as human, social, economic, physical, technical, and organizational resources (McDowell et al., 2016). Many companies have successfully operated under the assumption of technological advances. The world is moving towards technical know-how and those who lack the skills are obsolete in business. Let's look at Nokia's example. Nokia has ignored the awakening call for transformation in technological advances and is currently nameless in the market. Apple's success stories are based on technological advances. The survey showed that many female founders are active in the fashion industry, but men primarily pursue a career in IT and online business.

4.6 Job experience and Creating own identity

Work experience plays a positive role in an individual's performance, and entrepreneurs are key decision makers to gather resources to identify and seize opportunities. Entrepreneurship Learning reflects a broad focus to help entrepreneurs learn problem-solving skills from emerging industries. Emerging industries are very uncertain and complex, with fewer benchmarks. Meanwhile, entrepreneurs are busy dealing with difficulties and on-the-job learning is their primary source of learning. From this context, business owners are proactively gathering new information, best practices, and action-generated instructions through a variety of activities to better diagnose problems. Self-identity refers to a social category with people and acts in ways that many people observe. This study shows that entrepreneurial self-identity contributes to entrepreneurial intent. These intentions are important individual goals that one would like to achieve in one's own life or in one's own perception, due to motivating factors. Traces of individuals to achieve their values and a vision of leadership to meet their psychological needs (Kruse et al. 2019).

4.7 Effective marketing plan with smaller startup

It has been found that marketing methods are carefully designed and implemented by successful entrepreneurs to showcase their business. Today, digital marketing is incorporated into marketing plans, with owners providing product descriptions and online trends. Entrepreneurs in the early stages of startups have profound differences in content and structure and are forced to make decisions using limited human, social, financial and technical capital. Entrepreneurs need to make decisions quickly and efficiently about new digital trends and what to exclude from startups. To meet these challenges, entrepreneurs have created frameworks and tools for successful startups (Autio et al., 2018).

4.8 Patriotism, Social work and Instrumental

Our research examines that successful entrepreneur feel they are more involved in social work and making more connections to their country. Entrepreneurs address their economic development by creating employment opportunities for young people using a variety of skills such as strategic thinking, efficiency, concise communication, networking, resilience, efficiency and motivation. Hence, they serve as economic indicators and have patriotism in their own country (Banwo, 2020). Social enterprises are driven by their social purpose. These social works pool resources to solve problems and create societal value, independent of the interests of the shareholders. Social enterprises do not exclude economic benefit, they must solve social problems and provide sustainable solutions to society while taking economic well-being into account. Social enterprises are driven by collaboration, not competition. Networking with buyers or suppliers is instrumental. This type of social skill has been found to help drive business success and sustain business growth. The components of social ability include impression management, persuasion, social adaptability, social cognition, and expressiveness. These components of entrepreneurs were identified by Bari et. al. (2020) after comparing the two financial performances of entrepreneurs from different countries, a key source of information on characteristics.

Parent Nodes	Child Nodes
Extrovert orientation	Social work
	Entrepreneur and patriotism
	Export business
	Growth-oriented
Financial Wellness	Minor startup
	Education and entrepreneur
	Effective marketing plan
	Low income
	Making own identity
Dexterity	Job experience
	Experience
	Seeking and exploiting the opportunities timely

	and effectively
Inner strength	Polite nature
	Bossy mind
Technology	Instrumental
	IT approach

5 Conclusion

We conducted a survey to assess the latest trending behavior of successful entrepreneurs in this complex business environment. Business complexity arises from internationalization and technological evolution. In the age of innovation, and due to the growing interest of people in the careers of entrepreneurs, we demand super-characteristics to become successful businessmen. The study shows that the younger generation is more open to making money online in the digital world, so they are more enthusiastic about starting a business. Older people continue to work until they retire and are more likely to be dependent on work. Women are more likely to stay ahead of economic development by exercising their expertise. The study also shows that successful entrepreneurs have many qualities such as work experience, creating their own identity, effective marketing plans with smaller startups and patriotism, social work and instrument orientation. These themes and traits were grouped into parent nodes and themes such as extroverted orientation, financial well-being, dexterity, inner strength, and technology direction. It opens a wider path for future research. This study is limited to qualitative content analysis. A more quantitative analysis of these characteristics is needed.

6 References

Arokodare, M. A. (2020). Strategic agility: Achieving superior organizational performance through strategic foresight. *Global Journal of Management and Business Research*, *20*(A3), 7–16.

Autio, E., Nambisan, S., Thomas, L. D., & Wright, M. (2018). Digital affordances, spatial affordances, and the genesis of entrepreneurial ecosystems. *Strategic Entrepreneurship Journal*, *12*(1), 72–95. https://doi.org/10.1002/sej.1266

Azoulay, P., Jones, B. F., Kim, J. D., & Miranda, J. (2020). Age and high-growth entrepreneurship. *American Economic Review: Insights*, *2*(1), 65–82. https://doi.org/10.1257/aeri.20180582

Bagheri, A., Newman, A., & Eva, N. (2022). Entrepreneurial leadership of CEOs and employees' innovative behavior in high-technology new ventures. *Journal of Small Business Management*, *60*(4), 805–827. https://doi.org/10.1080/00472778.2020.1737094

Banwo, A.O. (2020). Entrepreneur skills and challenges: An analogous inquiry into Chinese and Nigerian expertise. *Ilorin Journal of Economic Policy*, *7*(2), 53–66.

Bari, M. W., Mahmood, F., Qurrah-tul-ain, Bashir, M., & Usman, M. (2021). The role of instrumental guanxi in the relation between entrepreneurs' social competence and firms' financial performance: A comparative study. *Economic Research-Ekonomska Istraživanja*, *34*(1), 243–265. https://doi.org/10.1080/1331677X.2020.1782244

Barrick, M. R., Mount, M. K., & Judge, T. A. (2001). The FFM personality dimensions and job-performance: Meta-analysis of meta-analyses. *International Journal of Selection and Assessment*, *9*(1–2), 9–30. https://doi.org/10.1111/1468-2389.00160

Bauman, A., & Lucy, C. (2021). Enhancing entrepreneurial education: Developing competencies for success. *The International Journal of Management Education*, *19*(1), Article e100293. https://doi.org/10.1016/j.ijme.2019.03.005

Bayo, P. L., & Emmanuel, K. N. (2020). Knowledge-based entrepreneurship: an agent for economic development. *Journal DOI*, *6*(8), 32–42. https://doi.org/10.46654/ij.24889849.s6811

Bergin, T. (2018). *An introduction to data analysis: Quantitative, qualitative and mixed methods. An Introduction to Data Analysis*, 1–296. Sage Publications

Berry, J. W., & Sanchez, J. (2019). Perceiving entrepreneurs: Job title comparisons in warmth and competence. *Journal of Business Venturing Insights*, *12*, e00145. https://doi.org/10.1016/j.jbvi.2019.e00145

Bieleke, M., & Keller, L. (2021). Individual differences in if-then planning: Insights from the development and application of the If-Then Planning Scale (ITPS). *Personality and Individual Differences*, *170*, Article e110500. https://doi.org/10.1016/j.paid.2020.110500

Bird, B. (1988). Implementing entrepreneurial ideas: The case for intention. *Academy of Management Review*, *13*(3), 442–453.

Brockhaus, R. H. (1982). The psychology of the entrepreneur. In Kent, C. A., Sexton, D. L., & Vesper, K. H. (Eds.), *Encyclopedia of Entrepreneurship* (pp. 39–56). Prentice-Hall.

Brueckmann, A. (2023). *Secrets of Next-level Entrepreneurs: 11 Powerful Lessons to Thrive in Business and Lead a Balanced Life*. John Wiley & Sons.

Caprana, G. V., & Cervone, D. (2000). *Personality: Determinants, dynamics, and potentials*. Cambridge University Press.

Chen, C.C., Greene, P.G., Crick, A., 1998. Does entrepreneurial self-efficacy distinguish entrepreneurs from managers? *Journal of Business Venturing*, *13*(4), 295–316. https://doi.org/10.1016/S0883-9026(97)00029-3

Cope, J. (2005). Toward a dynamic learning perspective of entrepreneurship. *Entrepreneurship Theory and Practice*, *29*(4), 373–397. https://doi.org/10.1111/j.1540-6520.2005.00090.x

Corbett, A.C. (2005). Experiential learning with the process of opportunity identification and exploitation. *Entrepreneurship Theory and Practice*, *29*(4), 473–491. https://doi.org/10.1111/j.1540-6520.2005.00094.x

Cui, J., & Bell, R. (2022). Behavioural entrepreneurial mindset: How entrepreneurial education activity impacts entrepreneurial intention and behaviour. *The International Journal of Management Education*, *20*(2), Article e100639. https://doi.org/10.1016/j.ijme.2022.100639

Curran, J., & Blackburn, R. A. (2001). Older people and the enterprise society: Age and self-employment propensities. *Work, Employment and Society*, *15*(4), 889–902. https://doi.org/10.1017/S0950017001008893

Damian, R. I., Spengler, M., Sutu, A., & Roberts, B. W. (2019). Sixteen going on sixty-six: A longitudinal study of personality stability and change across 50 years. *Journal of Personality and Social Psychology*, *117*(3), 674–695. https://doi.org/10.1037/pspp0000210

Dimov, D. (2007). From opportunity insight to opportunity intention: The importance of person–situation learning match. *Entrepreneurship Theory and Practice*, *31*(4), 561–583. https://doi.org/10.1111/j.1540-6520.2007.00188.x

Emami Langroodi, F. (2021). Schumpeter's Theory of Economic Development: a study of the creative destruction and entrepreneurship effects on the economic growth. *Journal of Insurance and Financial Management*, *4*(3), 65–81

Essel, B. K. C., Adams, F., & Amankwah, K. (2019). Effect of entrepreneur, firm, and institutional characteristics on small-scale firm performance in Ghana. *Journal of Global Entrepreneurship Research*, *9*(1), Article e55. https://doi.org/10.1186/s40497-019-0178-y

Faulks, B., Song, Y., Waiganjo, M., Obrenovic, B., & Godinic, D. (2021). Impact of empowering leadership, innovative work, and organizational learning readiness on sustainable economic performance: an empirical study of companies in Russia during the COVID-19 pandemic. *Sustainability*, *13*(22), Article e12465. https://doi.org/10.3390/su132212465

Ferede, E. (2021). Entrepreneurship and personal income tax: Evidence from Canadian provinces. *Small Business Economics*, *56*(4), 1765–1781. https://doi.org/10.1007/s11187-019-00226-w

Fernández, Z., & Nieto, M. J. (2005). Internationalization strategy of small and medium-sized family businesses: Some influential factors. *Family Business Review*, *18*(1), 77–89. https://doi.org/10.1111/j.1741-6248.2005.00031.x

Forbes, D.P., 2005. The effects of strategic decision making on entrepreneurial self-efficacy. *Entrepreneurship Theory and Practice*, *29*(5), 599–626. https://doi.org/10.1111/j.1540-6520.2005.00100.x

Fung, H. H., Lai, P., & Ng, R. (2001). Age differences in social preferences among Taiwanese and Mainland Chinese: the role of perceived time. *Psychology and Aging*, *16*(2), 351–356.

Gartner, W. B. (1985). A conceptual framework for describing the phenomenon of new venture creation. *Academy of Management Review*, *10*(4), 696–706. https://doi.org/10.5465/amr.1985.4279094

Guion, R. M., & Gottier, R. F. (1965). Validity of personality measures in personnel selection. *Personnel Psychology*, *27*, 409–421. https://doi.org/10.1111/j.1744-6570.1965.tb00273.x

Harris, M. L., & Gibson, S. G. (2008). Examining the entrepreneurial attitudes of US business students. *Education + Training*, *50*(7), 568–581. https://doi.org/10.1108/00400910810909036

Hameed, I., & Irfan, Z. (2019). Entrepreneurship education: a review of challenges, characteristics and opportunities. *Entrepreneurship Education*, *2*(3), 135–148. https://doi.org/10.1007/s41959-019-00018-z

Hayek, F. (1941). *The pure theory of capital. Chicago*. University Press.

Hisrich, R., Langan-Fox, J., & Grant, S. (2007). Entrepreneurship research and practice. A call to action for psychology. *American Psychologist*, *62*(6), 575–589. https://doi.org//10.1037/0003-066X.62.6.575

Hmieleski, K. M., & Corbett, A. C. (2008). The contrasting interaction effects of improvisational behaviour with entrepreneurial self-efficacy on new venture performance and entrepreneur work satisfaction. *Journal of Business Venturing*, *23*(4), 482–496. https://doi.org/10.1016/j.jbusvent.2007.04.002

Hunter, J. E., & Hunter, R. F. (1984). Validity and utility of alternative predictors of job performance. *Psychological Bulletin*, *96*, 72–98.

Isaacson, W. (2021). *Steve Jobs*. Simon and Schuster.

Javaid, M., Haleem, A., Singh, R. P., & Suman, R. (2022). Artificial intelligence applications for industry 4.0: A literature-based study. *Journal of Industrial Integration and Management*, *7*(01), 83–111. https://doi.org/10.1142/S2424862221300040

Jimoh, A. M. Jimoh A. M and Lawrence, KC (2017). Mentoring traits, leadership potential and emotional labour as correlates of employability and entrepreneurship skills among graduating students of University of Ibadan, Oyo state Nigeria. *Journal of Applied Psychology*, 11-15(2), 2015-2016.

Jones, Benjamin F., E. J. Reedy, and Bruce A. Weinberg. (2014). Age and Scientific Genius. In Simonton, D. K. (Eds), *The Wiley Handbook of Genius* (pp. 422–50). John Wiley & Sons, Ltd.

Karacostas S: *Women entrepreneurs & social marketing - a natural fit. Topic: Small business marketing. StartupNation*. 2012. Accessed 3 May 2012 http://www.startupnation.com/business-articles/9567/1/women-entrepreneurs-social-marketing.html

Keith, N., Unger, J. M., Rauch, A., & Frese, M. (2016). Informal learning and entrepreneurial success: A longitudinal study of deliberate practice among small business owners. *Applied Psychology*, *65*(3), 515–540. https://doi.org/10.1111/apps.12054

Kickul, J., & Lyons, T. S. (2020). *Understanding social entrepreneurship: The relentless pursuit of mission in an ever changing world*. Routledge. https://doi.org/10.4324/9780429270406

Klapper, R. G. (2014). A role for George Kelly's repertory grids in entrepreneurship education? Evidence from the French and polish context. *International Journal of Management in Education*, *12*(3), 407–421. https://doi.org/10.1016/j.ijme.2014.06.002

Knight, F. H. (1921). *Risk, uncertainty, and profit*. Kelly and Millman.

Kruger, S., & Steyn, A. A. (2020). Enhancing technology transfer through entrepreneurial development: practices from innovation spaces. *The Journal of Technology Transfer*, *45*(6), 1655–1689. https://doi.org/10.1007/s10961-019-09769-2

Krumm, S., Grube, A., & Hertel, G. (2013). No time for compromises: Age as a moderator of the relation between needs–supply fit and job satisfaction. *European Journal of Work and Organizational Psychology*, *22*(5), 547–562. https://doi.org/10.1080/1359432X.2012.676248

Kruse, Phillip, Dominika Wach, Sílvia Costa, and Juan Antonio Moriano. 2019. Values matter, don't they?—Combining theory of planned behaviour and personal values as predictors of social entrepreneurial intention. *Journal of Social Entrepreneurship*, *10*(1), 55–83. https://doi.org/10.1080/19420676.2018.1541003

Kusa, R., Marques, D. P., & Navarrete, B. R. (2019). External cooperation and entrepreneurial orientation in industrial clusters. *Entrepreneurship & Regional Development*, *31*(1-2), 119–132. https://doi.org/10.1080/08985626.2018.1537151

Lafontaine, F., & Shaw, K. (2016). Serial entrepreneurship: Learning by doing? *Journal of Labor Economics*, *34*(S2), S217-S254. https://doi.org/10.1086/683820

Lamine, W., Miane, S., Fayolle, A., Wright, M., Klofsten, M., & Etzkowitz, H. (2018). Technology business incubation mechanisms and sustainable regional development. *The Journal of Technology Transfer*, *43*(5), 1121–1141. https://doi.org/10.1007/s10961-016-9537-9

Leary, M. R. & J. P. Tangney. 2011. *Handbook of self and identity*. Guilford Press.

Lee, R., Lee, J. H., & Garrett, T. C. (2019). Synergy effects of innovation on firm performance. *Journal of Business Research*, *99*, 507–515. https://doi.org/10.1016/j.jbusres.2017.08.032

Leonidou, L. C. (2004). An analysis of the barriers hindering small business export development. *Journal of Small Business Management*, *42*(3), 279–302. http://doi.wiley.com/10.1111/j.1540-627X.2004.00112.x .

Low, M. B., & MacMillan, B. C. (1988). Entrepreneurship: Past research and future challenges. *Journal of Management*, *14*(2), 139–162. https://doi.org/10.1177/014920638801400202

Lu, J., & Herremans, I. M. (2019). Board gender diversity and environmental performance: An industries perspective. *Business Strategy and the Environment*, *28*(7), 1449–1464. https://doi.org/10.1002/bse.2326

Maddux, J. E., & Gosselin, J. T. (2003). Self-efficacy. In Leary, M. R. & Tangney, J. P. (Eds.), *Handbook of self and identity* (pp. 218–238). The Guilford Press.

Magnusson, D., & Endler, N. S. (1977). Interactional psychology: Present status and prospects. In Magnusson, D. & Endler, N. S. (Eds.), *Personality at the crossroads: Current issues in interactional psychology* (pp. 3–36). Lawrence Erlbaum Association.

Maher, C., Hadfield, M., Hutchings, M., & De Eyto, A. (2018). Ensuring rigor in qualitative data analysis: A design research approach to coding combining NVivo with traditional material methods. *International Journal of Qualitative Methods*, *17*(1), Article e1609406918786362. https://doi.org/10.1177/1609406918786362

Makridakis, S. (2017). The forthcoming Artificial Intelligence (AI) revolution: Its impact on society and firms. *Futures*, *90*, 46–60. https://doi.org/10.1016/j.futures.2017.03.006

Markman, G. D., Balkin, D. B., & Baron, R. A. (2002). Inventors and new venture formation: The effects of general self–efficacy and regretful thinking. *Entrepreneurship Theory and Practice*, *27*(2), 149–165. https://doi.org/10.1111/1540-8520.00004

Markman, G. D., Baron, R. A., & Balkin, D. B. (2005). Are perseverance and self-efficacy costless? Assessing entrepreneurs' regretful thinking. *Journal of Organizational Behavior: The International Journal of Industrial, Occupational and Organizational Psychology and Behavior*, *26*(1), 1–19.

McClelland, D. C. (1961). *The achieving society*. Free Press.

McCormick, B. W., Guay, R. P., Colbert, A. E., & Stewart, G. L. (2019). Proactive personality and proactive behaviour: Perspectives on person–situation interactions. *Journal of occupational and organizational psychology*, *92*(1), 30–51. https://doi.org/10.1111/joop.12234

McDowell, W. C., Harris, M. L., & Geho, P. R. (2016). Longevity in small business: The effect of maturity on strategic focus and business performance. *Journal of Business Research*, *69*(5), 1904–1908.

McGrath, R.G., MacMillan, I.C., 2000. *The Entrepreneurial Mindset*. Harvard Business School Press.

Mehmood, T., Alzoubi, H. M., & Ahmed, G. (2019). Schumpeterian entrepreneurship theory: Evolution and relevance. *Academy of Entrepreneurship Journal*, *25*(4), 1–10.

Meis Mason, A. H., Dana, L. P., & Anderson, R. B. (2012). Getting ready for oil and gas development in Canada’s Northwest Territories: aboriginal entrepreneurship and economic development. *International Journal of Entrepreneurship and Small Business*, *16*(3), 242–266. https://doi.org/10.1504/IJESB.2012.047434

Nair, S., Gaim, M., & Dimov, D. (2022). Toward the emergence of entrepreneurial opportunities: Organizing early-phase new venture creation support systems. *Academy of Management Review*, *47*(1), 162–183. https://doi.org/10.5465/amr.2019.0040

Norbäck, M. (2021). Glimpses of resistance: Entrepreneurial subjectivity and freelance journalist work. *Organization*, *28*(3), 426–448. https://doi.org/10.1177/1350508419889750

Osakede, U. A., Lawanson, A. O., & Sobowale, D. A. (2017). Entrepreneurial interest and academic performance in Nigeria: evidence from undergraduate students in the University of Ibadan. *Journal of Innovation and Entrepreneurship*, *6*, 1–15.

Otchia, C. S. (2019). On promoting entrepreneurship and job creation in Africa: Evidence from Ghana and Kenya. *Economics Bulletin*, *39*(2), 908–918.

Palmer, C., Niemand, T., Stöckmann, C., Kraus, S., & Kailer, N. (2019). The interplay of entrepreneurial orientation and psychological traits in explaining firm performance. *Journal of Business Research*, *94*, 183–194. https://doi.org/10.1016/j.jbusres.2017.10.005

Parker, S. C. (2006). Learning about the unknown: How fast do entrepreneurs adjust their beliefs? *Journal of Business Venturing*, *21*(1), 1–26. https://doi.org/10.1016/j.jbusvent.2004.07.005

Perry, C. (1990). After further sightings of the Heffalump. *Journal of Managerial Psychology*, *5*(2), 22–31. https://doi.org/10.1108/02683949010141589

Roccas, S., Sagiv, L., Schwartz, S. H., & Knafo, A. (2002). The Big Five Personality Factors and personal values. *Personality and Social Psychological Bulletin*, *28*(6), 789–801. https://doi.org/10.1177/0146167202289008

Sadeghi, V. J., & Biancone, P. P. (2018). How micro, small and medium-sized enterprises are driven outward the superior international trade performance? A multidimensional study on Italian food sector. *Research in International Business and Finance*, *45*, 597–606. https://doi.org/10.1016/j.ribaf.2017.07.136

Sadeghi, V. J., Biancone, P. P., Anderson, R. B., & Nkongolo-Bakenda, J. M. (2019). International entrepreneurship by particular people'on their own terms': a study on the universal characteristics of entrepreneurs in evolving economies. *International Journal of Entrepreneurship and Small Business*, *37*(2), 288–308. https://doi.org/10.1504/IJESB.2019.100109

Segal, G., Borgia, D., & Schoenfeld, J. (2005). The motivation to become an entrepreneur. *International Journal of Entrepreneurial Behavior & research*, *11*(1), 42–57. https://doi.org/10.1108/13552550510580834

Shane, S., Khurana, R., 2003. Bringing individuals back in the effects of career experience on new firm founding. *Industrial and Corporate Change*, *12*(3), 519–544. https://doi.org/10.1093/icc/12.3.519

Shapero, A. (1975). The displaced, uncomfortable entrepreneur. *Psychology Today*, *9*(6), 83–88.

Shaver, K.G., & Scott, L. R. (1991). Person, process, choice: The psychology of new venture creation. *Entrepreneurship Theory and Practice*, *16*(2), 23–45. https://doi.org/10.1177/104225879201600204

Siegel, D. S., & Wright, M. (2015). Academic entrepreneurship: Time for a rethink? *British Journal of Management*, *26*(4), 582–595. https://doi.org/10.1111/1467-8551.12116

Stammerjohan, C. A., DeNardin, T. J., Winkel, M., & Stammerjohan, W. W. (2019). Creativity and Entrepreneurship: What Entrepreneurs Think. *Small Business Institute Journal*, *15*(1), 18–38.

Stoica, O., Roman, A., & Rusu, V. D. (2020). The nexus between entrepreneurship and economic growth: A comparative analysis on groups of countries. *Sustainability*, *12*(3), Article e1186. https://doi.org/10.3390/su12031186

Suacamram, M. (2019). Developing Creativity and Entrepreneurship of Undergraduate Students through a Field Trip Overseas. *International Journal of Instruction*, *12*(1), 591–606.

Tidd, J., & Bessant, J. R. (2020). *Managing innovation: integrating technological, market and organizational change*. John Wiley & Sons.

Timmons, J. A., Smollen, L. E., & Dingee, A. L. M. (1985). *New venture creation*. Irvine.

Ucbasaran, D., Westhead, P., & Wright, M. (2009). The extent and nature of opportunity identification by experienced entrepreneurs. *Journal of Business Venturing*, *24*(2), 99–115. https://doi.org/10.1016/j.jbusvent.2008.01.008

Vaillant, Y., & Lafuente, E. (2019). Entrepreneurial experience and the innovativeness of serial entrepreneurs. *Management Decision*, *57*(11), 2869–2889. https://doi.org/10.1108/MD-06-2017-0592

Wales, W. J., Covin, J. G., & Monsen, E. (2020). Entrepreneurial orientation: The necessity of a multilevel conceptualization. *Strategic Entrepreneurship Journal*, *14*(4), 639–660. https://doi.org/10.1002/sej.1344

Weber, P., & Schaper, M. (2004). Understanding the grey entrepreneur. *Journal of Enterprising Culture*, *12*(02), 147–164. https://doi.org/10.1142/S0218495804000087

Wiklund, J., Shepherd, D., 2003. Aspiring for, and achieving growth: the moderating role of resources and opportunities. *Journal of Management Studies*, *40*(8), 1919–1941. https://doi.org/10.1046/j.1467-6486.2003.00406.x

Wilson, F., Kickul, J., & Marlino, D. (2007). Gender, entrepreneurial self-efficacy, and entrepreneurial career intentions: Implications for entrepreneurship education. *Entrepreneurship: Theory and Practice*, *31*(3), 387–406. https://doi.org/10.1111/j.1540-6520.2007.00179.x

Wu, Y. J., Yuan, C. H., & Chen, M. Y. (2021). From thinker to doer: Creativity, innovation, entrepreneurship, maker, and venture capital. *Frontiers in Psychology*, *12*, Article e649037. https://doi.org/10.3389/fpsyg.2021.649037

Zampetakis, L. A., Bakatsaki, M., Kafetsios, K., & Moustakis, V. S. (2016). Sex differences in entrepreneurs' business growth intentions: an identity approach. *Journal of Innovation and Entrepreneurship*, *5*, Article e29. https://doi.org/10.1186/s13731-016-0057-5

7 Authors Contribution:

- Dr. Muhammad Irfan: He designed the study and did the writing and data analysis.
- Kanza Haroon: She contributed to the data collection for the study.