
A GLANCE AT RESEARCH

ON ENTREPRENEURSHIP AT AAU



A GLANCE AT ENTREPRENEURSHIP RESEARCH

- Workshop 2016
- A glimpse of my research concerning the entrepreneurial personality
 - Entrepreneurial Personality Profile
 - Factor analysis resulting in nine factors
 - Psychological interpretation
 - Three categories within entrepreneurship
 - Self-employed
 - Business owner
 - Entrepreneur
 - Four interesting entrepreneurial types
- Report from the Workshop plus Mailing lists



ENTREPRENEURSHIP WORKSHOP 2016

- Entrepreneurship Education at Aalborg University for all interested
- 5 themes:
 - Competences: Data collected of the participants own background
 - Research based teaching: Challenges – Targets – Solutions
 - Examination: Challenges – Targets – Solutions
 - Learning goals: Challenges – Targets – Solutions
 - Outcome of an AAU Entrepreneurship Education: ?
- The report with all details are available for you 😊



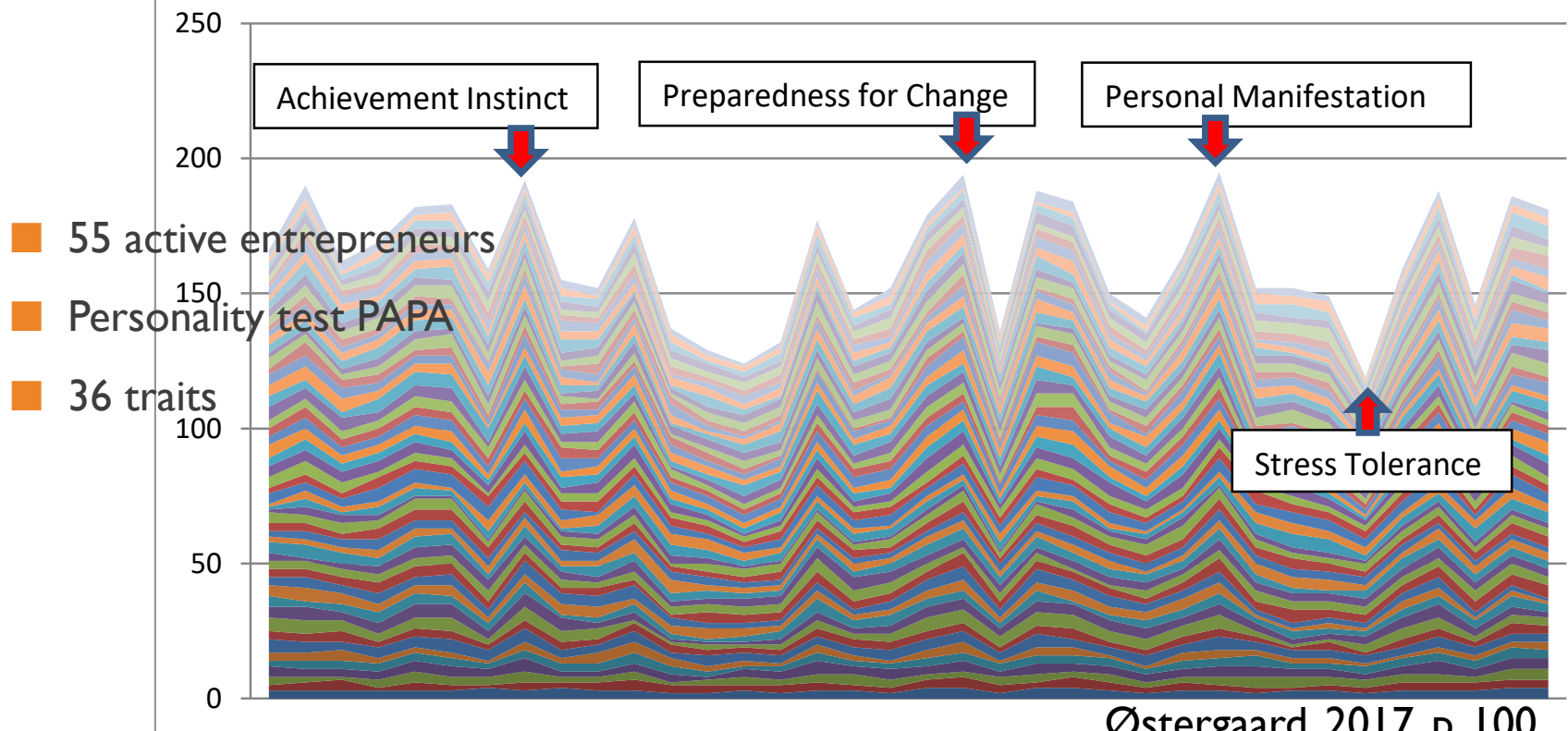
THE ENTREPRENEURIAL PERSONALITY

■ My research



AN ENTREPRENEURIAL PERSONALITY PROFILE

Personality Profile of 55 Entrepreneurs

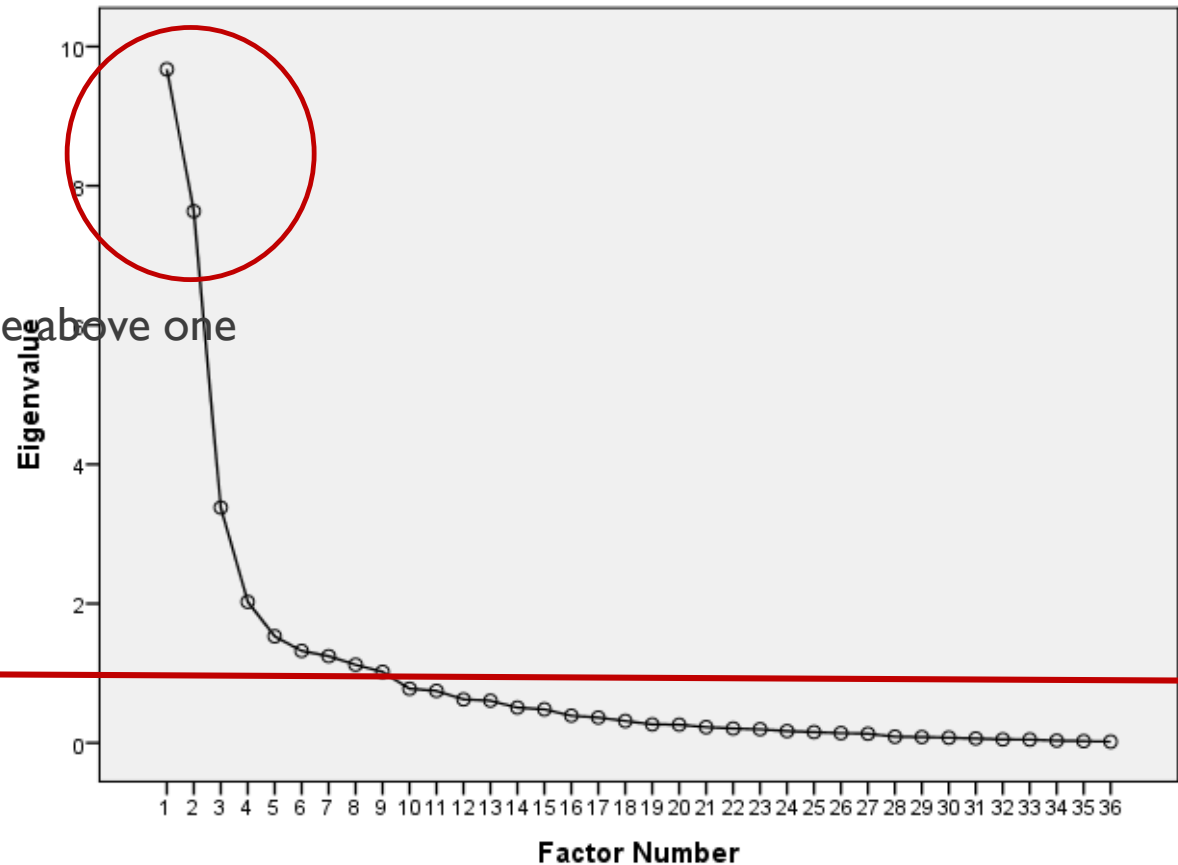


Østergaard, 2017, p. 100



FACTOR ANALYSIS

Scree Plot



- Nine with an eigenvalue above one
- 2 very significant
- Equal typical!



FACTOR ANALYSIS

- Correlation
- Positive
- Negative

Factor Correlation Matrix

Factor	1	2	3	4	5	6	7	8	9
1	1.000	-.088	-.225	.226	-.241	.010	.208	.222	-.342
2	-.088	1.000	-.235	.310	.207	-.313	-.098	-.192	-.024
3	-.225	-.235	1.000	-.343	.010	.067	-.043	.089	-.010
4	.226	.310	-.343	1.000	-.001	-.229	-.130	.067	-.117
5	-.241	.207	.010	-.001	1.000	-.130	-.229	-.187	.190
6	.010	-.313	.067	-.229	-.130	1.000	.163	.000	.136
7	.208	-.098	-.043	-.130	-.229	.163	1.000	.008	-.062
8	.222	-.192	.089	.067	-.187	.000	.008	1.000	-.379
9	-.342	-.024	-.010	-.117	.190	.136	-.062	-.379	1.000

Extraction Method: Principal Axis Factoring.
 Rotation Method: Oblimin with Kaiser Normalization.



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5	-.241	.207	.010	-.001	1.000	-.130	-.229	-.187	.190
6	.010	-.313	.067	-.229	-.130	1.000	.163	.000	.136
7	.208	-.098	-.043	-.130	-.229	.163	1.000	.008	-.062
8	.222	-.192	.089	.067	-.187	.000	.008	1.000	-.379
9	-.342	-.024	-.010	-.117	.190	.136	-.062	-.379	1.000

■ Correlation

■ The typical entrepreneur

Extraction Method: Principal Axis Factoring.
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- Correlation
- The typical entrepreneur
- Non-entrepreneurs

Extraction Method: Principal Axis Factoring.
Rotation Method: Oblimin with Kaiser Normalization.



PSYCHOLOGICAL INTERPRETATION

- Similarities
- Identifying behavior

Structure Matrix of nine entrepreneurial factor types and 36 personality traits

Personality traits	Factor type								
	1	2	3	4	5	6	7	8	9
Initiative	.635	-.280	.031	.214	-.493	-.049	.048	.512	-.655
Risk Willingness	.242	-.440	.114	-.420	-.472	.391	.375	.505	-.169
Creative drive	.213	-.745	.276	-.221	-.341	.357	.044	.494	-.317
Will of delegating	.667	.347	-.344	.344	-.123	-.082	.179	.084	-.405
Passion	.669	.176	-.387	.530	-.232	-.252	.045	.318	-.636
Dominance	.785	-.075	-.229	.296	-.537	-.015	.382	.310	-.559
Target drive	.295	.702	-.409	.484	.159	-.361	.194	-.165	-.220
Achievement instinct	.454	-.051	-.062	.161	-.254	-.162	.087	.356	-.867
Decision-making ability	.222	-.166	-.031	-.048	-.390	.107	.760	.214	-.261
Flexibility	-.036	-.370	.131	-.219	-.100	.766	.003	.126	-.056
Social dependence	-.018	.168	-.028	.098	.801	-.144	-.217	.025	-.032
Adaption capacity	-.454	.130	.186	-.257	.663	-.001	-.157	-.275	.223
Tolerance	.045	-.106	-.206	-.035	-.094	.594	.212	-.068	.262
Social maturity	.215	.238	-.307	.742	-.102	.084	-.023	-.041	.117
Democratic attitude	.223	.266	-.373	.742	.131	-.264	-.254	.248	-.178
Care	.303	.231	-.263	.740	-.120	-.397	-.234	.274	-.429
Responsibility	.071	.363	-.289	.883	.036	-.301	-.040	-.060	-.089
Will of integration	.602	.074	-.483	.625	.065	-.417	-.084	.217	-.273
Exploration drive	.358	-.184	-.014	.146	-.202	.049	.095	.803	-.500
Preparedness for change	.237	-.271	.276	-.060	-.222	.192	-.032	.629	-.649
Experience of well-being	.371	.024	-.732	.292	-.172	.110	.213	.095	-.197
Vigour	.544	-.111	.018	.145	-.396	-.022	.290	.492	-.759
Urge to rebel	.138	-.177	.476	-.237	-.202	.064	.345	.614	-.393
Self-preservation instinct	.325	-.017	-.004	-.047	-.082	-.073	.122	.393	-.753
Need for contact	.873	-.267	-.292	.085	-.328	.031	.252	.344	-.206
Dynamism	.386	-.278	.211	.095	-.183	-.077	-.141	.629	-.476
Personal manifestation	.712	.224	-.181	.380	-.311	-.087	.126	.269	-.637
Self-control	-.033	.475	-.698	.244	.294	-.182	-.129	-.559	.163
Objectivity	-.028	.889	-.253	.385	.246	-.300	-.318	-.169	-.063
Structuring capacity	-.117	.821	-.203	.404	.450	-.410	-.100	-.179	.207
Stress tolerance	.396	.268	-.797	.330	-.146	.028	.132	-.164	-.129
Self confidence	.553	.011	-.521	.239	-.385	-.089	.374	.318	-.332
Autonomy	.187	.296	-.276	.358	-.097	-.321	.141	.307	-.726
Empathy	-.122	.372	-.569	.431	.214	-.249	-.340	.111	.191
Systematic mindedness	-.198	.647	-.164	.212	.076	-.557	-.328	-.029	-.202
Reflectiveness	-.193	.511	-.030	.369	.110	-.427	-.556	.203	-.244



PSYCHOLOGICAL INTERPRETATION

- Similarities
- Identifying behavior
- Look into typical types
- Identify categories.....

Structure Matrix of nine entrepreneurial factor types and 36 personal traits

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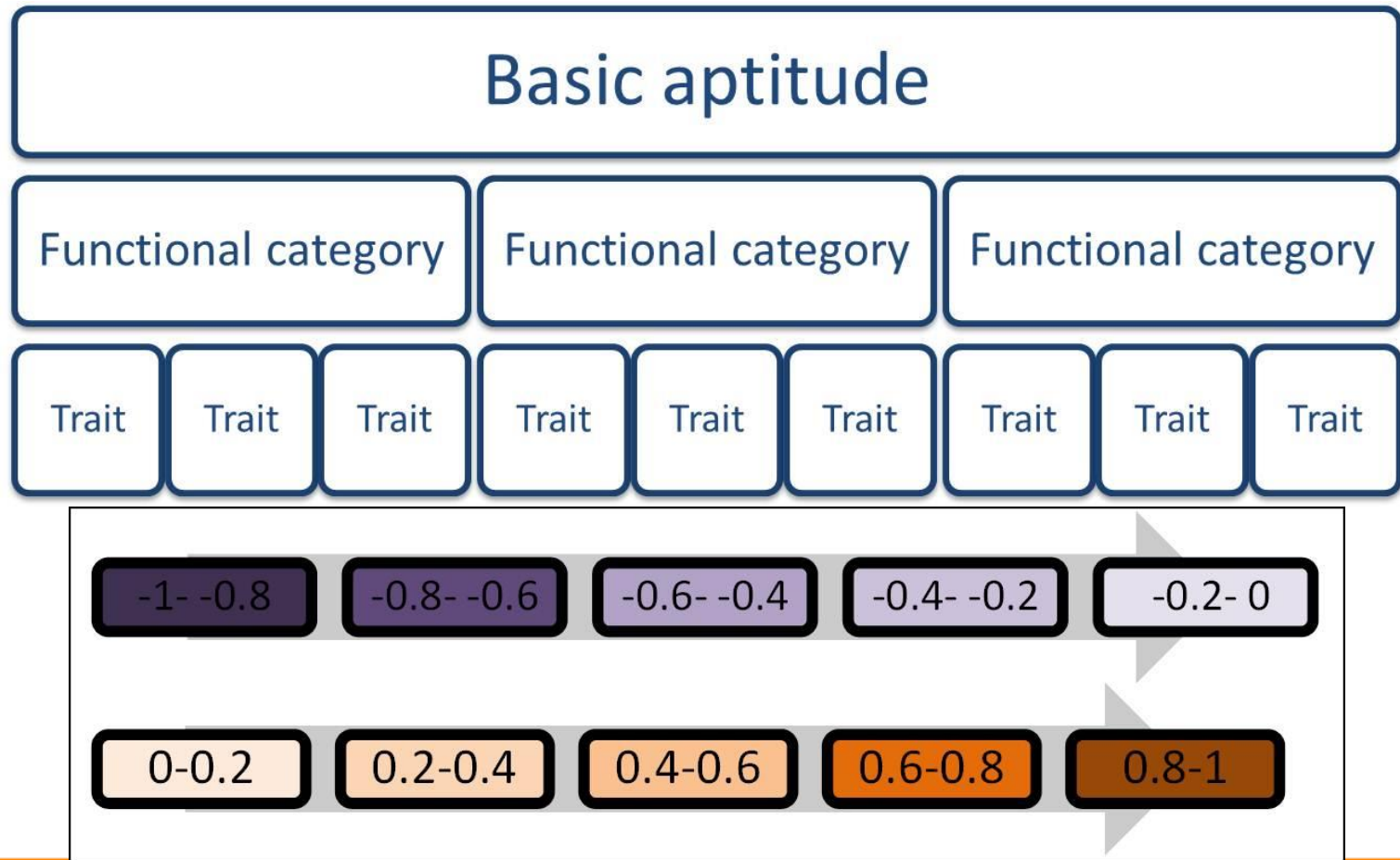


THREE CATEGORIES IN ENTREPRENEURSHIP

Entrepreneurial Personality in relation to being self-employed, business owner and entrepreneur

	SELF-EMPLOYED	BUSINESS OWNER	ENTREPRENEUR
Description	<p>The self-employed is characterised by autonomy in one-man-enterprises in well-known types of businesses.</p> <p>They earn their own salary and pay a number of helpers, pay taxes and maintain subcontractors. Generally, they cause no trouble for society.</p> <p>They praise their freedom to determine pace, amount and kind of work</p>	<p>The business owner runs a business: individual, team, family or group-launched business consisting of various employees.</p> <p>They are in charge of allocating the skills of employees and ensure steady revenue to selected stake-holders.</p> <p>They operate with enough incremental development to keep the business running. Growth is not a goal in itself</p>	<p>The entrepreneur constantly launches ideas, usually several at the same time.</p> <p>They are entrepreneurial throughout life, however, the activity might change to e.g. charity finding better solutions.</p> <p>Sometimes, they slow down due to life issues and settle as business owners or equivalent maintaining next generation of growth endeavours</p>

FOUR INTERESTING TYPES



S

Leadership potential			Efficiency potential		
Change management	Motivation management	Effectiveness management	Stability	Integrity	Analytical capacity
Creative drive Risk willingness Initiative	Will of delegating Passion Dominance	Target drive Achievement instinct Decision-making ability	Self-control Objectivity	Stress tolerance Structuring capacity Autonomy	Empathy Systematic mindedness Reflectiveness
Innovation potential			Social potential		
Growth	Power	Vitality	Interaction	Cooperation	Integration
Exploration drive Preparedness for change Experience of well-being Vigour	Urge to rebel Self-preservation instinct Need for contact	Dynamism Personal manifestation	Flexibility Social dependence	Adaptation capacity Social maturity Tolerance	Democratic attitude Care Responsibility

T

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A

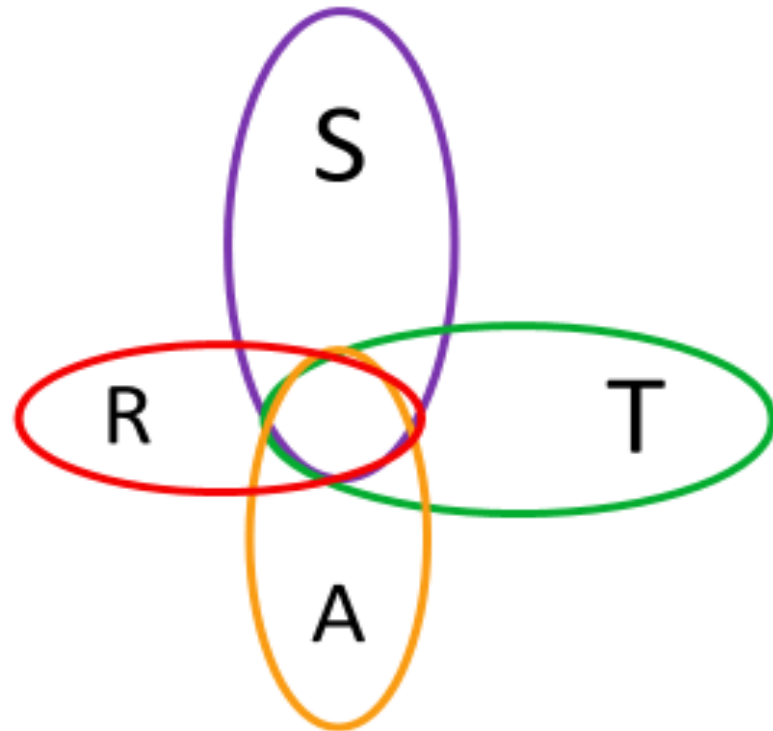
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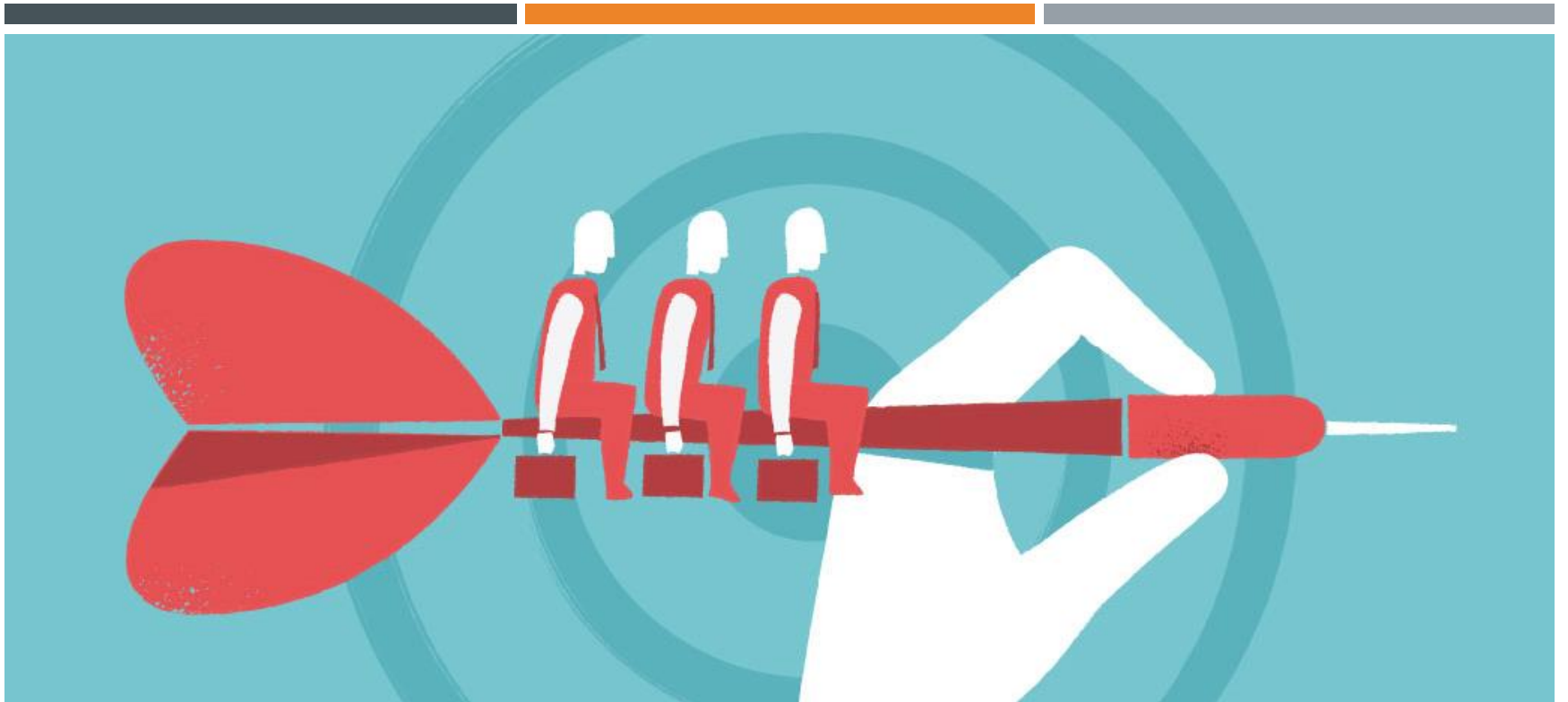
- Synnovator entrepreneur
- Team entrepreneur
- Adventurer entrepreneur
- Rebel entrepreneur



The STAR Flower of Entrepreneurial Types

Østergaard, 2017, p. 219





NEVER ENDING STORY 😊

Interested in joining me?



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REFERENCES

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