The Role of Entrepreneurial Emotions, Personality Traits, and Social Environment in The Process of Becoming an Entrepreneur

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Abstract

This study aims to understand what are the factors that move a person to become an entrepreneur and the interactions of these factors. Why do some people become entrepreneurs and others don't, even if they have similar circumstances? There is a decision-making process involved here, and being an entrepreneur seems to be an individual's choice. In the literature, it has been shown that innate personal characteristics, factors related to the social environment, and emotions affect the decision to become an entrepreneur. However, the influencing factors in these three sub-dimensions also have effects on each other. There are intertwined relationships among the factors that will lead individuals to become entrepreneurs. For example, genetic characteristics of individuals influence risk-taking, but also having relatives who are entrepreneurs influences the attitude toward risk. Innate predispositions and social context have a complex impact on risk perception. When the influence of emotions is included, this impact becomes even more complicated. Passion and other emotions it provokes may influence the entrepreneur's various behaviors, such as starting a new venture, seizing opportunities, risk assessment, innovation and growth efforts, etc. In this study, the level, direction, and importance of the effects of these factors on the decision to become an entrepreneur have been analyzed with The Decision Making Trial and Evaluation Laboratory (DEMATEL) Method. It is the suitable (appropriate) method for analyzing the impact structure in decisions with multiple criteria related to each other.

Keywords: DEMATEL analysis, entrepreneurship, hierarchical decomposition, impact structure, multiple criteria decision making