



Factors Affecting Identity and Entrepreneurship

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ABSTRACT

The aim of this research is to reveal the effects of factors such as age, gender, and education on identity characteristics and entrepreneurship orientation. The research universe consists of employees working in the central district of Tokat. The “Entrepreneurial Orientation Scale” and “Identity Scale” were used to collect the data to be used in the research. A questionnaire was prepared to measure demographic factors. The analysis results show that entrepreneurship orientation does not differ according to any demographic factor. When personal identity is examined, it is determined that the averages of those who are younger than older, women than men, and singles than married are higher. In terms of the length of time working in the current job and workplace, the personal identity averages of those who have worked for more years are lower. When social identity is examined, it is revealed that the averages of women are higher than men and those who work as personnel at the workplace are higher than those who are bosses. The collective identity average is lower at older ages. Multiple regression analysis was conducted to determine the effect of demographic factors on identity and entrepreneurship. However, the analysis results were not found to be statistically significant.

Keywords: gender, marital status, personal identity, social identity, collective identity