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SOCIO-PSYCHOLOGICAL CHARACTERISTICS OF THE ENTREPRENEUR'S PERSONALITY

The modern theory of entrepreneurship views entrepreneurial activity as a catalyst for the socio-economic development of any society. Entrepreneurship is one of the key institutions of a market economy, and an entrepreneur is the main subject of economic activity and market relations. An increase in the activities of business structures solves a number of topical tasks to improve the socio-economic situation in the country and create conditions that contribute to the effectiveness of the market model of development. From a scientific and practical point of view, modern entrepreneurship is regarded as a particular style of innovative management, which is based on the search for new optimal opportunities and focused on innovative activity. For the active functioning and development of entrepreneurship, in addition to a favorable external environment, an important role is played by the entrepreneur's personality. The particular role of entrepreneurship in economic progress, the multidimensional nature of this phenomenon necessitates the study of entrepreneurship, and especially the social and psychological characteristics of the entrepreneur's personality.

The coverage of the essence of entrepreneurship and socio-psychological characteristics of the entrepreneur was reflected in the works of such scientists as M. Butko, A. Nezhivenko, T. Pepa [1], I. Troitskaya [2], G. Shaykhutdinova [4] and others.

The purpose of this study is a theoretical analysis of the socio-psychological characteristics of the modern entrepreneur's personality.

Analysis of scientific sources shows that revealing the essence of the concept of "entrepreneur", most authors focus attention on his personality, certain socio-psychological properties, qualities, personal (subjective) potential. For example, in the work of I. Troitskaya it is stated that an entrepreneur is a person who creates resources for the development of the situation at the expense of his subjective potential when the energy of the environment tends to zero (conditionally exhausted). In this case, a person of action who is able to demonstrate complex individual-personal quality "resilience to hindrance on the social level" can be called an entrepreneur [2].

In this regard, it is proposed to develop a generalized socio-psychological portrait of the entrepreneur, which includes the most important qualities and characteristics inherent in the people of this profession.

In our opinion, it is not necessary to limit the portrait of the entrepreneur only by social and

psychological qualities, because motivation and professional self-awareness (conscious attitude to their professional needs and abilities, their inclinations and motives of behavior, their experiences and thoughts about professional activity) also play an important role in entrepreneurial activity.

Thus, the components of the entrepreneur's socio-psychological portrait can be represented in this form (Fig. 1)

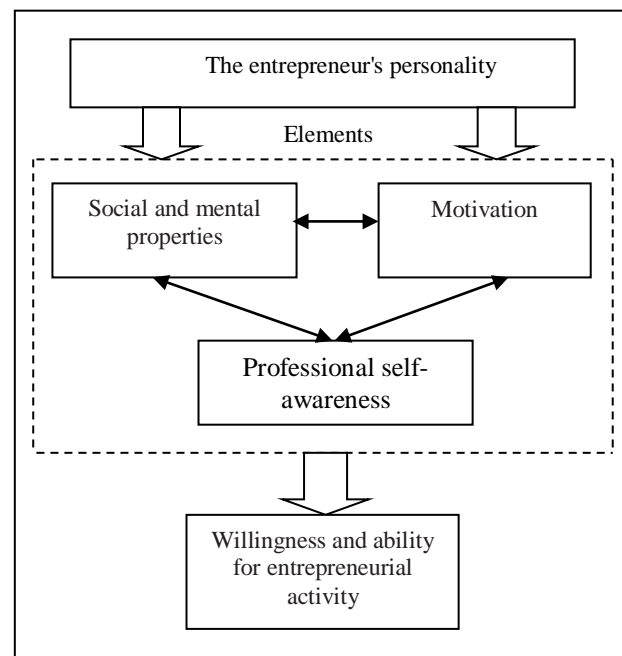


Fig. 1. Components of the entrepreneur's socio-psychological portrait

Consider in more detail social and mental properties and abilities that provide the ability for entrepreneurial activity.

According to I. Troitskaya individual-psychological image of entrepreneurs is characterized by the following features [2]:

readiness for energy expenditure, work, knowledge expansion; and sensitivity to new incentives;

responsibility and developed internal control of situation management;

the concentration of activity boundaries on individual abilities regardless of the conventionality (social recognition) of norms with a deep awareness of their problems and preservation of purpose;

restraint, exactingness in evaluating performance;
high emotional and mental tension as an indicator of individual-personal energy resources (high index of emotional integration scale, increased level of anxiety).

M. Butko, A. Nezhivenko, T. Pepa combined into three blocks of important qualities for the psychological portrait of an entrepreneur [1]:

the intellectual block includes: competence, combinational talent, developed imagination, real fantasy, a developed intuition, perspective thinking;

communication block – the talent of the employees' efforts coordinator, the ability and readiness for tolerance in communication with other people and at the same time the ability to go against the flow;

motivational and volitional block – risk appetite, responsibility, desire to fight and win, need for self-realization and public recognition, the severity of the motive of success.

A sufficiently capacious classification of entrepreneurial abilities was proposed by G. Shaykhutdinova. It includes:

1) leadership characteristics: striving for independence, sense of perspective, persuasiveness, perseverance in achieving the goals;

2) special intellectual abilities: competence, insight, originality, analytical mind, ability to generate ideas, developed intuition, erudition;

3) communicative abilities: sociality, willingness and ability to resolve conflicts, ability to pick up partners and performers, the ability to go against the flow;

4) economic characteristics: the desire for obtaining competitive advantages, for innovation and their implementation, the accumulation of wealth, actions to establish market equilibrium;

5) social characteristics: initiative, organizational talent, business culture, ability to organize and reorganize socio-economic mechanisms, willingness to take risks.

6) physical characteristics and abilities: physical, mental and emotional health [4].

An important component of the entrepreneur's personality is his motivational sphere. From a psychological point of view, it is a set of motives that motivate a person to target activities.

According to I. Troitskaya, the motives of entrepreneurial activity include [3]:

maximum control over your future;

hope to combine work and personal life;

opportunity to realize abilities;

the desire to extend their style and lifestyle to the sphere of business activity;

the desire to receive remuneration for work and to increase well-being.

N. Khudyakova identified the following groups of entrepreneurial activity motives:

1) immediate motives (motives of commercial success; motives of freedom and independence; motives of initiative and activity; motives of innovativeness and risk);

2) indirect motives (motives of self-realization; motives of respect and self-respect; motives of social

contacts and group belonging; motives of compulsion) [13].

Another element of the entrepreneur's personality that determines the ability for entrepreneurial activity is professional self-awareness. It is professional self-awareness that regulates the process of becoming an entrepreneur as a professional and is an internal source of his professional development. The result of the processes of self-awareness is the professional "I-concept" of the individual – a dynamic system of ideas about myself as a professional, which includes awareness of my physical, intellectual and other features that ensure the effectiveness of professional activity; self-esteem and subjective perception of the factors that influence it.

The Ukrainian researcher O. Shevtsova defines the basic psychological conditions for the positive development of the professional "I-concept" of the individual, in particular: the awareness of the dependence of the performed professional activity effectiveness on the level of professional and personal development; stable psychological readiness for self-knowledge, cognitive and emotional self-disclosure, dynamic self-changing; the presence of positive adequate self-assessment of professional potential in combination with above-average level of professional claims; awareness of the necessity and own ability to make the desired professional and personal changes.

Thus, the study of the socio-psychological characteristics of the modern entrepreneur's personality is necessary to predict and manage the behavior of the entrepreneur, his professional formation and development.

Further authors' researches will be directed to the development of an effective mechanism of entrepreneurial activity motivation, formation of a positive professional "I-concept" and development of socio-psychological qualities and abilities.

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