

METHODOLOGICAL APPROACHES TO DETERMINING THE PSYCHOLOGICAL PROFILE OF AN EFFECTIVE ENTREPRENEUR

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Modern management science focuses more on determining what qualities, knowledge and skills a person should have in order to succeed in business. A modern entrepreneur, through the effective application of management methods, influences the process of achieving certain goals at all its stages - planning, organisation, motivation and control. It is no coincidence that everyone believes that entrepreneurs are sociable, sociable and confident people with a high level of self-discipline [1]. However, it is important to take into account the achievements of psychology in terms of the influence of psychological characteristics of a person on his or her professional success [2, 3]. There are various recommendations and requirements for the personality of an entrepreneur and his or her knowledge, skills, and abilities are constantly accumulating. The question of what psychological characteristics determine the effectiveness of an entrepreneur and whether they can be developed remains relevant. This issue is particularly acute for Ukraine today, as entrepreneurship is the driving force behind the development of the country's economy, especially during a full-scale war.

Psychologist Alex Srbinoski describes entrepreneurs who are most likely to succeed as extroverts and outgoing people, as the ability to interact with others with confidence is vital. He notes that "a deep level of self-understanding in terms of strengths and weaknesses is vital, and having good leadership and delegation skills is crucial." On the other hand, Srbinoski A. describes those who are more prone to failure as introverted pessimists who are deeply afraid of failure, do not

like dealing with people, are impatient, struggle with constructive feedback, lack flexibility, are unsystematic and self-focused [1]. "Many entrepreneurs are fully aware of the risks involved in starting a business, but believe that their idea is important enough to try anyway. Even if there's a minimal chance of success, they wouldn't be happy doing anything else," says Travis Howell, PhD, associate professor of strategy at the University of California, Irvine's business school [4].

Psychologist Mike Allan emphasises that the best way for businessmen to determine whether they are suitable for an entrepreneurial career is to ask a series of questions designed to find out a person's approach to work and their thinking style, including some of the most common tests such as the Myers Briggs, DISC and Hermann Brain tests, the answers to which are used to determine a person's personality traits to help predict their behaviour [1]. However, we believe that it is advisable to use an integrated approach to determining the psychological profile of an entrepreneur using a combination of both methods for determining psychological characteristics of a personality and methods for determining stress resistance, motivation to succeed, emotional intelligence, etc.

The methodology for studying the psychological profile of an effective entrepreneur is based on the integrated use of various psychological tests that allow assessing the entrepreneur's personality type, personality traits and individual factors that influence successful entrepreneurial activity.

Today, there is a wide variety of psychological tests that can be useful for measuring the psychological profile of an entrepreneur. However, the choice of specific tests depends on the purpose of the assessment, the context of the study, and the availability of instruments. Nevertheless, it is useful to describe a few popular psychological tests that can be used to determine the psychological profile of an effective entrepreneur:

1. The Myers-Briggs Type Indicator (MBTI) test helps to determine the entrepreneur's personality type along four main dimensions: extraversion or

introversion, perception or intuition, thinking or feeling, and judgement or receptivity. It helps to understand how a person interacts with others, makes decisions, and responds to new ideas. It is a psychological test that was developed by Katharine Cook Briggs and her daughter Eisenberg Katharine Briggs in the mid-20th century. The MBTI is based on the theory of personality types developed by Swiss psychologist Carl Jung. The test has become a well-known and widely used tool for understanding personalities and their types. The test looks at a person from certain angles and determines which of the four pairs of opposing psychological functions a particular person belongs to. It is important to note that the MBTI is not a perfect or unquestionable tool, and some studies have questioned its scientific validity. Therefore, its use requires caution and a critical approach.

2. The Big Five Personality Traits helps to assess five key personality traits, such as extraversion, agreeableness, gentleness, emotional stability, and openness to experience. It can help you find out which personality traits are emphasised and how this affects your business. For example, Extraversion shows that entrepreneurs with high levels of extraversion may be inclined to actively network, communicate with clients and partners, and build interactive teams. They may be more comfortable with public speaking and developing business contacts. A high level of Conscientiousness in an entrepreneur may indicate an important quality for business success, which means being organised, planning, responsible, and able to complete tasks in a timely and efficient manner. A higher level of Openness to Experience can promote innovation and creativity in entrepreneurial activities. Entrepreneurs with this trait may be more inclined to take risks and implement innovative ideas. Entrepreneurs with a high level of agreeableness may be friendly, compassionate, and cooperative with partners and customers. This trait can help build positive relationships in the business environment. It is important for entrepreneurs to be resilient to stress and negative

emotions. Entrepreneurs with a low level of Neuroticism may be less prone to anxiety and more able to solve problems more effectively.

3. The Torrance Tests of Creative Thinking was developed by the American psychologist Ellis Paul Torrance in 1966. It is advisable to use it to assess creativity and the ability to generate new ideas and find unconventional solutions to problems, which can be an important trait of an entrepreneur. The test can be a useful tool for entrepreneurs, especially those engaged in innovative or creative activities.

4. Tests to measure stress resistance allow to determine the level of stress resistance and the ability of an entrepreneur to effectively manage stress, which is important in adapting to the business environment in modern realities. There are various methods that can be used, including the Connor-Davidson Resilience Scale-10 (CD-RISC-10), Cohen's Perceived Stress Scale, The Kessler Psychological Distress Scale (K10), Perceived Stress Scale-10, PSS-10.

In addition, when determining the psychological profile of an entrepreneur, it is advisable to use tests to measure communication and leadership skills, which are important for achieving entrepreneurial success. They help to assess the entrepreneur's ability to communicate with others, build a team, manage staff and perform a leadership role. In this regard, it is worth noting such methods as the Interpersonal Relationships Test, Leadership Assessment Test, Communication Skills Assessment, Strategic Thinking Test, DISC Personality Test, etc.

Noteworthy are the methods for determining entrepreneurial characteristics and skills, the so-called entrepreneurial tests, among which the Entrepreneurial Potential Self-Assessment methodology plays a leading role [5]. It was developed by experts based on research and observations of the characteristics of Canadian entrepreneurs in all industries, who note that entrepreneurs tend to achieve results that are higher than those of the general population. This methodology provides a measure of entrepreneurial potential,

i.e. the likelihood that a person will be able to successfully start and run their own business, by determining a person's entrepreneurial capacity, which is determined by a number of factors, including their level of creativity, innovation, risk-taking and desire to succeed. In addition, it identifies potential areas for growth and development so that entrepreneurs can continue to improve their business skills over time.

Therefore, we believe that a comprehensive approach to determining the psychological profile of an entrepreneur, using various methods to analyse psychological characteristics, creativity, stress resistance, motivation to succeed, measuring communication and leadership qualities, etc. is extremely relevant, useful and reasonable. This approach allows us to obtain a more complete and objective image of the psychological profile of an effective entrepreneur. Given the multifactorial nature of entrepreneurship, the availability of a wide range of psychological tests and techniques makes it possible to adapt the research methodology to specific tasks and contexts. Such an approach is an integral part of the psychological analysis of effective entrepreneurs and contributes to understanding their personality and predicting their successful business performance.

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