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### The effect of the decision-making approach to entrepreneurial personality

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#### A B S T R A C T

Entrepreneurs make decisions based primarily on personality traits they are formed. As a result, without proper decision may approach problems and challenges faced by entrepreneurs. Thus, extensive research in the field of decision-making and its relationship with business is done at the individual level. In fact, without having the right approach, entrepreneurs do not have proper orientation. The mean approach depends on individual decision-making student Ferdowsi University of Mashhad not much difference. Concluded that the means of the four way certain trends in the same way and can be used in various kinds of decision-making approach. And to decide. Due to the robust correlation can be interpreted that university students of University of Mashhad for their decisions on the basis of new firmness in you are creating. Among the various approaches decisive and resolute, stubborn and opinionated venture and with the Features a significant positive correlation with entrepreneurship.

**Keywords:** Decision-Making, Entrepreneurial Personality, Ferdowsi University Of Mashhad.

#### INTRODUCTION

Entrepreneurship is a process in which an entrepreneur with new ideas and Creative and identify new opportunities and to mobilize Business and company attempt to create new resources, new and innovative and growing organization, which is fraught with risk and danger(Stevenson & Jarillo, 1989).

Play a role in the age of technology and cross-cultural communication requires the necessary capabilities in the field of decision-making, conceptualize and critical thinking. Identify and nurture entrepreneurial personality characteristics such as a willingness to risk-taking, creativity, need for achievement, internal locus of control, researchers have been great(Abedini, 2016; Rothaermel, Agung, & Jiang, 2007). Entrepreneurial characteristics more than anything because of the mental processes and their beliefs Formed and these decisions directly affect their inclination their decision-making to work with the entrepreneurial perceptions, beliefs, personal beliefs and processing information and making decisions entrepreneurial significantly. Considerably affected their beliefs and personality traits(Kickul, Gundry, Barbosa, & Simms, 2009). The difference between entrepreneurs and public decision-making approach to define the way that entrepreneurs choose(Kaplan & Warren, 2009; Sheikhzadeh, Salimi, Ghafuri, & Far, 2016). It must be admitted that today's problems requires decisions to date and accurate and living for Tomorrow is also

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possible to understand and predict correct the issues that lie ahead in the future is dependent. Accordingly seeks to link decision-making approaches and examine entrepreneurial personality of students.

## **LITERATURE REVIEW**

The phenomenon of entrepreneurship with personality, social and cultural conditions are associated. Economic, cultural, psychological and combination of production factors in the development and entrepreneurship (Sakamoto, Nakajima, Liu, & Alexandrova, 2013). Given that the fields of psychological Entrepreneurial orientation are essential, hence the early 1960s, studies Psychological field of entrepreneurship started and since then has expanded (Langkamp Bolton & Lane, 2012). Berman believes that public desire for risk taking decisive factor in the decision Vote is not an entrepreneur. Entrepreneurs emphasize the following features: 1. the need for success, 2. the internal locus of control, 3. willingness to risk-taking, 4. the need for independence, 5. Creativity, 6. tolerance for ambiguity, 7. dream, 8. challenging (Hashemi, Mohebbi, Fouladivand, & Hajipour, 2014; Rothaermel et al., 2007).

### **Needs for success**

Motivated individual willing to earn success as a goal based on a set of standards (Coulter, 2001). The desire to achieve success probability of success and attraction becomes effective if a failure Continuing the ongoing need to avoid defeat in his experience which has created the concept Maslow is similar, in setting learning skills should take into account the fear of failure Be brought (Atkinson, 1957). Internal locus of control: how a person is to the source of positive or negative results in Than give themselves or others (Thiel, Bagdasarov, Harkrider, Johnson, & Mumford, 2012). Locus of control is divided into three categories:

1. Control Internal means that the event due to his behavior the other hand. Reinforcement and punishment of his efforts he obtained (Atkinson, 1957).

2. Control exterior: This means that Person, positive reinforcement or negative, to the effect that their behavior is not looking for special treatment Knows. But it is as a result of accidental or incidental (Atkinson, 1957). External locus of control Emotionalism, lack of knowledge and irrationality against accidents along (Carver & Scheier, 2016).

3. Inner-outer-control: when a person after internal and external control Have an average condition with this type of control (Atkinson, 1957).

4. Willingness to risk taking: entrepreneurs predict possible events, are sometimes act quickly if action is destructive practices including negative risks, costs in a pose that successful entrepreneurs are willing to pay these costs (Atkinson, 1957).

The need for independence: independence as a force that makes Would-be entrepreneurs all health and long memories tedious task to create The new entrepreneurial activities need to buy tons of independence can be for a term (Such as having control over their destiny 'and do something for themselves) defined (Mueller, Volery, & von Siemens, 2012).

Creativity: creativity, problem solving and provide freshness to the new method is a combination of fitness people Semester is capable to cope with the challenges and problems of the outcome (Bae, Qian, Miao, & Fiet, 2014). Creativity implementing organizational abilities to create a new concept or idea (Bae et al., 2014; Child, 2015). Tolerance for ambiguity: it means accepting uncertainty as a part of life, the ability to continue the Life with imperfect knowledge and desire to start an independent environment without ensuring success Is (Bae et al., 2014). Novice entrepreneurs are faced with a lack of success. Continuous changes that ambiguity and tension in

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all aspects of work, uncertainty further complicates A. Successful entrepreneurs create growth, fluidity and emotion that the existence of this ambiguity Arises(Duval-Couetil, Reed-Rhoads, & Haghighi, 2012). Dream: Entrepreneurs have a vision for the future for themselves and earn under pressure Interesting and lovely. Entrepreneurs are able to act as his dream Convert. Challenge: Entrepreneurs are not satisfied with the status quo and are always trying to do better Tasks. Therefore, although change their current situation with many challenges But faced with fervor to confront them, and they are steps to fix it.

### Decision

Decision-making is inherently a rational process. And rationality in relation to practices and tools is calculated(Duval-Couetil et al., 2012). Processes information for entrepreneurs with venture processing capabilities combined profit while managers may ignore these factors in their decision making process them. However, the entrepreneurs Unlike managers in the decision to assess Can also use the opportunity of choice(Duval-Couetil et al., 2012). The entrepreneur must all Aspects of its activities, including decision-making, an approach that, when entrepreneurs Decisions have the following components: Firm and Determined: Successful entrepreneurs on intuition, skills and knowledge necessary to survive even feel Rely on your courage. They can pursue big ideas without getting into a detailed logical process that slows rest(Atkinson, 1957). Venture: Possible events predicted entrepreneur, sometimes quickly Act if action is damaging negative performance of risk, cost in a pose that successful entrepreneurs are willing to pay these costs(Bae et al., 2014). Stubborn and opinionated: entrepreneurs may absorb about sudden success unexpected progress fantasies, but when it comes to the exploitation of results Arrive, live the real world. They should know that this event Privileges and identifying possible to calculate what What will be working to re-throw attempt(Langkamp Bolton & Lane, 2012). Passionate and full of enthusiasm: Entrepreneurs are fascinated by what they are doing Is. Time passes quickly for them. They are far from exhaustion and always scrambling to achieve your goal with enthusiasm and motivation into action. The relationship between each of the approaches to decision-making and entrepreneurial characteristics:

Many researchers to investigate the role and relationship between various psychological characteristics Are an entrepreneur(Amini et al., 2014).

Entrepreneurial and managerial perceptions that claims to be the It leads to systematic use decisions Is proof that entrepreneurial decisions Remarkably, under the influence of beliefs and values It is personal and it can be one of the reasons Decisions they considered successful.

## METHODOLOGY

This research type is descriptive - correlation between the 400 questionnaires Students of humanities, basic sciences, engineering and veterinary University Entrepreneurial personality using random sampling were distributed. 374 completed questionnaires were analyzed (Table 1).

**Table 1.** Distribution of sample

Variable		Abundance	Percent
Sex	Female	267	71.4
	Man	107	28.6
Field of Study	Humanities	158	42.2
	Science	126	33.7
	Engineering	74	19.8
	Veterinary	16	4.3

According to the research, decision-making approaches as the independent variable in effect Entrepreneur's character is. The following conceptual model approach to communication Decision-making and entrepreneurial people's character. Based on four dimensions Approach to decision making and eight entrepreneurship is provided character.

The questionnaire included 35 items divided in 5 Likert scale according to Indicators of decision-making and entrepreneurial personality developed. The validity Use of experts and analysts and item analysis and reliability by Cronbach's alpha respectively. To evaluate the questions, the questioner has 30 university students Entrepreneurial personality were distributed. Descriptive statistics were used to calculate prevalence, frequency and Cumulative frequency percent was used. Inferential statistics to calculate the test Pearson correlation coefficient was used.

## RESULT

The results of the data analysis Tables 2 and 3 below. Table 2 Average scores approaches to decision Formation and characteristics of entrepreneurs expressed.

**Table 2.** Average scores and features an entrepreneurial approach to decision-making based on gender and field of study

Sex	Approach to decision-making	N	Mean
Female	Robust	267	3.41
	Venture		3.34
	Stubborn and opinionated		3.66
	Passionate and enthusiastic		3.59
Man	Robust	107	3.58
	Venture		3.50
	Stubborn and opinionated		3.67
	Passionate and enthusiastic		3.59
Humanities	Robust	158	3.45
	Venture		3.69
	Stubborn and opinionated		3.38
	Passionate and enthusiastic		3.62
Science	Robust	126	3.44
	Venture		3.64
	Stubborn and opinionated		3.56
	Passionate and enthusiastic		3.53
Engineering	Robust	74	3.53
	Venture		3.43
	Stubborn and opinionated		3.42
	Passionate and enthusiastic		3.58
Veterinary	Robust	16	3.45
	Venture		3.58
	Stubborn and opinionated		3.51
	Passionate and enthusiastic		3.60

As can be seen in Table 2 all scores entrepreneurship Students, both girls and boys and different educational levels are lower than the average 3. The highest mean scores belong to students of Science and Technology Entrepreneurship (2.91) and the lowest score of the students in the humanities (2.86). The average score of the entrepreneur male students (2.94) is also slightly higher than scores Female students (2.87) .According to the findings of Table 2, both Groups of

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male and female students score in the highest decision-making approach and the least Stubborn and opinionated approach to decision-making in the development of their business.

In order to evaluate the relationship between the index using Pearson correlation coefficient Entrepreneurship and decision-making was measured approach.

**Table 3.** Results of Pearson correlation coefficient

	Achievement	Internal control	Risks	Independent	Creativity	Tolerance of ambiguity	daydreaming	Challenging	Entrepreneurship
Robust	0.43	0.24	0.24	0.37	0.23	0.12	0.35	0.59	0.56
Venture	0.34	0.13	0.24	0.28	0.06	0.00	0.22	0.25	0.32
Stubborn and opinionated	0.33	0.20	0.33	0.29	0.23	0.05	0.35	0.35	0.42
Passionate and full of joy	0.01	0.06	1.03	0.16	0.03	0.18	0.17	0.04	0.11

Students with the highest correlation between entrepreneurial talent Decision is firm and determined approach. Between approaches all indicators are robust and entrepreneurial personality, There is a significant relationship. Stubborn and opinionated approach with all features except tolerance entrepreneurial personality Ambiguity is significantly correlated. Passionate and enthusiastic approach to tolerance of ambiguity and significant negative correlation administrative. The first research question: Does the approach that a firm decision and entrepreneurial characteristics of students at Ferdowsi University of Mashhad there?

The correlation coefficient obtained 56%, which represents a significant and positive relationship between robust entrepreneurial approach and talented students.

In response to the second question survey whether venture between the approach and features work Ferdowsi University of Mashhad student entrepreneurs there?

The correlation coefficient was 32%, indicating a significant positive relationship between the approach Venture and entrepreneurial talent of students of Ferdowsi University of Mashhad. The outcome of the third question to see if the stubborn and opinionated approach and Entrepreneurial characteristics of Ferdowsi University of Mashhad there? Business index 42% correlation indication that the relationship between stubborn and opinionated approach and Students entrepreneurial talent is also positive and significant. In response to the question of the approach, passionate and full of joy and features Entrepreneurial students at Ferdowsi University of Mashhad there? The fourth question Research, though the amount is small but significant positive correlation coefficient is 11%. The findings show that students' entrepreneurial characteristics correlated with robust approach with 56% and the lowest correlation with passionate approach and is enthusiastic with 11%.

In order to understand more about the decision-making approach and its ability to predict the entrepreneurial characteristics of students (fifth question), multiple relationship with using regression analysis was performed. To evaluate the predictor variables and the criterion variable to determine the share of each of the variables in advance the nose, the stepwise multiple regression analysis, the results are presented in Table 4.

**Table 4.** Multiple relationship approach to decision-making and entrepreneurship

Variable	R	R <sup>2</sup>	R <sup>2</sup> justified	F	β	p
Robust	0.56	0.32	0.32	173.76	0.56	0.001
Robust, venture	0.57	0.33	0.33	90.86	0.33	0.001

Two venture and robust approach together, 0.33 of the variance in students' entrepreneurial characteristics have predicted. 0.56 share of the variance of the approach is robust. F significant test of solidarity and entrepreneurial characteristics and decisive approach and Risk-taking show.

In other words to increase students approach the approach to risk-taking, Scores They entrepreneurial characteristics is low. Table 4 shows that Stubborn and opinionated and passionate and enthusiastic approach a significant effect on property by entrepreneurial students who have not.

## CONCLUSION

The results showed that average approach decision-making in groups Different students, the difference is not huge and can be means of the four way around 3.5 estimates and concluded that students tend Ferdowsi University of Mashhad In a certain way and can be different in terms of approach Decision-making and to decide. Due to the overwhelming solidarity and this interpretation can be determined that the students for their decisions based on Following the creation of the new firm you are. These types of approaches robust, Stubborn and opinionated venture and positive relationship with the characteristics of entrepreneurship Significant. This means that entrepreneurs always accept the risk In search of their own original ideas and boldly as possible over before trying. In other words, power features such as high-risk because of carelessness and emotional decisions are not entrepreneurs, but they all conditions to Good analysis and begin working with the knowledge and robust into action. Another said that the results of this study tolerance of ambiguity Approach stubborn and opinionated and passionate and full of joy codes negative significance In other words, entrepreneurs who have such codes is to approach any uncertainty As part of life and ability to continue to accept imperfect knowledge of the environment Entrepreneurs are always fluid, the successful and emotional ambiguity of his intellectual Resolve.

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