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PERSONALITY, ENTREPRENEURSHIP AND SELF- EFFICACY AMONG YOUTHS

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ABSTRACT:

The study aims to explore the relationships between personality traits, entrepreneurship, and self-efficacy among youths. Utilising the BIG 5 Personality Test, the Self-Efficacy Scale, and the Entrepreneurial Orientation Scale, the study attempts to measure traits such as extraversion, agreeableness, conscientiousness, neuroticism, and openness in a sample of 38 young adults. The findings indicated a statistically significant moderate positive correlation between neuroticism and self-efficacy, suggesting that individuals with neurotic traits, characterized by anxiety, anger, and self-consciousness, tend to have higher levels of self-efficacy. This counters typical negative connotations associated with neuroticism. Besides, a significant positive correlation was observed between entrepreneurship and self-efficacy, suggesting that youths inclined towards entrepreneurship recognise their efficacy, setting realistic goals. The study accentuates the importance of recognising the role of personality, especially neuroticism, in influencing self-efficacy and entrepreneurial orientation in young individuals. Understanding these relationships can provide insights for fostering entrepreneurial success among youths.

Keywords: Entrepreneurial tendencies, Self-efficacy, Personality assessment, Self-confidence, Empowerment.

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INTRODUCTION

Personality encompasses the distinct configurations of cognitive, emotional, and behavioural patterns that demarcate one individual from another. This composite is moulded by both genetic predispositions and environmental influences and tends to exhibit stability throughout an individual's lifespan. The American Psychological Association (APA) delineates personality as the lasting attributes and behaviours that typify an individual's adaptive strategies to life, encapsulating predominant traits, interests, motivations, values, self-perception, capabilities, and affective trends.

Contemporary scholars in the domain of personality psychology concur on the existence of five cardinal dimensions of personality, colloquially termed the "Big 5" traits. These quintessential dimensions encompass extraversion, agreeableness, openness, conscientiousness, and neuroticism. Extraversion pertains to one's proclivity towards sociability; agreeableness denotes a predisposition towards amicability and collaboration; openness captures one's inclination towards innovation and intellectual curiosity; conscientiousness relates to meticulousness and responsibility; whereas neuroticism, often linked with heightened emotional volatility, signifies tendencies towards mood perturbations or affective liability.

Entrepreneurship

Entrepreneurship, a multifarious and dynamic construct, epitomizes the ensemble of activities, mental frameworks, and methodologies requisite for discerning and leveraging opportunities to conceptualize and oversee novel ventures or businesses. This realm, quintessentially intertwined with the act of embracing calculated risks, necessitates an infusion of innovation and the ardour to assume the mantle of an entrepreneur. Entrepreneurs, distinguished by their distinct repertoire of competencies and attributes, are impelled by an indomitable initiative, unparalleled

creativity, and an intrepid spirit willing to voyage into the unknown. While entrepreneurship is conventionally associated with the genesis of a new enterprise, its purview extends beyond this traditional notion. The concept finds resonance within established organizations in the form of entrepreneurship – the act of championing and operationalising trailblazing ideas and strategies within a pre-existing corporate milieu.

The significance of entrepreneurship in bolstering economic evolution and expansion is incontrovertible. It serves as the crucible for the inception of avant-garde products, services, and technological advancements. By spawning employment avenues, invigorating competitive dynamics, and amplifying societal productivity and ingenuity, entrepreneurs indubitably shape the economic tapestry. These trailblazers habitually employ a forward-thinking, nimble *modus operandi*, adeptly marshalling their assets and affiliations to surmount impediments and capitalize on emergent prospects. The bedrock of thriving entrepreneurial ventures rests upon several pivotal tenets: meticulous market analysis, sagacious strategic delineation, judicious resource stewardship, expansive professional networks, and the adept transposition of nascent business propositions into tangible realities. This endeavour mandates an amalgamation of diverse competencies, encompassing visionary leadership, sagacious decision-making, astute financial proficiency, and the dexterity to negotiate ambiguity whilst acclimating to fluid market dynamics.

Inextricably tied to entrepreneurship is the ethos of the 'entrepreneurial mindset.' This paradigm accentuates attributes such as unyielding perseverance, resilience in the face of adversity, inventive prowess, and an unwavering commitment to assimilating lessons from setbacks. Entrepreneurs, by virtue of their innate capabilities, can

astutely discern and appraise prospects, conceive disruptive solutions, and perpetually quest for both personal and occupational enhancement. To encapsulate, entrepreneurship represents the intricate journey of unearthing, actualizing, and managing prospects that culminate in value creation and propel economic advancement. It encapsulates the holistic amalgam of the cognitive frameworks, adeptness, and endeavors imperative for sculpting and nurturing enterprising initiatives. Beyond mere commercial pursuits, entrepreneurship emerges as a cardinal catalyst propelling innovation, engendering employment, and advancing societal metamorphosis.

An entrepreneur, in essence, pioneers a nascent business venture, shouldering the lion's share of inherent risks whilst reaping the predominant rewards. This intricate odyssey of sculpting a business enterprise is encapsulated by the term 'entrepreneurship'. The entrepreneur is ubiquitously revered as a harbinger of innovation, incessantly introducing fresh paradigms, commodities, services, and pioneering business stratagems or protocols.

SELF EFFICACY

Self-efficacy, a pivotal construct within the realm of psychological research, pertains to an individual's introspective conviction about their aptitude to proficiently execute tasks and attain stipulated objectives. Rooted in the seminal works of the eminent psychologist, Albert Bandura, self-efficacy serves as a linchpin in understanding the intricate interplay of motivation, behavioural tendencies, and the pursuit of goals. The ramifications of self-efficacy beliefs permeate myriad facets of human endeavour. These beliefs, often seen as barometers of perceived competence, cast a profound influence on domains ranging from academic accomplishments and vocational trajectories to interpersonal dynamics and holistic well-being. Individuations endowed with heightened

levels of self-efficacy are inclined to exhibit an optimistic disposition towards adversities, display indefatigable tenacity amidst impediments, and perceive challenges as conduits for personal and professional growth. In stark juxtaposition, those with diminished self-efficacy are susceptible to bouts of self-deprecation, exhibit trepidation in embracing novel challenges, and may capitulate precipitously in the wake of adversarial circumstances.

The antecedents of self-efficacy beliefs are multifarious, encompassing experiential paradigms, vicarious observations, socio-cultural persuasion, and an individual's physiological and emotional states. Enriching experiences and affirmative feedback act as catalysts, augmenting self-efficacy; contrarily, adverse experiences or censure can attenuate these beliefs. It's imperative to underscore the salience of external stimuli, wherein approbation and nurturance from one's social milieu can profoundly sculpt one's self-efficacy convictions.

An astute comprehension of self-efficacy is paramount, given its profound implications on an individual's motivational compass and performance across diverse life arenas. By cultivating robust self-efficacy, individuals can bolster their intrinsic faith in their capabilities, engendering a cascade of positive outcomes such as enhanced goal articulation, unwavering perseverance, and, concomitantly, superior performance metrics. To encapsulate, self-efficacy emerges as an indispensable conceptual edifice that elucidates an individual's self-ascribed confidence in their prowess to adeptly navigate tasks and materialize aspirational outcomes. Its profound influence modulates motivation, fosters resilience, and predicates success in an array of life's spheres.

In the lexicon of Bandura (1977, 1986, 1997), self-efficacy is delineated as an individual's introspective assurance in

their dexterity to manifest behaviours requisite for specific performance outcomes. It embodies an individual's confidence in exerting dominion over intrinsic motivators, behavioral trajectories, and their broader socio-cultural environs. In essence, self-efficacy encapsulates an individual's self-assuredness in their capabilities, empowering them to modulate their behaviours, wield influence over extrinsic variables, and sustain motivation in their unwavering quest for their objectives.

REVIEW OF LITERATURE

Presented herein is a concise synthesis of salient works that have undergone rigorous examination pertinent to this study's context. These cornerstone texts and publications form an integral scaffold upon which the ensuing research and discourse of this manuscript are constructed

In a recent scholarly investigation, the findings elucidate that the construct of entrepreneurial intention can be bifurcated into two salient dimensions: conviction and preparation. Within this context, the mediating paradigm posited by self-efficacy receives partial endorsement. The personality attributes encompassing extraversion, openness, conscientiousness, and agreeableness demonstrate empirical validity in predicting both dimensions, i.e., conviction and preparation. Notably, neuroticism remains inconsequential in this prediction framework. Apart from these indirect influences, both the facets of openness and the predilection for negative emotionality manifest a direct nexus with entrepreneurial intention, specifically among agricultural students. This is evidenced in the work of Wang, JH., Chang, CC., Yao, SN., et al.

In another comprehensive research endeavour, the objective was to delineate the intricate interrelationships between the 'Big Six' personality attributes and entrepreneurial intentions. Furthermore, the study sought to discern the mediating influence of entrepreneurial self-efficacy,

specifically within a Chinese cultural milieu. Empirical data collated from a sample of 280 tertiary education students shed light on a robust positive correlation between Emotional Stability, Conscientiousness, Extraversion, and Interpersonal Relationship with entrepreneurial intention. However, the constructs of Agreeableness and Openness appeared to be devoid of any significant impact on entrepreneurial intention within the ambit of this research. The mediating analysis underscored that while Emotional Stability, Conscientiousness, Extraversion, and Interpersonal Relationship exerted an influence on entrepreneurial self-efficacy, thereby indirectly influencing entrepreneurial intention, both Agreeableness and Openness remained extraneous in their mediating roles. This is articulated in the research conducted by Mei H, Ma Z, Jiao S, Chen X, Lv X, and Zhan Z.

The recent study aimed to dissect the entrepreneurial intention model, assessing the impact of education, role models, self-efficacy, personality, and self-confidence on entrepreneurial intentions among youth in developing nations. Using a questionnaire survey for entrepreneurs aged 20-30 years, with data from 200 respondents, the study utilized Structural Equation Modeling (SEM) for analysis. Results confirmed the model's validity and revealed the influential roles of education, role models, and self-efficacy on entrepreneurial intention. - Garaika.

Another investigation expanded the entrepreneurial feasibility concept, proposing a model where entrepreneurial intentions are influenced by proactive personality and trait competitiveness. By broadening the entrepreneurial feasibility scope, the study incorporated anticipatory thinking and viewed entrepreneurial self-efficacy through the lens of creative and learning self-efficacy. Results showed that various self-efficacy beliefs shape entrepreneurial cognitions, with these

cognitions mediating the relationship between entrepreneurial self-efficacy and intentions. - Bryan Fuller & Yan Liu.

Murugesan, R., & Jayavelu, R. (2017) explored the relationship between the Big Five personality traits and self-efficacy on entrepreneurial intentions among Bachelor of Technology (BTech) students. They found links between most traits and entrepreneurial intention, except for extraversion, and highlighted the moderating role of gender.

Drawing from Lumpkin and Dess (1996), the entrepreneurial personality in literature often associates entrepreneurs with traits like extraversion, openness, conscientiousness, risk-taking, and achievement motivation. Furthermore, entrepreneurs frequently demonstrate heightened opportunity recognition, innovativeness, and proactivity, collectively termed as entrepreneurial orientation.

Bandura (1986, 1997) introduced the concept of 'self-efficacy' as a belief in one's ability to succeed in specific situations. Self-efficacy has been identified as a significant predictor of entrepreneurial intentions and actions (Boyd and Vozikis, 1994; Chen et al., 1998). In particular, entrepreneurial self-efficacy (ESE) has been defined as the confidence in the ability to successfully perform entrepreneurial roles and tasks (Chen et al., 1998), which is proven to lead towards successful entrepreneurial ventures (Barbosa et al., 2007).

Understanding the relationship between personality traits and self-efficacy is vital. It offers insights into the predictors of entrepreneurial outcomes and can play a key role in entrepreneurship education and training. For example, Zhao and colleagues (2005) found that some personality traits such as conscientiousness and emotional stability were positively associated with entrepreneurial self-efficacy.

Hmieleski and Carr (2008) explored the role of self-efficacy in moderating the effects of personality traits on entrepreneurial intentions and discovered that self-efficacy could mediate the relationship between personality traits and entrepreneurial intentions.

However, other researchers like Schurer et al. (2014) argue that the influence of personality traits on entrepreneurship is only indirect and possibly channeled through self-efficacy. They suggest that specific personality traits shape the formation and development of self-efficacy beliefs, which in turn, influence the decision of an individual to become an entrepreneur.

Despite this plethora of studies, a clear understanding of how and to what extent different individual personality traits, in combination with a person's self-efficacy, influences their entrepreneurial activities remains limited. Majority of these studies have viewed personality traits and self-efficacy as independent contributors to entrepreneurship, without considering the complex interplays and dynamics that could exist between these factors. Moreover, many of these analyses take a static view of personality traits, ignoring that personalities can evolve and change over time, and self-efficacy can also be enhanced through entrepreneurship education and training. Further research might better clarify the interactions between personality traits and self-efficacy, focusing more on how these traits contribute to various entrepreneurial outcomes in diverse settings, or how demographic factors like gender, age, and cultural background influence these relationships. In summary, research shows an interconnected relationship between personality, self-efficacy, and entrepreneurship. The more we understand about these relationships, the more we can support entrepreneurial development and success. Consequently, an integrative perspective that takes into account

individual personality traits and self-efficacy could offer exciting new directions for future entrepreneurship research.

Need for the study

Personality explains an individual's unique patterns of thought, feelings and behavior, different characteristics have a set of capabilities and efficacy. This study intends to find the traits that influence the entrepreneurial intentions which will result in evaluating their efficacy and the study will indicate the personality which is capable of becoming successful business developer. The concept of entrepreneurship is in a raise in the younger population and the current research will try to find the attitudes of the young population and how well they can manage their life in reference with the socio economical aspect.

The existent research does not provide a thorough, combined understanding of the interplay between personality, entrepreneurship, and self-efficacy. There is a lack of consensus about the specific dynamics and the extent of influence each factor has on entrepreneurship. This research aims to provide a comprehensive understanding of the influences and interactions of these three elements on entrepreneurial outcomes. Understanding the impacts of demographic factors such as age, gender, and cultural background on the relationship between personality, entrepreneurship, and self-efficacy is currently under-researched. Therefore, this research is necessary to delve deeper into how these factors moderate this relationship and to gather translatable insights that could help a diverse population of prospective entrepreneurs.

Most existing research views personality traits as constant. However, personality traits can evolve over time, and self-efficacy can be enhanced with appropriate training and experiences. A need, therefore, exists to study the dynamics of these changes and their impact on entrepreneurship. The relationship

between personality traits, self-efficacy, and one's determination to start a new venture, termed as entrepreneurial intention, is another area that demands further investigation. This research is required to shed light on how specific personality traits and an individual's sense of self-efficacy may impact entrepreneurial intentions.

There's a need to explore how correlations between personality, self-efficacy, and entrepreneurship gives rise to variability in business outcomes – both in terms of startup success and failure rates, as well as business performance among well-established ventures. The study of the relationship between personality, entrepreneurship, and self-efficacy is essential for advancing theoretical perspectives in entrepreneurship research. Simultaneously, it can provide concrete, actionable implications for entrepreneur training programs and policy-making to facilitate the creation and success of startups.

Statement of problem

The study aims to investigate the interplay between personality traits, entrepreneurship tendencies, and self-efficacy levels among young individuals. In today's dynamic world, youth are increasingly drawn towards entrepreneurial ventures. Understanding how various personality traits influence their inclination towards entrepreneurship and how their self-efficacy beliefs impact their pursuit of such ventures is crucial. This research seeks to address whether certain personality traits, such as risk-taking propensity, openness to experience, and extroversion, are associated with a higher likelihood of embracing entrepreneurship. Furthermore, it aims to explore how self-efficacy beliefs, encompassing one's confidence in their abilities to successfully execute entrepreneurial tasks, influence the decision to engage in entrepreneurial activities. By examining these factors, the study intends to provide valuable insights

into the factors that drive young individuals to pursue entrepreneurship and the role that self-efficacy plays in shaping their entrepreneurial endeavors. Such insights could inform educational and support interventions aimed at fostering a more conducive environment for youth entrepreneurship and personal development.

Materials and Methods

In this study, a correlational design was utilised to examine relationships among selected variables within a demographic of young adults aged 18 to 25, encompassing both genders, with a sample size of 38 participants chosen via convenience sampling. As guiding predictors, Personality and Self-Efficacy were earmarked as the independent variables, while entrepreneurship orientation was identified as the dependent variable. To measure these constructs, the 'BIG 5 Personality Test' by John, O. P., & Srivastava, S. (1999) was used alongside the 'Entrepreneurial Orientation Scale' by V. Vijaya and T. J. Kamalanabhan (1998) and the 'Self-Efficacy Scale' by Schwarzer, R., & Jerusalem, M. (1995). This methodology elucidates the procedural approach, sampling choices, and instruments applied in the study.

OBJECTIVE:

The following are the objectives of this study. These objectives serve as the foundational pillars upon which the subsequent research processes and analyses are structured.

1. To critically examine the interrelationships between Personality and Self-Efficacy as predictors of entrepreneurial orientation among young adults.
2. To evaluate the extent to which the 'BIG 5 Personality Test' by John, O. P., & Srivastava, S. (1999) correlates with entrepreneurial tendencies within the defined age bracket.

3. To assess the role of self-efficacy, as measured by the 'Self-Efficacy Scale' by Schwarzer, R., & Jerusalem, M. (1995), in influencing entrepreneurial orientations.
4. To scrutinize the pertinence of the 'Entrepreneurial Orientation Scale' by V. Vijaya and T.J. Kamalanabhan (1998) in gauging the entrepreneurial tendencies of the sampled young adults.

HYPOTHESES:

The research trajectory is grounded upon certain theoretical propositions that seek to establish relationships between identified variables. To ensure clarity and provide direction to the empirical investigation, the following hypotheses have been formulated for this study:

H1: There will be no significant relationship between extraversion and entrepreneurship among the young adults

H2: There will be no significant relationship between extraversion and self-efficacy among the young adults

H3: There will be no significant relationship between agreeableness and entrepreneurship among the young adults

H4: There will be no significant relationship between agreeableness and self-efficacy among young adults.

H5: There will be no significant relationship between Conscientiousness and entrepreneurship among the young adults

H6: There will be no significant relationship between Conscientiousness and self-efficacy among the young adults

H7: There will be no significant relationship between Neuroticism and entrepreneurship among the young adults

H8: There will be no significant relationship between Neuroticism and self-efficacy among the young adults

H9: There will be no significant relationship between Openness and entrepreneurship among the young adults

H10: There will be no significant relationship between Openness and self-efficacy among the young adults

H11: There will be no significant relationship between entrepreneurship and self-efficacy among the young adults

Research Design: The research design employed in this study is correlational research design, which aims to examine the relationships between variables without manipulating them.

Sample Description: The sample consists of young adults aged between 18 and 25, comprising both males and females. A total of 38 participants were included in the study.

Sampling Technique: Convenient sampling technique was utilized to select participants for this study. This method involved selecting individuals who were readily available and accessible.

Variables: The independent variables in this study are personality and self-efficacy,

while the dependent variable is entrepreneurship. The study aims to explore the associations between these variables.

Measurement Tools: To assess personality traits, the researchers employed the Big Five Personality Test developed by John, O. P., and Srivastava, S. (1999). This widely used instrument measures five major personality dimensions: openness, conscientiousness, extraversion, agreeableness, and neuroticism.

For evaluating entrepreneurial orientation, the researchers employed the Entrepreneurial Orientation Scale developed by V. Vijaya and T.J. Kamalanabhan (1998). This scale measures various dimensions associated with entrepreneurial behavior and mindset.

To assess self-efficacy, the researchers utilized the Self-Efficacy Scale developed by Schwarzer, R., and Jerusalem, M. (1995). This scale measures an individual's belief in their own capabilities to successfully perform tasks and overcome challenges.

RESULTS AND DISCUSSION

Table1: relationship between extraversion and entrepreneurship

	Mean	Std. Deviation	N	Correlation
Extraversion	23.5789	6.99278	38	.265 (NS)
Entrepreneurship	95.2632	17.64773	38	

The mean Extraversion score is 23.5789, with a standard deviation of 6.99278. On the other hand, the mean Entrepreneurship score is 95.2632, with a standard deviation of 17.64773. The correlation coefficient between Extraversion and Entrepreneurship is 0.265. However, the (NS) notation suggests that this correlation is not statistically significant.

Table 2: Relationship Between Extraversion And Self-Efficacy

	Mean	Std. Deviation	N	Correlation
Extraversion	23.5789	6.99278	38	.002 (ns)
Self-efficacy	31.0526	5.04545	38	

Table 3: Relationship Between Agreeableness And Entrepreneurship

	Mean	Std. Deviation	N	Correlation
Agreeableness	32.8421	5.50443	38	.294 (ns)
Entrepreneurship	95.2632	17.64773	38	

Table 4: Relationship Between Agreeableness And Self-Efficacy

	Mean	Std. Deviation	N	Correlation
Agreeableness	32.8421	5.50443	38	.261(ns)
Self-efficacy	31.0526	5.04545	38	

Table 5: relationship between Conscientiousness and entrepreneurship

	Mean	Std. Deviation	N	Correlation
Conscientiousness	32.0000	3.90426	38	.056 (ns)
Entrepreneurship	95.2632	17.64773	38	

Table 6: Relationship Between Conscientiousness And Self-Efficacy

	Mean	Std. Deviation	N	Correlation
Conscientiousness	32.0000	3.90426	38	.011(ns)
Selfefficacy	31.0526	5.04545	38	

Table 7: Relationship Between Neuroticism And Entrepreneurship

	Mean	Std. Deviation	N	Correlation
Neuroticism	25.0526	4.25503	38	.267(ns)
Entrepreneurship	95.2632	17.64773	38	

Table 8: Relationship Between Neuroticism And Self-Efficacy

	Mean	Std. Deviation	N	Correlation
Neuroticism	25.0526	4.25503	38	.456**
Self-efficacy	31.0526	5.04545	38	

Significant at 0.01 level

The mean Neuroticism score is 25.0526, with a standard deviation of 4.25503. On the other hand, the mean Self-efficacy score is 31.0526, with a standard deviation of 5.04545.

The correlation coefficient between Neuroticism and Self-efficacy is 0.456, which is denoted with ** to indicate that it is statistically significant.

Based on this correlation coefficient, we can say that there is a moderate positive correlation between Neuroticism and Self-efficacy. It means that as Neuroticism scores increase, Self-efficacy scores also tend to increase.

Individual who have neurotic traits are tend to be Anxious (tense) Angry hostility (irritable) Depressed (not contented) Self-conscious (shy) Impulsive (moody) Vulnerable (not self-confident) these characteristic can make them more conscious about themselves that can have an influence on their efficacy towards their self since they are aware of the weakness.

Table 9: Relationship Between Openness And Entrepreneurship

	Mean	Std. Deviation	N	Correlation
Openness	36.6842	4.41193	38	.053 (ns)
Entrepreneurship	95.2632	17.64773	38	

Table 10: Relationship Between Openness And Self-Efficacy

	Mean	Std. Deviation	N	Correlation
Openness	36.6842	4.41193	38	.081 (ns)
Selfefficacy	31.0526	5.04545	38	

Table 11: Relationship Between Entrepreneurship And Self-Efficacy

	Mean	Std. Deviation	N	Correlation
Entrepreneurship	95.2632	17.64773	38	.379*
Self-efficacy	31.0526	5.04545	38	

Significant at 0.05 level

The mean Entrepreneurship score is 95.2632, with a standard deviation of 17.64773. On the other hand, the mean Self-efficacy score is 31.0526, with a standard deviation of 5.04545.

The correlation coefficient between Entrepreneurship and Self-efficacy is 0.379, which is denoted with * to indicate that it is statistically significant.

Based on this correlation coefficient, we can say that there is a moderate positive correlation between Entrepreneurship and Self-efficacy. It means that as Entrepreneurship scores increase, Self-efficacy scores also tend to increase.

The result indicate that individual who are interested in Entrepreneurship are able to understand their efficiency so that they can have a realistic goals. This shows that individuals motivated to be an entrepreneur are self aware and know their efficacy.

CONCLUSION

The study sheds light on the intricate interplay between personality traits, entrepreneurship, and self-efficacy among young individuals. The findings underscore the significant positive relationship between neuroticism and self-efficacy, challenging the null hypothesis. Moreover, the research also highlights a substantial positive association between entrepreneurship and self-efficacy, leading to the rejection of another null hypothesis. These outcomes collectively emphasize the pivotal role of personality characteristics, particularly neuroticism, in influencing self-efficacy levels among youths engaging in entrepreneurial pursuits. As young people continue to venture into the world of entrepreneurship, understanding these dynamics can aid in fostering their personal growth and success in this competitive landscape.

LIMITATIONS

- The pilot study is limited to 38 samples, if the sample size increases the results might be significant for other traits.
- The statistical analysis used was product movement correlation, other analysis will be included in the final thesis like regression and SEM (structural equation modeling) to identify the impact and influence between the variables
- Demographic variable analysis will be done for the final thesis extensively using t- test, ANOVA and graphical representation.

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