



Whitepaper

Personality and Values of Indian Entrepreneurs

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Introduction

Entrepreneurs are more than business owners. They design, launch, and run new businesses. Conversely to the tasks of the typical working adult, entrepreneurs engage in work tasks that involve greater risk. Due to this difference, the personality characteristics and values of entrepreneurs are unique. The two defining characteristics of entrepreneurs are drive and ambition. Additionally, entrepreneurs are seen as passionate, energetic, creative, persistent, outgoing, direct without being confrontational, resistant to standard practices and procedures, and able to handle stress when faced with challenges.

Hogan previously partnered with Dr. Julie Edge to examine the personality and values of entrepreneurs (Foster & Edge, [2014a](#); [2014b](#)). They found that entrepreneurs tend to have a sense of urgency (lower Adjustment), to be driven (higher Ambition), to be outgoing (higher Sociability), to be strategic (higher Inquisitive), and stay up to date on business trends (higher Learning Approach). They also avoid getting bogged down in details (lower Prudence) and can be direct in their communication style (lower Interpersonal Sensitivity). The research by Foster and Edge also suggests that entrepreneurs are focused on their own agenda (higher Leisurely), able to charm others (higher Mischievous), and creative (higher Imaginative). Last, they found entrepreneurs value and appreciate risk-taking and experimentation (lower Security), progress and change (lower Tradition), open-minded environments (higher Hedonism), authority and influence (higher Power), and visibility (higher Recognition).

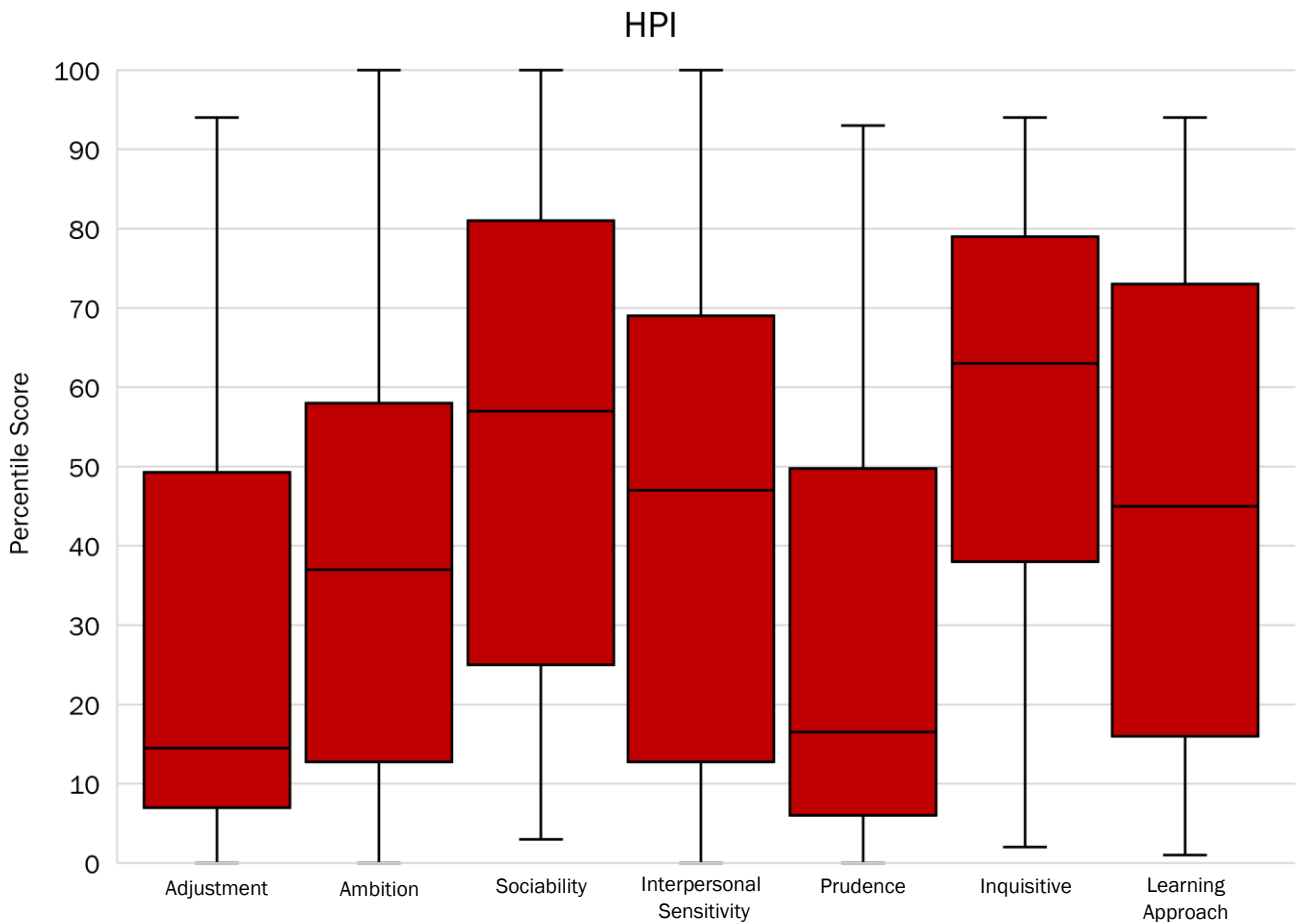
Hogan recently partnered with ThreeFish Consulting to explore the personality and values of entrepreneurs in India. ThreeFish Consulting collected data from 48 Indian entrepreneurs. Data was collected from July 2012 through April 2016. The participants completed three assessments: the Hogan Personality Inventory (HPI; a measure of day-to-day behavioral characteristics), the Hogan Development Survey (HDS; a measure of behavioral tendencies that may hinder job performance), and the Motives, Values, Preferences Inventory (MVPI; a measure of key motives and drivers).

HPI Results

HPI results show Indian entrepreneurs tend to have a sense of urgency (lower Adjustment), to be outgoing (higher Sociability), to be strategic (higher Inquisitive), and avoid getting bogged down in details (lower Prudence). These results align with previous research indicating entrepreneurs are passionate, open to new ideas, and willing to work outside the standard structures and constraints.

There may also be some negative implications of this pattern of personality characteristics. For example, Indian entrepreneurs may be impulsive and not think through the consequences of their actions (higher Sociability and lower Prudence), be overly self-critical (lower Adjustment), avoid confrontation (higher Interpersonal Sensitivity), and prefer conceptualization over implementation (lower Prudence and higher Inquisitive).

Figure 1. HPI Mean Percentile Boxplot for Indian Entrepreneurs

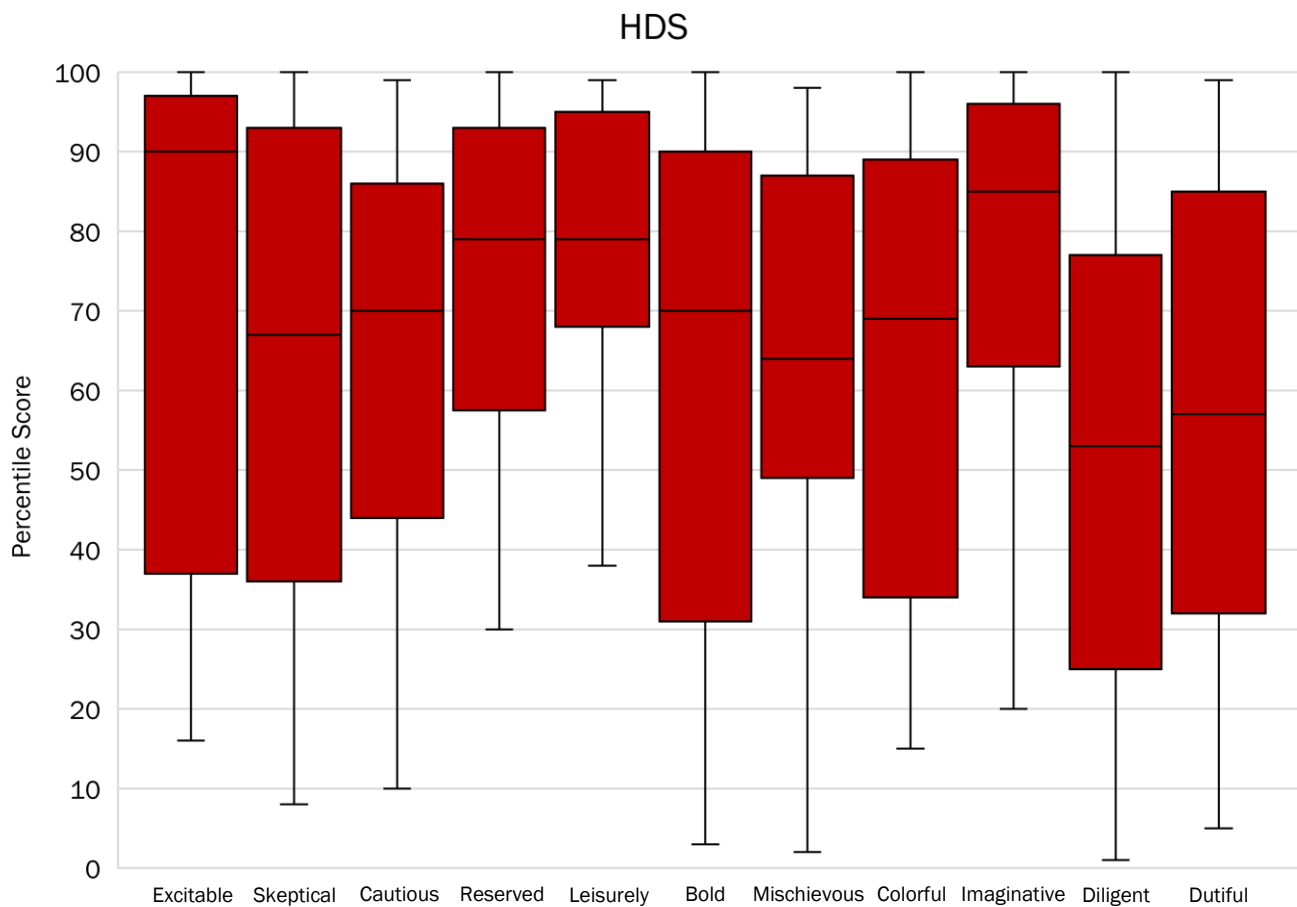


HDS Results

HDS results show Indian entrepreneurs tend to be intense and energetic (higher Excitable), independent and objective (higher Reserved), focused on their own goals (higher Leisurely), innovative and creative (higher Imaginative), comfortable delegating tasks to others (lower Diligent), and independent and self-reliant (lower Dutiful). These results reflect the stereotype of entrepreneurs as individualists who are passionate about their own ideas and relatively unconcerned with the ideas and agendas of others.

While these characteristics may be useful, they may also derail performance when entrepreneurs are not self-monitoring. Indian entrepreneurs may also be characterized as sensitive to criticism (higher Excitable), insensitive to the needs and feelings of others (higher Reserved), stubborn (higher Leisurely), distractible (higher Imaginative), disorganized (lower Diligent), and dismissive of constructive feedback (lower Dutiful).

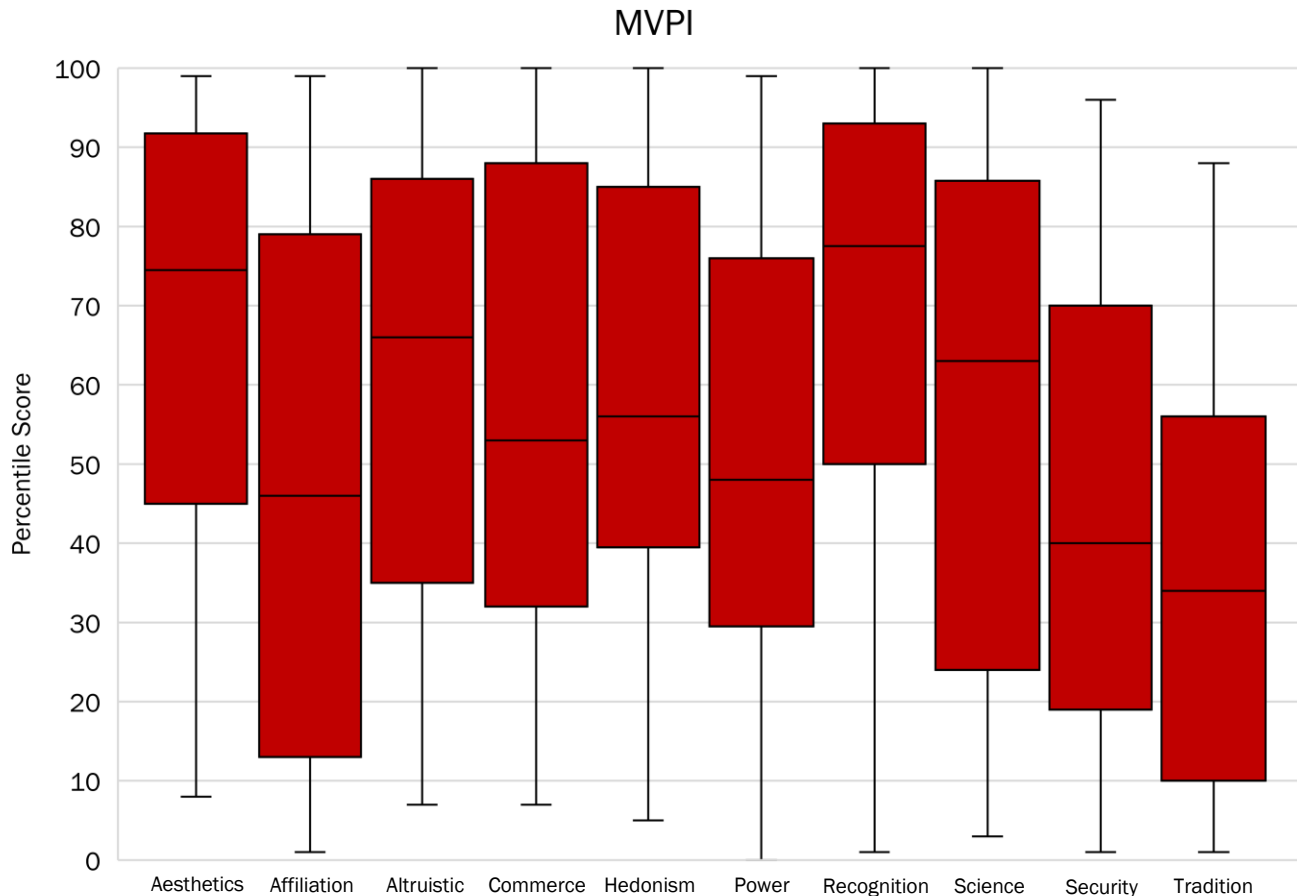
Figure 2. HDS Mean Percentile Boxplot for Indian Entrepreneurs



MVPI Results

MVPI results suggest Indian entrepreneurs value image, product “look and feel”, and creativity (higher Aesthetics), helping others and providing service (higher Altruistic), public acknowledgement and visibility (higher Recognition), data-driven decision-making (higher Science), risk-taking and experimentation (lower Security), and progress and autonomy (lower Tradition). Similar to previous research, this suggests Indian entrepreneurs desire to innovate in their own way. Contrary to previous research, Indian entrepreneurs have a desire to help others in this process.

Figure 3. MVPI Mean Percentile Boxplot for Indian Entrepreneurs



Conclusion

Consistent with previous research, Indian entrepreneurs are individualists who are passionate about their own ideas, outgoing and enjoy being in the spotlight, willing to take risks, and enjoy experimenting for the sake of innovation. One thing that makes Indian Entrepreneurs truly unique is that they are driven to help others through their work. These characteristics will likely make them successful in an entrepreneurial environment; however, they may struggle with implementation and seeming open to the ideas or feedback from others.