



GENDER AND ENTREPRENEURSHIP : MEASUREMENT PERSONALITY TRAIT OF WOMEN ENTREPRENEURS USING THE BIG FIVE PERSONALITY

Theresia Diah Widiastuti

Email: diahwidi88@gmail.com

Economic Faculty of Universitas Atma Jaya Yogyakarta

Abstract

Entrepreneurship plays a vital role for new venture creation; existing venture expansion, social, technological and economic development of the country (Lumpkin & Dress, 1996). Entrepreneurship is stereotypically associated with male characteristics (Gupta, Turban, Wasti & Sikdar, 2009). The negative stereotype stating that "Men are better entrepreneurs than women" is commonly shared and has detrimental effects on women's entrepreneurial intention (Gupta & Bhawe, 2007). But actually, like men entrepreneurs, women entrepreneurs have an equal role to play in the nation's development, and they influence positively the economic growth and employment creation in a country and also it is a vehicle to empower women economically, socially, and politically. The goal of this study aimed to measure the personality of successful women entrepreneurs by using The Big Five Personality Model. The five factors include adjustment, sociability, conscientiousness, agreeableness, and intellectual openness. Results indicate that women entrepreneurs are significantly adjustment, sociability, conscientiousness, agreeableness, and intellectual openness running their business. Their personality traits tend to be stable, have a high confidence and have the ability to work effectively.

Keywords: *women entrepreneurs, personality traits, The Big Five Personality Model*

Introduction

Today, many people realize that entrepreneurship has become a dynamic factor in the creation of functional outcomes of development of a country. Entrepreneurship is an important part of the economic landscape, providing opportunities and jobs for huge numbers of people (Miller, Bell, Palmer & Gonzalez 2009). According to Astamoen (2005) argued that the increasing number of entrepreneurs that exist in a country, the more capable the country to meet two important indicators of a country's economic growth, such as low unemployment rate and high level of foreign exchange reserves held. The success of economic development also affected the business activities of the entrepreneurs in improving the economy of a country. Progress or deterioration of a country's economy is also often determined by the presence and role of the entrepreneurs. Hundred of thousands a new business are established each year, thus creating millions of new jobs (Kuratko, 2005).

Entrepreneurship plays a vital role for new venture creation; existing venture expansion, social, technological and economic development of the country (Lumpkin & Dess, 1996). The growth of entrepreneurship as an important economic factors in the business can't be separated from the growth and dynamics of cultural change in



Indonesia that includes mental, attitudes, norms, patterns of thought, and character. Therefore, it is necessary to have a change, break or reform of existing culture system to move people into the economic players, become entrepreneurs. According to Astamoen (2005), a revolutionary in entrepreneurship movement was not necessary but can be started from a small environment or a small group, such as houses, colleges, boarding schools, companies, and others. With the number of entrepreneurs of 2% of the population of Indonesia today will be able to move the economy towards prosperity of the nation.

Entrepreneurs are generally described as such persons that persist in doing something they begin to do, that are willing to work for hours, that are unfit for the standards, that investigate the concepts thoroughly and that act on their own personal intuitions (Yildiz, 2012). Research conducted by Galloway and Kelly (2004) has successfully identified several potentially important factors affecting the development of entrepreneurial skills. There are two groups: (1) the influence of external factors such as environmental and real business experience, (2) the influence of internal factors such as psychological and personality. Research shows that both factors have a strong influence on a person's interest to become an entrepreneur.

Differences in gender that have been taking place not only due to the nature of the differences between men and women, but rather, the culture or tradition and something that nature can't be changed. Differentiation role in the apparent absence of job actions that lead to the type of employment discrimination based on sex. Some literature suggests that women working in very different fields of work done by the men, and in some areas of work traditionally done by men and began to open to women, but in reality most of them are still closed (Wright, 1997). Differentiation of roles within the family based on gender leads to a greater role of women in domestic activities and men working in the sector more productive.

Entrepreneurship is stereotypically associated with male characteristics (Gupta, Turban, Wasti & Sikdar, 2009). The negative stereotype stating that "Men are better entrepreneurs than women" is commonly shared and has detrimental effects on women's entrepreneurial intention (Gupta & Bhawe, 2007). But actually, like men entrepreneurs, women entrepreneurs have an equal role to play in the nation's development. Women entrepreneurs seem to influence positively the economic growth and employment creation in a country and also it is a vehicle to empower women economically, socially, and politically. Women have a great contribute to the improvement of the education and welfare of future generations. According to Allen (1999) revealed that the current number of women starting businesses has doubled compared to men. The Small Business Administration estimates that at the end of 2000, more than 40% of all U.S. businesses are owned by women entrepreneurs (Envick & Langford, 2003). Nelton (1996) also provide similar support, where businesses owned by women entrepreneurs have employed more than 15 thousand employees in the United States and create sales of more than 1.4 thousand U.S. \$ (Envick and Langford, 2003).



The goal of this study aimed to measure the personality of successful women entrepreneurs by using The Big Five Personality Model. The Big Five factors include adjustment, sociability, conscientiousness, agreeableness, and intellectual openness. Adjustment determines confidence versus instability. Sociability measures extraversion versus introversion. Conscientiousness determines impulsiveness versus cautiousness. Agreeableness measures team-orientation versus self-interest. Intellectual openness involves practicality versus originality.

THEORITICAL FRAMEWORK

Entrepreneurs

Entrepreneurs generally considered to be equal to the employer. So that successful entrepreneurs in doing business entrepreneurs can be regarded as superior. This feeling is true, but for the development of a more systematic and better understanding is needed sharper indicating the similarities and differences between entrepreneurs and entrepreneurs.

Entrepreneur's Personality Traits

The study of personality traits of an entrepreneur indicates a large number of properties successfully explored. Of several previous studies and the literature there are at least three dimensions of personality that is owned by an entrepreneur (Hunter, 2003):

- a. Need for Achievement, in which a person is considered to have a high need for achievement if he has the desire to do better, or he considers a better achievement is important. According to McClelland at the beginning of the mid 1960s stated that the key to entrepreneurial behavior in line with the achievement motivaski (Hunter, 2003). The need for achievement is the drive to go forward, to achieve the goals associated with a particular group of standards. Someone who is driven by the need is expected to spend the time to consider how to do the work properly or how to carry out the work that is considered important.
 - b. Locus of Control the degree or extent to which a person feels confident individual has the ability to control their own destiny (Robin, 1996). So the higher the individual's beliefs to control its own destiny, it can be said that these individuals have a high locus of control anyway.
 - c. Risk Taking that a person in the context of running a business generating ideas at the chance of success is low. There are a number of previous studies that support the idea with regards to the ability to accept risk as a primary factor in the character and function of entrepreneurship.
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The Big Five Personality Model

There are several approaches proposed by the experts for understanding personality, one approach used is the theory of traits. According to Goldberg (1990 in Larsen & Buss, 2002), the Big Five consists of:

- a. Surgency or extraversion
- b. Agreeableness
- c. Conscientiousness
- d. Emotional Stability
- e. Intellect or Imagination

Results of research conducted by Envik and Langford (2000) to measure psychological factors of an entrepreneur with a five-factor model of personality. This model uses five psychological factors, namely: (1) adjustment, (2) sociability, (3) conscientiousness, (4) agreeableness, and (5) intellectual openness. Several studies also using the results of the Five-Factor Model application for the development of individual personality traits in the workplace (Envik and Langford, 2000). In carrying out the work inevitably, like it or not, there will be interaction between individuals.

Figure 1
The Five Factor Model

| | |
|---|---|
| <i>Stable, confident, effective</i> | <i>nervous, self-doubting, moody</i> |
| <i>Warm, optimistic, talkative</i> | <i>independent, reserved, hard-to-read</i> |
| <i>Plantful, neat, dependable</i> | <i>impulsive, careless, unorganized</i> |
| <i>Team oriented, trusting, considerate</i> | <i>self-interested, cool, skeptical</i> |
| <i>Imaginative, curious, original</i> | <i>practical, unimaginative, literal-minded</i> |

Source : Envik & Langford (2000)

Figure 1 showed the presence of factor adjustment, sociability, conscientiousness, agreeableness and openness intellectual that can be associated with task performance. Adjustment determines confidence versus instability. Sociability measures extraversion versus introversion. Conscientiousness determines impulsiveness versus cautiousness. Agreeableness measures team-orientation versus self-interest. Intellectual openness involves practicality versus originality.



Researchers in both industrial psychology and organizational behavior converged on the Big Five model comprising neuroticism (e.g., worried, anxious, tense, and insecure), conscientiousness (e.g., reasonable, planful, dependable, and achievement oriented), extraversion (e.g., sociable, talkative, and assertive), agreeableness (e.g., good-natured, cooperative, and trusting), and openness to experience (e.g., artistically sensitive and intellectual) as a widely accepted framework of personality (Digman, 1990), which allowed them to study meaningful relationships between personality traits and work behaviors (Subramanian, Gopalakrishnan & Thayammal, 2012).

The personality factors comprising the Big Five are (1) Openness to Experience, which is the propensity to be inquisitive, creative, nonconforming and independent, (2) Conscientiousness, comprised of two major sub factors, achievement and dependability, (3) Extraversion, which represents the inclination to be sociable, assertive, dynamic, and directive, (4) Agreeableness, representing the tendency to be friendly, cheerful, accommodating, and supportive, and (5) Neuroticism, (also called Emotional Stability) which is the tendency to exhibit poor emotional adjustment and experience disparaging effects such as fear, anxiety, and rashness (Judge & Cable, 1997).

METHOD

Participants

The data for the research was collected from the entrepreneurs of Micro, Small and Medium Enterprises (SMEs) in Yogyakarta, Indonesia. Respondents are women entrepreneurs who have run their business at least 10 years old and included in SMEs. Small and Medium Enterprises (SMEs) is an abbreviated term referring to a type of small businesses that have a net worth of at most Rp 200,000,000, excluding land and buildings. And stand-alone business. According to Keputusan Presiden RI no. 99 tahun 1998, SMEs: "Economic activity people are small-scale business sectors which constitute the majority of small business activities and need to be protected to prevent unfair competition."

Survey based questionnaire design was carried out as research design. The Questionnaire was prepared by a five-point Likert scale. Each variable consists of four questionnaires to measure it. Each questionnaire item was scored on a five-point Likert scale (5 = Always; 4 = Usually; 3 = Sometimes; 2 = Never; and 1 = No Idea). The response rate of this study was 63.5 percent. A sample size of 127 respondents was drawn by purposive sampling from the population. Respondents consist of 127 women entrepreneurs, with respect to age, 31 were between 20 to 30 years of age, 45 were 31 to 40 years of age, 42 were between 41 to 50 years of age and 9 were older than 50 years of age.

Measure



The following are brief descriptions of the personality traits measured along with the internal consistency reliability coefficients:

- a. Agreeableness was defined as being pleasant, equable, participative, cooperative, and inclined to interact with others harmoniously (Cronbach's $\alpha = .77$).
- b. Conscientiousness was defined as being reliable, trustworthy, orderly, dependable, organized, and rule-following (Cronbach's $\alpha = .73$).
- c. Adjustment was defined as emotional stability (neuroticism) was defined as the overall level of adjustment and emotional resilience in the face of stress and pressure. (Cronbach's $\alpha = .80$).
- d. Sociability (Extraversion) was defined as having a tendency to be sociable, outgoing, gregarious, warmhearted, expressive, and talkative (Cronbach's $\alpha = .82$).
- e. Openness was defined as receptivity to learning, new experiences, novelty, and change (Cronbach's $\alpha = .76$).

DISCUSSION

Identification of Entrepreneurial Intention

Table 1 shows some basic reasons why women become entrepreneurs and entering the business world. The majority showed the strongest reason to manage their own business are (1) increase the flow of family income, (2) flexible time between work and maintain family needs, (3) they should continue or develop the existing family business, (4) they must be sufficiently great to take responsibility for maintaining business continuity even expanding the business later.

Table 1
Entrepreneurial Intention Women Entrepreneurs

| | frequency |
|---------------------------------------|------------------|
| Increase family income | 35 |
| Time flexibility | 20 |
| The family business continuity | 19 |
| Leisure and hobby | 15 |
| Unemployment | 12 |
| Layoff | 11 |
| Entrepreneurial and management skills | 10 |
| Networking | 3 |
| Others | 2 |



Another reason is to encourage the entrepreneurial intentions like running a business based on their hobbies to generate income stream for their family. Knowledge and understanding of matters relating to hobbies owned strengthen their insight on supplier input, input processing technology, product innovation and product marketing activities. It is very helpful and they make it easier to start and operate a business related to their hobby.

The existence of a company policy for restructuring also affects the efficiency demands. Many large companies are made efficient by reducing the number of workers and the number of available jobs-and also incorporates some of the work becomes more efficient process. By lowering vacancies in the labor market has narrowed the space for women in the work. These conditions also encourage them to enter the business world as an entrepreneur because of the difficulty finding suitable work or because of layoffs

Identification of Entrepreneurial Characteristics

Table 2 displays the results of the factor analysis has reduced the fifteen indicators into eight groups of new factors include factors intellectual capital, environmental optimism, risk averse, socialization, ability to receive feedback, visionary market, product and technology knowledge. Pengujian validation by factor analysis has reduced the indicator -indicators of entrepreneurial personality traits into fifteen indicators are said to be reliable statements have cronbach's alpha for the above 0.6. While five other indicators revealed no reliable because Cronbach's alpha has under 0.6.

Table 2
Pattern Matrix –Entrepreneurial Characteristics

| | Loading Factors | Factor | Entrepreneurial Charateristics |
|---|------------------------|-----------------|---------------------------------------|
| Clever | 0.827 | <i>Factor 1</i> | <i>Intellectual capital</i> |
| Creativity | 0.687 | | |
| Initiative | 0.661 | | |
| Understanding of the environment | 0.759 | <i>Factor 2</i> | <i>Optimism Environment</i> |
| Optimism | 0.748 | | |
| Risk Averse | 0.820 | <i>Factor 3</i> | <i>Risk averse</i> |
| Profit Orientation | 0.729 | | |
| Sociable | 0.824 | <i>Factor 4</i> | <i>Sociable</i> |
| Flexibility | 0.609 | | |
| Independent | 0.813 | | |
| Sensitivity and ability to accept suggestions | 0.813 | <i>Factor 5</i> | <i>Feedback</i> |
| Sensitivity to criticism | 0.784 | | |
| Market Knowledge | 0.764 | <i>Factor 6</i> | <i>Market visioner</i> |
| Visionary | 0.620 | | |



| | | | |
|--|-------|-----------------|---|
| Knowledge of products and technologies | 0.839 | <i>Factor 7</i> | <i>Product and technology knowledge</i> |
|--|-------|-----------------|---|

The table gives the information that the strength of character possessed entrepreneurial women entrepreneurs in the operations include (1) the ability to receive input (feedback) which will be used as a correction or evaluation, (2) classified as risk averse as they really take into account the relationship between risk acceptance and advantage in conducting its business activities, are likely to have the ability to bear the risk of moderate to earn the profits they want, (4) Entrepreneurial women have intellectual capital and (5) market visionary , they produce a lot of products that are creative and innovative , (6) they also have the social skills to attract and develop networking relationships . They tend to be easy going and a pleasure to chat with other people . Such a capability is very supportive in introducing the product and company , capture new customers and retain customer loyalty , (7) Optimism for their environment held in the further strengthening of their observing opportunities present in the environment . They tried to change the barriers that exist in the environment into opportunities for innovation force or existing products , (8) knowledge and understanding of the product and the technology is getting easier for them continually improve production methods , results and technology product marketing .

Identification of Entrepreneurial Women Character Personality

The results of measurements of personality women entrepreneurs by applying Five Factor Model shows that the adjustment indicator shows that personality traits tend to be stable, have a high confidence and have the ability to work effectively. Personality traits of survey respondents indicate that personality leads to personality with emotional stability, self-confidence and the ability to process emotions effectively at high levels. Several previous studies indicate that a successful entrepreneur is an individual with high confidence is someone who is able to transform the problem into a new business opportunity and feel confident in their ability to solve problems that come up .

Table3
Pattern Matrix - The Big Five Personality Trait Components

| | Component | Dimensions |
|--|-----------|-------------------|
| <i>Adjustment 1 – I am a confident person</i> | 0.75 | Adjustment |
| <i>Adjustment 2 – I am an optimistic person</i> | 0.68 | |
| <i>Adjustment 3 – I make decision wisely</i> | 0.69 | |
| <i>Sociability 1 – I would like to attain the highest position in an organization someday</i> | -0.70 | Sociability |
| <i>Sociability 2 – I am always looking for opportunities to start new projects</i> | -0.72 | |
| <i>Sociability 3 – For me , change is existing</i> | -0.69 | |
| <i>Conscientiousness 1 – I like to complete every details of tasks according to the work plans</i> | 0.72 | Conscientiousness |
| <i>Conscientiousness 2- I conduct my business according to strict set of ethical principles</i> | 0.71 | |
| <i>Conscientiousness 3 – I am motivated to meet targets in jobs</i> | 0.72 | |



| <i>assigned to me</i> | | |
|---|-------------|----------------------|
| <i>Agreeableness 1 – I believe in maintaining harmonius relationship with my peers</i> | 0.73 | Agreeableness |
| <i>Agreeableness 2 – I believe in fostering in trusting working relationship</i> | 0.69 | |
| <i>Agreeableness 3 – I believe in establishig good rapport with my peers</i> | 0.67 | |
| <i>Intelectual openness 1 – I work best in an environment that allows me to be creative</i> | 0.78 | Openess |
| <i>Intelectual openness 2 – I am an innovative person</i> | 0.76 | |
| <i>Intelectual openness 3 – I am an open-minded person</i> | 0.77 | |

*KMO measure of sampling adequacy 0.76

*Bartlett's test of sphericity chi-square = 1.443, df = 128, p = 0.01

Table 3 displays conscientiousness personality traits that are able to work with a neat or systematic approaches, reliable and work based plans have been prepared. Entrepreneurial women in this study were respondents have very high capabilities in terms of neatness and reliable, while the ability to work in a planned manner at a high level. Sociability indicator shows a person's ability to develop a relationship with a friendly personality (warm), full of optimism and able to get along well. The results show that respondents have a very high ability to develop relationships because it has a warm character, full of optimism and a pleasure to talk with other people. Personality traits such as these strongly support the development of network and business management. Successful entrepreneur must have the ability to understand the uniqueness of others and mensinergikannya in the management of the business every day.

Indicator personality traits agreeableness is easy to be consulted or committed because they have the ability to work in groups, it is oriented towards the team, full of confidence and attention to others. Entrepreneurial women have personality traits that lead to high levels of agreeableness on and so tinggi. Intelectual openness is meant here is the personal character of entrepreneurship that involves the ability to create something new, a new market as well as other innovative ideas. Respondents in this study entrepreneurial women with a very high level of curiosity, they have a very high imagination and the desire to develop a genuine original products in accordance with the ideas that they have.

CONCLUSION

Over the past two decades , Indonesian women changing roles , not only as a housewife with domestic activity but also engage in a variety of jobs outside the home . A number of previous research on the role and involvement of women in the work or the work began to focus on the study of the career development of women in the workforce either the formal or informal sector .Gender phenomenon as proposed by Oakley (Mansour , 1997) is not a form of biological sex differences , but gender is formed due to the social and cultural processes .



Differences in gender roles that have been taking place is not caused by the difference in nature between men and women , but the presence of culture or tradition and something that can not be changed while the nature of gender roles can be changed with technology . Differentiation of roles within the family based on gender leads to a greater role of women in domestic activities and men working in the sector more productive . The shift in the division of labor of men and women in domestic life reflects the changing role of women in improving the welfare of the family .The fact indicates no restriction for anyone to start his career as an entrepreneur . Anyone can be an entrepreneur . There is no age limit , educational background , gender , race , ethnicity , social status , and the adequacy of capital to start a business , or anything that inhibits their career as entrepreneurs or often also called entrepreneurs . At any moment , anytime, anywhere and anyone is welcome and successful career as an entrepreneur tough. The ease of creating considerable interest so many people began to choose a career as an entrepreneur, not least the inclusion of women in the business world lately.

Respondents in this study entrepreneurial women with a very high level of curiosity , they have a very high imagination and the desire to develop a genuine original products in accordance with the ideas that they have.The results of measurements of women entrepreneurs by personality traits using the Five Factor Model of personality suggests that women entrepreneurs tend to exhibit a stable personality , have a high confidence and have the ability to work effectively . They have the ability to develop relationships with friendly personality (warm) , full of optimism and able to get along well . They also were able to work with a neat job and systematic , reliable and plans that have been prepared , it is easy to be consulted or committed because they have the ability to work in a group , the team -oriented , full of confidence and concern for others, personal character entrepreneurship that involves the ability to create something new , a new market as well as other innovative ideas .

Results showed that women entrepreneurs have significantly personality characteristics such as adjustment , socialization , awareness , friendliness , and intellectual openness in running their business . Their personality traits tend to be stable , have a high confidence and have the ability to work effectively . Women entrepreneurs have the ability to receive feedback in the form of suggestions or criticism , a group of relatively risk-averse , intellectual capital and market high visionary , has the ability to socialize and develop relationships include networking , optimism on the environment , knowledge and understanding of the products and technologies that make it easier for them continually improve production methods , product and technology marketing results . There are several reasons why women choose professions as entrepreneurs . The strongest reason for managing your own business is to help improve the flow of family income , flexibility in the time between the job of serving the needs of members of the family , continue the family business or expanding an existing one, love the hobby and the desire to develop a hobby that generates the family income stream , difficulty finding a job suitable or because of layoff activity .



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