



Hungarian University of Agriculture and Life Sciences

**Analysis of Features of Turkish Entrepreneurial
Profile**

The Thesis of the PhD dissertation

DOI: 10.54598/002460

**by
Mehmet Sercan Önalán**

Gödöllő, Hungary

2022

Hungarian University of Agriculture and Life Sciences

Name of Doctoral School: Doctoral School of Economics and Regional Sciences

Discipline: Management and Business Administration Sciences

Head of Doctoral School: **Prof. Dr. Lakner, Zoltán DSC**
Full Professor, Head of Department
Institute of Agriculture and Food Economics
Department of Agricultural Business and Economics

Supervisor: **Prof. Dr. Magda, Róbert PhD**
Full Professor, Hungarian University of
Agriculture and Life Sciences,
Szent István Campus
Institute of Agriculture and Food Economics

Dr. habil. Vásáry, Miklós, PhD
Associate professor, Metropolitan University
Institute of Business Sciences

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Approval of Head of Doctoral School

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Approval of Supervisor(s)

Introduction and Objectives

Entrepreneurship has been shown as a way of escaping from financial crisis that has existed regularly in the history of world economy and is still influencing from time to time in certain regions. Entrepreneurs have an important place in the development of trade. As with all world countries, Turkey also grasped the impact of entrepreneurship on the economy and made efforts to increase the number of removal of obstacles in front of entrepreneurs and venture with approaches from different angles and maintained.

Entrepreneurship is the ability to organize the inputs of production in order to exploit or create new opportunities with the risk-taking courage. In another word, it is the willingness of developing or managing a business with reasonable risk to make a profit. An entrepreneur is a person who runs the process of entrepreneurship. In the entrepreneurship literature, the features that should be found in entrepreneurs are stated as tolerance to uncertainty (Bozkurt & Erdurur, 2013; Salamzadeh et al., 2014: 168; Khosla & Gupta, 2017; Guo et al., 2020: 2), determination (Scarborough, 2014: 8; İrengün, & Arikboğa, 2015: 1190; Ozaralli & Rivenburgh, 2016: 2), motivation and persistence (Cardon & Kirk, 2015; Sabiu et al., 2018; Akhmetshin et al., 2019), opportunity focused (Boudreaux et al., 2019; George et al., 2016), innovativeness and change focused (Pitt et al., 2020: 160; Mooradian et al., 2016: 234; Hyytinen, 2015: 568), creativeness (Schumpeter et al., 2002: 417; Weinberger et al., 2018; Kerr et al., 2017), risk taking (Luca & Robu, 2016; Koudstaal et al., 2016; Beattie, 2016: 16), need for the achievement (Luca & Robu, 2016; Kerr et al., 2017: 17; Salamzadeh et al., 2014: 168; McClelland, 1965), internal locus of control (Salamzadeh et al., 2014: 169; Karabulut, 2016: 20; Rotter, 1966) and competitiveness (Hudson et al., 2018; Fuller et al., 2018; Pitt et al., 2020: 158).

There are studies on the extent to which entrepreneurship characteristics are seen in samples differing in terms of geographical conditions, income, education, cultural and political factors have done since the development of the literature on

the characteristics of entrepreneurial individuals. In the light of the information obtained from these studies, the dominance of entrepreneurial characteristics observed in entrepreneurial individuals operating in different regions and market conditions might differ. However, tolerance to uncertainty, motivation and persistence are an essential part of entrepreneurial characteristics. Therefore, it is important to examine how determinative these factors are in individuals with different entrepreneurial profiles. Among studies on the profile of entrepreneurship in Turkey, studies about social entrepreneurship, strategic studies related to commercial entrepreneurship constitute the majority of studies. However, there is no study that examines these three entrepreneur profiles and entrepreneurship characteristics at the same time.

Social entrepreneurship and commercial entrepreneurship well-known model of entrepreneurship. While social entrepreneurs aim to profit to generate collective benefit, commercial entrepreneur's goal is to profit commercial venture. On the other hand, strategic entrepreneurs aim to turn innovation and opportunities into benefit. Innovation and risk-taking is the main characteristic of entrepreneurs.

In recent years, entrepreneurship, which has become widespread in the world, creates a favorable employment opportunity and is seen as a source of income for economies. In this research, it is aimed to examine the characteristics and profile of entrepreneurs in Turkey. This study will have a reference value for future research in terms of the lack of research on the subject in the literature as well as the social entrepreneurship, commercial entrepreneurship and strategic entrepreneurship data and suggestions for the problems encountered by the entrepreneurs in Turkey. Accordingly, in my study it is aimed to examine the effectiveness of motivational persistence and tolerance to uncertainty which are important factors of entrepreneurial personality trait on dominant entrepreneurial profiles among Turkish entrepreneurs.

Significance of Study: Entrepreneurship focuses on economic growth, economic competitiveness, job creation, as well as improvement of social welfare in any country. One of the key benefits of entrepreneurship for developing countries is decrease on unemployment. In addition, it has been an important element for governments for fostering employment opportunities, providing economic competitiveness in the world market, creating job opportunities and positive effect on economic growth. In Turkey, the number of entrepreneurs is increasing year by year by investment of government and globalization. The objective of this study to investigate the characteristic profile of Turkish entrepreneurs and their motivational certainty.

Aims and Objectives of the study: In this thesis, it is mainly aimed to examine the effect of motivational persistence and tolerance to uncertainty on the entrepreneurial profiles of active entrepreneurs in Turkey. The purpose of the study as it is found necessary according to the literature, it is aimed to develop a valid and reliable scale to measure entrepreneurial profiles. In the second priority it is aimed to compare the entrepreneurial tendencies, level of motivational persistence and level of tolerance to uncertainty between entrepreneurs and non-entrepreneurs to examine the whole picture of entrepreneurship tendency and the distinctiveness ability of the scale whether it is good to differ an entrepreneur and non-entrepreneur.

Accordingly, the primary objective of this thesis is to investigate the challenges of entrepreneurship profiles in selected types and based on that, to develop an integrated framework to ensure the sustainability of entrepreneurship in Turkey.

Materials and Methods

The research has a quantitative research feature in terms of the data collection method used. In this context, the study was planned within the framework of the relational screening model in order to examine the effect of motivational persistence and tolerance to uncertainty on the entrepreneurial profiles of active entrepreneurs in Turkey. Relational screening model is research models that aim to determine the existence and degree of change between two or more variables. In such an embodiment, variables to be correlated are symbolized individually, as in a single scan. Relations found by scanning cannot be interpreted as a true cause-effect relationship; however, if the situation in one variable is known, it can help to predict the other by giving some clues in that direction. The relationship between variables can be in the form of mutual dependency or partial dependency, or it can be in the form of full independence because it occurs due to a third variable that affects both (Karasar 2016).

In social science studies, the model is defined as the abstract phenomenon that we cannot directly observe and the analytical frameworks used to simplify the understanding of the relations between these phenomena. Thanks to models, complex and difficult to grasp patterns become more understandable. It is seen that the terms theory and model are confused with each other from time to time. However, these two issues differ methodologically. Models determined in social sciences research are derived from theories. Each proposed model should be based on a theory or the findings of a previous scientific study (Gürbüz & Şahin, 2016).

The theoretical framework explains the correlation between the independent variables and dependent variables. Below mention framework shows that independent variables influence the proper use of the rural entrepreneurship development. The theoretical framework of this research was developed on

research problem and relevant literature. In this section, proposed research model of the study is presented in Figure 1.

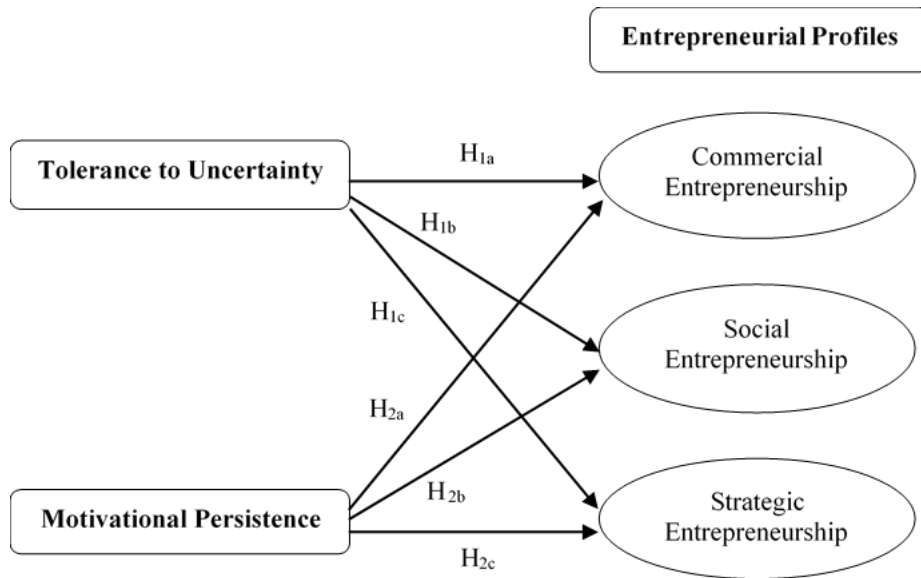


Figure 1. Proposed Research Model

H1: There is a significant predictive effect of tolerance to uncertainty on entrepreneurial profiles.

H1a: There is a significant predictive effect of tolerance to uncertainty on commercial entrepreneurial profile.

H1b: There is a significant predictive effect of tolerance to uncertainty on social entrepreneurial profile.

H1c: There is a significant predictive effect of tolerance to uncertainty on strategic entrepreneurial profile.

H2: There is a significant predictive effect of motivational persistence on entrepreneurial profiles.

H2a: There is a significant predictive effect of motivational persistence on commercial entrepreneurial profile.

H2b: There is a significant predictive effect of motivational persistence on social entrepreneurial profile.

H2c: There is a significant predictive effect of motivational persistence on strategic entrepreneurial profile.

Results and Discussion

In the light of the findings obtained as a result of three separate linear regression analysis performed in Table, the model proposed in the research was revised. The revised model is given in Figure 3.

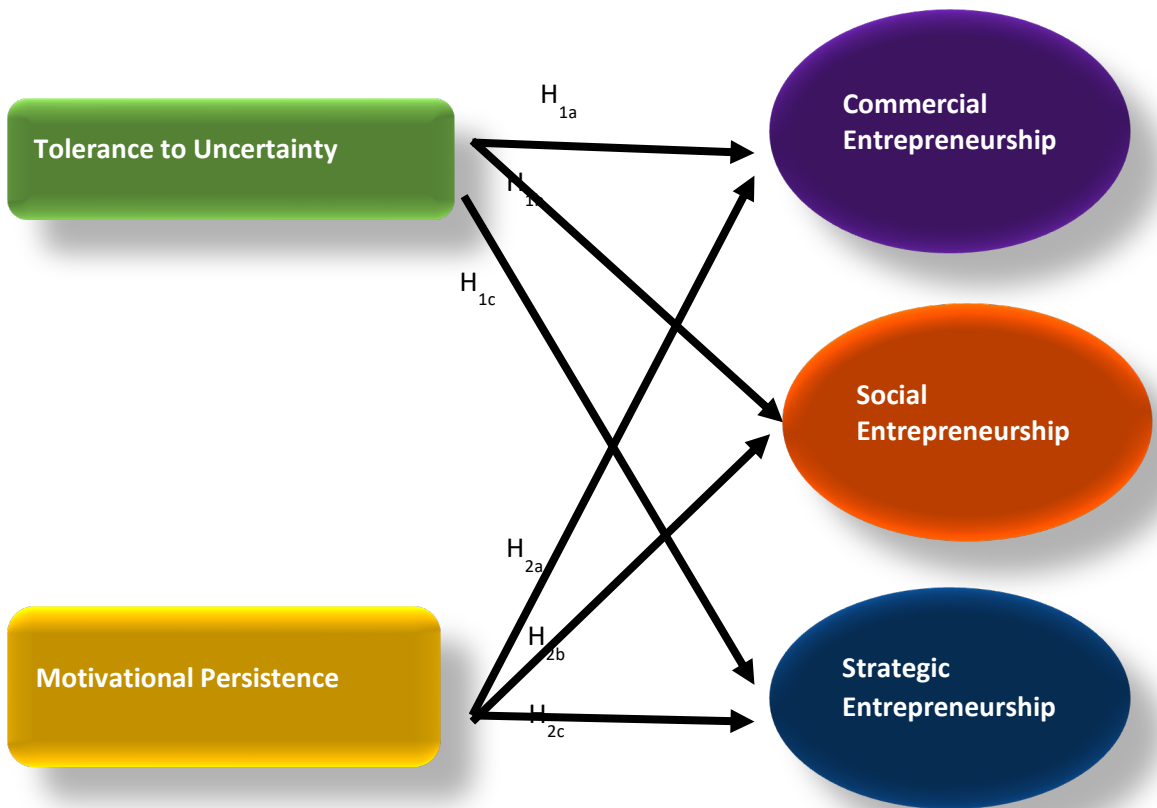


Figure 1. Revised Research Model

Table 1. Evaluation of the Significance of Differences in Entrepreneurship Profiles of Entrepreneurs on the Basis of Education

	<i>Education</i>	<i>n</i>	\bar{X}	<i>SD</i>	<i>F</i>	<i>df</i>	<i>p</i>	<i>Differenc e</i>
Commercial Entrepreneurshi p	High School	50	1.77	.76	2.30 5	2.295	.102	
	Bachelor	179	1.57	.51				
	Master and PhD	69	1.67	.72				
Social Entrepreneurshi p	High School	50	1.53	.69	2.00 8	2.295	.136	
	Bachelor	179	1.71	.69				
	Master and PhD	69	1.80	.87				
Strategic Entrepreneurshi p	High School	50	1.93	.59	8.50 7	2.295	.000	2,3>1
	Bachelor	179	2.32	.42				
	Master and PhD	69	2.20	.90				

An ANOVA was performed to compare the entrepreneurship profile tendencies of entrepreneurs on the basis of education. According to results considering education as independent variable, it is found out that there is no significant difference encountered in commercial entrepreneurship ($F(2.295) = 2.305$, $p > .05$), and social entrepreneurship ($F(2.295) = 2.008$, $p > .05$) among entrepreneurs while there is a significant difference encountered in strategic entrepreneurship ($F(2.295) = 8.507$, $p < .001$).

As predicted above; entrepreneurs who are high school graduated ($\bar{X} = 1.93 \pm SD = .59$) tend to have higher level of strategic entrepreneurship profile traits compared to entrepreneurs who are bachelor graduated ($\bar{X} = 2.32 \pm SD = .42$).

Table 2. Evaluation of the Significance of Differences in Entrepreneurship Profile Tendencies of Non-Entrepreneurs on the Basis of Willingness to be an Entrepreneur

<i>Willingness to be an Entrepreneur</i>	<i>n</i>	\bar{X}	<i>SD</i>	<i>t</i>	<i>df</i>	<i>p</i>
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Commercial Entrepreneurship p	Willing to be an Entrepreneur	16	1.47	.57	3.106	239	.002
	Not Willing to be an Entrepreneur	80	1.21	.68			
Social Entrepreneurship p	Willing to be an Entrepreneur	16	2.00	.63	4.767	239	.000
	Not Willing to be an Entrepreneur	80	1.53	.88			
Strategic Entrepreneurship p	Willing to be an Entrepreneur	16	2.25	.61	6.744	239	.000
	Not Willing to be an Entrepreneur	80	1.58	.91			

An Independent Samples T-Test was performed to compare the non-entrepreneurship profile tendencies of non-entrepreneurs on the basis of willingness to be an entrepreneur. According to results considering willingness to be an entrepreneur as independent variable, it is found out that there is a significant difference encountered in commercial entrepreneurship ($t(239)=3.106, p < .01$), social entrepreneurship ($t(239)=4.767, p < .001$) and strategic entrepreneurship ($t(239)=6.744, p < .001$) among non-entrepreneurs.

As predicted above; non-entrepreneurs who are willing to be an entrepreneur ($\bar{X} = 1.47 \pm SD = .57$) tend to have higher level of commercial entrepreneurship profile traits compared to non-entrepreneurs who are not willing to be an entrepreneur ($\bar{X} = 1.21 \pm SD = .68$).

As predicted above; non-entrepreneurs who are willing to be an entrepreneur ($\bar{X} = 2.00 \pm SD = .63$) tend to have higher level of social entrepreneurship profile traits compared to non-entrepreneurs who are not willing to be an entrepreneur ($\bar{X} = 1.53 \pm SD = .88$).

As predicted above; non-entrepreneurs who are willing to be an entrepreneur ($\bar{X} = 2.25 \pm SD = .61$) tend to have higher level of strategic entrepreneurship profile traits compared to non-entrepreneurs who are not willing to be an entrepreneur ($\bar{X} = 1.58 \pm SD = .91$).

Independent Samples t Test Analysis was performed to specify the significance of difference in motivational persistence of entrepreneurs according to gender, results are summarized in Table 21.

Table 3. Evaluation of the Significance of Differences in Motivational Persistence Levels of Entrepreneurs on the Basis of Gender

	<i>Gender</i>	<i>n</i>	\bar{X}	<i>SD</i>	<i>t</i>	<i>df</i>	<i>p</i>
Motivational Persistence	Female	90	1.99	.41	-1.540	296	.125
	Male	208	2.08	.47			

An Independent Samples T-Test was performed to compare the motivational persistence levels of entrepreneurs on the basis of gender. According to results considering gender as independent variable, it is found out that there is no significant difference encountered in motivational persistence ($t(296) = -1.540, p > .05$) among entrepreneurs.

Independent Samples t Test Analysis was performed to specify the significance of difference in motivational persistence of non-entrepreneurs according to gender, results are summarized in Table 22.

Table 4. Evaluation of the Significance of Differences in Motivational Persistence Levels of Non-Entrepreneurs on the Basis of Gender

	<i>Gender</i>	<i>n</i>	\bar{X}	<i>SD</i>	<i>t</i>	<i>df</i>	<i>p</i>
Motivational Persistence	Female	97	1.86	.56	-2.098	239	.037
	Male	144	2.00	.46			

An Independent Samples T-Test was performed to compare the motivational persistence levels of non-entrepreneurs on the basis of gender. According to results considering gender as independent variable, it is found out that there is a significant difference encountered in motivational persistence ($t(239) = -2.098, p < .05$) among non-entrepreneurs.

As predicted above; non-entrepreneur males ($\bar{X} = 2.00 \pm SD = .46$) tend to have higher level of motivational persistence compared to non-

ANOVA Analysis was performed to specify the significance of difference in motivational persistence of entrepreneurs according to working duration in total, results are summarized in Table 28.

Table 5. Evaluation of the Significance of Differences in Motivational Persistence Levels of Entrepreneurs on the Basis of Working Duration in Total

	<i>Working Duration in Total</i>	<i>n</i>	\bar{X}	<i>SD</i>	<i>F</i>	<i>df</i>	<i>p</i>	<i>Differenc e</i>
Motivational Persistence	1-3 Years	70	1.85	.44	9.969	3.294	.00 0	2,4>1
	4-6 Years	68	2.21	.38				
	7-10 Years	67	1.99	.49				
	Over 10 Years	93	2.14	.43				

An ANOVA was performed to compare the motivational persistence levels of entrepreneurs on the basis of working duration in total. According to results considering working duration in total as independent variable, it is found out that there is a significant difference encountered in motivational persistence ($F(3.294) = 9.969, p < .001$) among entrepreneurs.

As predicted above; entrepreneurs who are working for 1-3 years ($\bar{X} = 1.85 \pm SD = .44$) tend to have higher level of motivational persistence compared to entrepreneurs who are working for 4-6 years ($\bar{X} = 2.21 \pm SD = .38$).

New Scientific Results

Based on the research data, results, and discussion, this study provides the new scientific results. These results can be used as a framework for future studies and to develop the research based on used analytical approach and additional constructs in the model.

1. It was determined that Commercial Entrepreneurship profile was not predicted by tolerance to uncertainty, but Social Entrepreneurship and

- Strategic Entrepreneurship were predicted by both motivational persistence and tolerance to uncertainty.
2. It was determined that the model, in which the Strategic Entrepreneur profile was predicted by motivational determination and tolerance to uncertainty, which are important features that entrepreneurs should have, has the dominant value. This explains why the higher number of individuals showing Strategic Entrepreneurial profile feature among entrepreneurs in Turkey.
 3. It was determined that the items in the factors were distributed in accordance with the constructed version of the scale as "F1: Commercial Entrepreneurship", "F2: Social Entrepreneurship" and "F3: Strategic Entrepreneurship", these groups of questions suitable for defining categories of entrepreneurs, which can be applied more widely in the future for this type of investigation.

Conclusion

For the purpose of research, monitoring and information obtained that way for the development of the scale is as follows: in this stage, it consists of three steps that are preparation, data collection, creation and evaluation of structure. In the preliminary preparation stage, a comprehensive literature review on the subject was made first and the characteristics of entrepreneurship profiles were revealed. Then, the expressions used in similar studies were examined. Finally, the answers obtained by interviewing individuals who have been in the entrepreneurship field for a long time are categorized. With featured and frequent answers, the properties that emerged as a result of the literature review have been converted into scale expressions. 10 items were created for each profile. In addition to the data collection phase, Tolerance Scale of Uncertainty and Scale of Entrepreneurship Determination scales, whose validity and reliability have been demonstrated in previous academic studies, have been added to the questionnaire form. Scale items were formatted with 4 answers between 0 and 3 (0: Never Describe Me, 1: Describes Me Somewhat, 2: Describes Me Quite, 3: Describes Me Completely). The data were collected by transmitting them to individuals via online form. Classification techniques such as Exploratory Factor Analysis, Confirmatory Factor Analysis and Reliability Analysis applied to the data within the framework of scale development tradition during the building phase. As a result of the exploratory factor analysis, “Item 1: I want to be the boss of my own business”, “Item 4: I want to set the rules in the business environment, determine my working hours myself, take myself determined”, “Item 20: Education is a continuous need for success in entrepreneurship.” and “Item 30: I try to improve the weaknesses of the services offered in the current market and try to take advantage” were excluded from the scale because the communality rate of the items was lower than .300 (Kalaycı, 2016). Subsequently, Principal Component Analysis was applied to the items whose common factor variance ratio was at the expected level and

varimax rotation was followed. The 3 factors that emerged as a result of this were completely dispersed in accordance with the structure determined in the first stage. The explained total variance of the scale was determined as 51.6%. Karagöz (2016) highlighted that it is important for a scale to have this ratio above 40%. It was determined that the items in the factors were distributed in accordance with the constructed version of the scale as "F1: Commercial Entrepreneurship", "F2: Social Entrepreneurship" and "F3: Strategic Entrepreneurship", respectively. In this context, the names of the scale dimensions were named as F1: Commercial Entrepreneurship, "F2: Social Entrepreneurship" and "F3: Strategic Entrepreneurship", respectively. The goodness of fit of the obtained factors was tested by Confirmatory Factor Analysis and it was determined that the value of " χ^2/df " showed good fit. Finally, Cronbach Alpha values are Multidimensional Entrepreneurial Profiles Scale .90, Commercial Entrepreneurship .74, Social Entrepreneurship .90 and Strategic Entrepreneurship .90. The scale consists of 26 six items in total (8 items commercial entrepreneurship, 9 items social entrepreneurship and 9 items strategic entrepreneurship). Scores in the sub-dimensions of the scale are calculated by summing the value represented by the answer given to each item. There is no item in the scale that needs to be reversed. Increase of the score of the dimensions, means that the characteristics suitable for the said entrepreneurship profile are seen at a higher rate in the individual. In the evaluation phase, the interaction of the calculated variables with demographic variables was examined. Besides, the validity of the proposed model has been tested. It is observed that 72% (n = 214) of the individuals show Strategic Entrepreneurship, 16% (n = 49) Social Entrepreneurship and 12% (n = 35) Commercial Entrepreneurship feature more dominantly. This result is a significant finding for the entrepreneurship literature in Turkey. In this context, it is recommended to investigate the strategic entrepreneurship phenomenon in future studies and to test the validity of the scale in the sample of different countries. Securing and increasing income has been shown among the important

motivating factors for entrepreneurship, by researchers (Parker, 2004; Schumpeter, 1952; Wagner & Ziltener, 2008). In the study, it was determined that individuals with low income levels have a higher profile of commercial entrepreneurship, social entrepreneurship and strategic entrepreneurship. As can be seen, the purpose of making financial profit is common for all three entrepreneur profiles. This finding supports the argument made in the research conducted by Arıcan Kaygusuz (2018) that commercial entrepreneurs and social entrepreneurs have a common motive for economic benefit and financial profit. When the research model was tested, it was determined that commercial entrepreneurship profile was not predicted by uncertainty tolerance, but Social Entrepreneurship and Strategic Entrepreneurship were predicted by both motivational persistence and tolerance to uncertainty. When the explanatory power of regression models was evaluated, it was determined that the model, in which the Strategic Entrepreneur profile was predicted by motivational determination and tolerance to uncertainty, which are important features that entrepreneurs should have, has the strongest value. This explains why the higher number of individuals showing Strategic Entrepreneurial profile feature among entrepreneurs in Turkey.

List of Publications

Publications

- [1] Onalan, M. S., & Magda, R. (2020). Intolerance to uncertainty and motivational persistence among Turkish females according to entrepreneurial intention. *Polish Journal of Management Studies*, 21.
- [2] Onalan, M. S., Ersoy, K., & Magda, R. (2020). Measurement of entrepreneurial profiles in Turkey: A multi-dimensional scale development. *Polish Journal of Management Studies*, 22.

- [3] Onalan, M. S., & Magda, R. (2018). Perceptions of Turkish entrepreneurs and employees about Hungarian business environment and attitudes. *Open Economics*, 1(1), 179-198.
- [4] Onalan, M. S., & Magda, R. RURAL WOMEN ENTREPRENEURSHIP IN TURKEY. In *ICoM 2018 8th INTERNATIONAL CONFERENCE ON MANAGEMENT* (p. 475).
- [5] Onalan, M. (2017). *Proceedings: 1st International Conference on Food and Agricultural Economics: THE IMPORTANCE OF TEXTILE INDUSTRY IN TURKEY FOR RURAL DEVELOPMENT* (No. 2314-2019-4807).
- [6] Magda, R., & Onalan, M. (2018). *Proceedings: 2nd International Conference on Food and Agricultural Economics: THE USAGE OF DIFFERENT ENERGY SOURCES IN THE ECONOMY* (No. 2315-2019-4835).