

Personal and Social Attributes as Determinants of Entrepreneurial Intention

Charly HONGDIYANTO*

Ciputra University, Indonesia

The concept of entrepreneurship is an interesting phenomenon in the context of contemporary economy today. Since entrepreneurship is directly linked to small and medium sized enterprises (SMEs), the existence of SME is important because SME is one of the factors driving the increase of economic growth. Many studies have aimed to discover and formulate what attributes contribute to the intent of becoming an entrepreneur and the success of an entrepreneur. Based on research conducted by Hongdiyanto (2017), there are 4 attributes trusted to mold entrepreneurs through learning models which are personal, social, support and organization. In this study, the researcher chose two attributes (personal and social) to be discussed further. This research represents a conceptual study that will discuss in detail these two variables, namely personal and social attributes. As a result, personal and social attributes are explored in detail with examples and useful descriptions.

Keywords: entrepreneurship, SME, entrepreneur, entrepreneurial model, personal attributes, social attributes

JEL Classification: I25, J6

1. Introduction

The importance of the concept of entrepreneurship is an interesting phenomenon in the context of today's contemporary economy. This is an interesting subject to study further, especially for developing countries, since entrepreneurship is directly linked to small and medium sized enterprises (SMEs) throughout many academic studies. The existence of SMEs is important because SMEs represent one of the factors driving economic growth. The positive impact of entrepreneurship has been understood by society, however this topic is still one of the subjects of the economic field that is still ambiguous because of varied understandings and many research results that are not always aligned with one another. In addition, entrepreneurial endeavors do not always give positive results, as expected. The failure of the entrepreneurial business is also quite high.

Robert and Lindemann (2013) found that success and failure in business is natural and something that is sure to happen. There is no definite formula that can guarantee 100% that a business run by an entrepreneur will not fail. Based on the reflection from their personal experience, the trial-and-error process must be done in the process of doing business to be a learning material. In addition, throughout the process, an entrepreneur

* Corresponding Author:
Charly Hongdiyanto, Ciputra University, Indonesia

Article History:
Received 30 May 2018 | Accepted 18 July 2018 | Available Online 1 August 2018

Cite Reference:
Hongdiyanto, C., 2018. Personal and Social Attributes as Determinants of Entrepreneurial Intention. *Expert Journal of Business and Management*, 6(2), pp.93-100.