

# Personality Traits Influencing Entrepreneurial Intentions of Palestinian Entrepreneurs

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**Abstract:** Personality traits characterizing entrepreneurs and influencing their entrepreneurial intentions have been of significant interest to researchers for several decades. The findings were consistent for some traits and contradictory for others. **Purpose:** The main purpose of this study is determining the impact of several personality traits (PTs) on the entrepreneurial intentions (EI) of Palestinian entrepreneurs. **Methodology:** This quantitative study used an online survey to gather data from participants using the random sampling technique. Factor analysis and multiple regression analysis were conducted on the data. **Findings:** The results indicate that Palestinian entrepreneurs who possess high levels need for achievement (NAch), locus of control (LoC), risk-taking propensity (RTP), and tolerance for ambiguity (TFA) are more likely to have strong entrepreneurial intentions (EI). Implications for theory and practice: The results suggest that entrepreneurs high in traits such as need for achievement (NAch), locus of control (LoC), risk-taking propensity (RTP) and tolerance for ambiguity (TFA) have a higher level of entrepreneurial intentions and might find entrepreneurship more satisfying than employment. The findings of the study offer valuable information for Palestinian policymakers and entrepreneurship stakeholders as it confirms that certain personality traits are associated with the positive view of entrepreneurship. At the policy level, policymakers should seek to cultivate an educational and socio-economic environment, alongside a political framework, that enables Palestinians to leverage their entrepreneurial traits. **Originality and value:** This study contributes to the literature by elaborating the influence and significance of personality traits on the entrepreneurial intentions of Palestinian actual and potential entrepreneurs and investigating the relationship between personality traits and entrepreneurial intentions. The findings of the study provide valuable information to Palestinian policy makers and other entrepreneurship stakeholders in strengthening and redesigning suitable awareness campaigns and capacity building programs and curricula targeting Palestinians from an early age aiming at refining their personality traits and equipping them with the desired entrepreneurial knowledge to transform the Palestinian society into an entrepreneurial society.

**Keywords:** Personality traits (PTs), Need for Achievement (NAch), Locus of Control (LoC), Risk-taking Propensity (RTP), Tolerance for Ambiguity (TFA), Entrepreneurial Intentions (EI).

## السمات الشخصية التي تؤثر على نوايا ريادة الأعمال لدى رواد الأعمال الفلسطينيين

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**المخلص:** لقد كانت السمات الشخصية التي تميز رواد الأعمال وتؤثر على نواياهم الريادية محل اهتمام كبير للباحثين لعدة عقود. وكانت النتائج التي توصل لها الباحثون متسقة لبعض الصفات ومتضاربة لأخرى. **الهدف:** الهدف الرئيسي لهذه الدراسة هو تحديد تأثير الحاجة إلى الإنجاز، موقع السيطرة، الاستعداد لتحمل المخاطر، والتسامح مع الغموض كسمات شخصية على النوايا الريادية لرواد الأعمال الفلسطينيين. **المنهجية:** استخدمت هذه الدراسة الكمية استبياناً عبر الإنترنت لجمع البيانات من المشاركين باستخدام تقنية العينة العشوائية. تم إجراء تحليل العوامل وتحليل الانحدار المتعدد على البيانات. **النتائج:** تشير النتائج إلى أن رواد الأعمال الفلسطينيين الذين يمتلكون مستويات عالية من الحاجة للإنجاز، ومركز السيطرة، والاستعداد لتحمل المخاطر، والتسامح مع الغموض هم أكثر عرضة لامتلاك نوايا ريادية قوية. **الاستنتاجات:** تشير النتائج إلى أن رواد الأعمال الذين يتمتعون بسمات مثل الحاجة إلى الإنجاز، وموقع السيطرة، والاستعداد لتحمل المخاطر، والتسامح مع الغموض لديهم مستوى أعلى من النوايا الريادية وقد يجدون ريادة الأعمال أكثر إرضاءً لهم من العمل الوظيفي. **التوصيات:** تقدم نتائج الدراسة توصيات قيمة لصانعي السياسات الفلسطينيين وأصحاب المصلحة في ريادة الأعمال كونها تؤكد أن السمات الشخصية قيد الدراسة مرتبطة بالنظرة الإيجابية لريادة الأعمال، وبالتالي يوصي البحث صانعي السياسات بالسعي إلى تعزيز توفير تعليمية واجتماعية واقتصادية معززة لهذه السمات الريادية لدى رواد الأعمال الفلسطينيين. **الأصالة والقيمة:** توضح هذه الدراسة تأثير وأهمية السمات الشخصية على نوايا ريادة الأعمال لدى رواد الأعمال الفلسطينيين الفعليين والمحتملين والتحقيق في العلاقة بين السمات الشخصية ونوايا ريادة الأعمال. توفر نتائج الدراسة معلومات قيمة لصانعي السياسات الفلسطينيين وغيرهم من أصحاب المصلحة في ريادة الأعمال في تعزيز وإعادة تصميم حملات التوعية المناسبة وبرامج بناء القدرات والمناهج الدراسية المستهدفة للفلسطينيين من سن مبكرة بهدف صقل سماتهم الشخصية وتزويدهم بالمعرفة الريادية المطلوبة لتحويل المجتمع الفلسطيني إلى مجتمع ريادي.

**الكلمات المفتاحية:** السمات الشخصية، الحاجة إلى الإنجاز، مركز السيطرة، الميل إلى المخاطرة، تحمل الغموض، النوايا الريادية.

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## INTRODUCTION

The reason behind undertaking this study was firmly based on the conviction that PTs have a significant impact on an individual's EI. Studying the PTs that drive ambitious individuals to become entrepreneurs is crucial for understanding entrepreneurship and enhancing its impact on society. This study specifically examines the impact of four PTs on the EI of Palestinian entrepreneurs and potential entrepreneurs. The study findings will assist Palestinian entrepreneurship stakeholders in formulating the appropriate strategies and policies to promote the initiation, operation, and sustainability of entrepreneurial initiatives.

Examining the existing literature reveals that the PTs of entrepreneurs have been extensively examined in entrepreneurship research. Previous studies have identified a comprehensive set of PTs that are commonly associated with individuals with entrepreneurial mindset. Examining the findings of these studies has led to different viewpoints regarding the impact of each of the examined PTs on the EI of an entrepreneur. This indicates that while certain PTs were shown to have a favorable impact on EI, others did not exhibit the same degree of impact. Furthermore, several findings that were uncovered proved to be counterproductive, leading to a condition of dispute and controversy among researchers which contributed to the enrichment of the existing literature on the subject.

Entrepreneurial success involves having a range of unique PTs that are common among entrepreneurs (Genç 2020). Every endeavor to start and run a new firm is contextualized by PTs, human capital, and the environment (Kerr, Kerr et al. 2018). Researchers prioritize examining the impact of PTs on entrepreneurs' decisions to initiate their own ventures,

disregarding the influence of various personal and environmental factors that also shape these decisions (Turker & Selcuk 2009). Comprehending entrepreneurs' PTs is crucial for understanding and explaining entrepreneurship (Gartner 1988, Gartner 1990).

## LITERATURE REVIEW

### Personality Traits

Comprehending human personality is complicated due to the inherent differences and huge variations in people's personalities. Researchers have dedicated significant effort to comprehending human psychology in order to accurately discern PTs and features. Psychologists have attempted to research PTs in order to provide a comprehensive description that accurately reflects them. Consequently, their endeavors have resulted in many definitions (Tett & Burnett 2003, Asendorpf 2008, Eysenck 2013). Researchers have successfully categorized several traits such as talents, motives, attitudes, values, experiences, and behaviors (Brandstätter, 2011). Personality traits were characterized as permanent thought patterns, attitudes, and actions that differentiate people from each other (Roberts & Mroczek 2008). An entrepreneur possesses distinctive traits that drives him to establish his own business (Koh 1996, Mueller & Thomas 2001). PTs have an impact on the EI (Zhao, Seibert et al. 2010).

Entrepreneurial traits are the specific qualities that impact the success of entrepreneurs in initiating, managing, and sustaining their own firms. Researchers often posit that PTs exhibit variation across people, leading them to assert that the entrepreneurs' PTs diverge from those of non-entrepreneurs (Turan & Kara 2007). PTs have a significant impact on an individual's choice to pursue entrepreneurship instead of opting for conventional employment (Turker & Selcuk 2009). PTs might impact individuals'

perception of various possibilities and their ability to study and assess the market. This variation in EI can be attributed to these differences in personality (Kobia & Sikalieh 2010).

PTs primarily encompass the NACH, LoC, and TFA (Entrialgo, Fernández et al. 2000). Ardichvili et al. defined entrepreneurs as individuals who possess specific PTs enabling them to start, run, and sustain their own businesses such as NACH, LoC, RTP, TFA, entrepreneurial alertness, and self-confidence (Ardichvili, Cardozo et al. 2003). Gürol & Atsan proposed a model seeking to ascertain the impact of certain traits on entrepreneurial intentions. Their model consists of traits including the NACH, LoC, RTP, TFA, self-confidence and innovativeness (Gürol & Atsan 2006).

PTs are factors that come before and influence the level of watchfulness of an entrepreneur towards identifying businesses (Omerzel Gomezelj & Kušce 2013). Psychological theory assorts entrepreneurs as individuals who possess specific strong PTs, such as NACH, TFA, RTP, LoC, self-efficacy, and creativity (Shane 2000). Selcuk and Burak used a six-PTs model created by Koh (Koh 1996) to evaluate the impact of PTs on the EI, the model comprises the NACH, RTP, LoC, TFA, innovativeness and self-confidence (Selcuk & Burak 2019) which are identified as predictors of individual's EI (Dinis, do Paco et al. 2013).

This study will specifically examine four personality traits that are NACH, LoC, RTP, and TFA.

### **Need for achievement (NACH)**

NACH is a distinct human trait that refers to an individual's want for excellence and to do something remarkable (Chatterjee & Das 2015). NACH is a consistent and acquired trait that drives an individual towards attaining

higher degree of perfection to achieve satisfaction (Laube & van Herpen 2014). NACH refers to an individual's strong drive to make noteworthy achievements, acquire mastery in abilities, and reach tough objectives (Kerr, Kerr et al. 2018). NACH describes an individual's inclination to attain success and personal fulfillment by actively choosing and carrying out tasks with dedication and perseverance (Tyagi 2014). There is a correlation between the NACH and the decision to create a new business (Shane, Locke et al. 2003). The concept "NACH" refers to the sense of fulfillment that arises when an individual successfully attains his intended objectives by his dedicated efforts (Popescu, Bostan et al. 2016).

Rauch and Frese linked between the NACH and entrepreneurial action (Rauch & Frese 2007). An individual's likelihood of exploiting opportunities for entrepreneurship and taking controlled risks to achieve success increases in direct proportion to the strength of their desire to succeed (Shane & Venkataraman 2000, Kickul & Gundry 2002, Fairlie & Holleran 2012, Karabulut 2016). Individuals exhibiting a strong NACH are inclined to establish ambitious objectives and exert significant effort to attain them. They place importance on the feedback they receive in order to assess their accomplishments (Lumpkin & Erdogan 2004).

### **Locus of control (LoC)**

LoC describes individual's perception of the extent to which they have control over their own lives. It also represents the amount to which he credits his successes or failures to his own personal choices (Karabulut 2016). It refers to an individual's perceived capacity to exert control over the circumstances and events in his life (Begley & Boyd 1987). It reflects an individual's conviction on the impact of internal or external influences on the occurrences or

results of his activity (Chen, Greene et al. 1998, Shane, Locke et al. 2003).

EI may be accurately predicted by considering the individual's LoC, RTP, and NACH. These traits are significant in differentiating entrepreneurs from non-entrepreneurs (Barrick 2005, Uysal, Karadağ et al. 2022). LoC significantly influences entrepreneurs (Salmony & Kanbach 2022). LoC refers to the entrepreneurs' perception that they have the power to influence and manage the business environment, and that the outcomes they produce are directly linked to their own activities (Kerr, Kerr et al. 2018).

Researchers suggest that possessing an internal LoC is crucial for entrepreneurs seeking to start new businesses. Researchers have discovered that possessing an internal LoC is an entrepreneurs' significant trait that motivates them to engage in entrepreneurial activities (Ho & Koh 1992, Cromie 2000). Academicians think that entrepreneurial groups exhibit a more pronounced internal LoC compared to other populations (Kerr, Kerr et al. 2018). EIs are positively correlated with a stronger LoC (Diaz 2003, Kristiansen & Indarti 2004). Individuals with intrinsic motivation are more likely to establish businesses that endure and see accelerated growth (Gimeno, Folta et al. 1997, Lee & Tsang 2001). Individuals that possess an internal LoC demonstrate a strong drive to enhance their skills and aggressively address challenges, therefore displaying a heightened level of entrepreneurial behavior (Roberts 1991, Tsai, Lu et al. 2008).

### **Risk taking propensity (RTP)**

A person's RTP refers to their perception of the likelihood of obtaining the benefits linked to the success of a scenario, which they consider necessary before exposing themselves to the potential negative outcomes of failure (Brockhaus Sr 1980). RTP is a psychological trait that indicates the capacity an individual

has to engage in measured risks and attainable tasks (Jain & Ali 2013). An individual's RTP quantifies their inclination to participate in activities that involve a certain level of risk (Shane, Locke et al. 2003). An individual's risk appetite refers to their inclination to either embrace or shun dangers (Petrakis 2005). Risk appetite is the willingness to tolerate hazards when engaging in a specific activity (Van der Kuip & Verheul 2004).

Entrepreneurship academics are linking entrepreneurship with risk-taking since entrepreneurial activities include making decisions in uncertain circumstances (Thoyib, Maskie et al. 2016). Entrepreneurs are differentiated from non-entrepreneurs by their notable RTP (Bacq, Hartog et al. 2016, Popescu, Bostan et al. 2016).

RTP describes individuals inclination to engage in risky behavior (Antoncic, Antoncic et al. 2018). It entails making decisions to invest resources towards implementing plans with uncertain results (Anderson, Kreiser et al. 2015). The willingness of entrepreneurs to take risks greatly influences their decisions regarding entrepreneurship (Brockhaus Sr 1980, Delmar 1994, Zhao, Seibert et al. 2010). Entrepreneurs are differentiated from non-entrepreneurs by their willingness to take risks (Ahmed 1985, Miner, Smith et al. 1989, Shane 1996). Entrepreneurs have a greater inclination towards taking risks compared to non-entrepreneurs (Cromie 2000, Mueller & Thomas 2001, Cho & Lee 2018). RTP plays a vital role in the realm of entrepreneurship (Gürol & Atsan 2006).

Entrepreneurs ought to assess the potential risks of their endeavors before embarking on them, and carefully weigh the benefits and drawbacks of assuming such risks, since their activities have the potential to result in either triumph or failure. Entrepreneurs must assume risks while making decisions (Brockhaus Sr &

Horwitz 1986). Entrepreneurs typically engage in calculated risk-taking and avoid making uninformed decisions (Zimmerer, Scarborough et al. 2008).

Researchers claim that a person's inclination towards taking risks has a beneficial impact on their intents to become entrepreneurs (Chatterjee & Das 2015), and that RTP may vary throughout time as a result of personal or external influences (Wang, Kruger et al. 2009, Mata, Josef et al. 2016).

### **Tolerance for ambiguity (TFA)**

TFA describes an individual's capacity to react favorably to occurrences that lack clarity (Teoh & Foo 1997). It may be defined as the tendency to see uncertain circumstances as appealing rather than frightening, even when the outcomes are not clearly defined (Shane, Locke et al. 2003). individuals' TFA influences the perception of information regarding unclear circumstances (Zimmerer, Scarborough et al. 2008). It describes an individual's tendency to interpret uncertain circumstances in a more neutral way (Lumpkin & Erdogan 2004).

Persons possessing higher levels of TFA are more inclined to succeed when dealing with uncertain conditions and are adept at creating new approaches (Teoh & Foo 1997, Shane, Locke et al. 2003). Entrepreneurs must possess high levels of TFA as they navigate the process of establishing new businesses because they are often asked to make judgments in complex, unexpected, and ambiguous circumstances (Laube & van Herpen 2014). Individuals with a high level of TFA perceive ambiguous events as appealing rather than uncomfortable or frightening events based on their ability to make judgments under uncertainty (Teoh & Foo 1997, Wood & Shield 2008) and actively confront unclear situations and seek to overcome uncertainty aiming at achieving high performance (Samydevan, Piaralal et al. 2015).

EI and success are associated with the readiness to embrace uncertainty (McMullen & Shepherd 2006). Entrepreneurs often possess a higher capacity to TFA compared to non-entrepreneurs because they encounter a range of alternatives that lack structure and certainty, and they ultimately shoulder the responsibility for making decisions (Entrialgo, Fernández et al. 2000). Entrepreneurs have a greater capacity to TFA in comparison to non-entrepreneurs (De Pillis & Reardon 2007).

### **Entrepreneurial Intentions (EI)**

EI refers to the mental condition that motivates individuals to establish new businesses or enhance the value of an existing business (Wu & Wu 2008). It refers to the deliberate mental states that steer, guide, coordinate, and govern the development, implementation, and evaluation a new business endeavor (Bird 1988). EI describes an individual's tendency or readiness to engage in entrepreneurial endeavors and establish his own business (Tkachev & Kolvereid 1999).

EI refers to an individual's strong belief in their ability to launch a new business with genuine commitment and determination to achieve success and sustainability (Thompson 2009). It also refers to the deliberate intention of individuals to become entrepreneurs and establish their own business, while considering the potential risks involved, instead of opting for the safer alternative of paid employment (Karabulut 2016). EI refers to the enduring, prepared, and eager mindset to exert the efforts and take the steps necessary to engage in entrepreneurship (Alammari, Newbery et al. 2018). EI is shaped by specific occurrences that prompt individuals to see an opportunity and make a conscious decision to pursue it, resulting in the development of EI (Shapero & Sokol 1982).

Possessing EI is the initial and crucial requirement that comes before engaging in

entrepreneurship (Molino, Dolce et al. 2018). Individuals with EI are more inclined to have a greater intention to participate in entrepreneurial activities (Gürol & Atsan 2006).

## METHODOLOGY

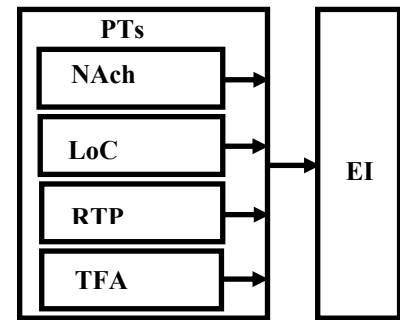
A survey was distributed to examine the research hypotheses. The participants were asked to complete an online questionnaire that assesses four selected PTs and EI. A 5-point Likert scale is employed to assess both dependent and independent variables, with responses ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). The data gathering procedure started following a thorough analysis of the questionnaire by seasoned academicians and field professionals.

### Research Sample and Data Collection

The research sample consists of a subset of Palestinian entrepreneurs who have previously started and sustained their companies, as well as potential entrepreneurs who have received education and/or training programs on entrepreneurship. The random sampling methodology is used to choose the study participants. The chosen sample population comprised 404 respondents, specifically Palestinian entrepreneurs and those with the potential to become entrepreneurs from all districts of Palestine.

### Research Conceptual Model

The proposed conceptual model depicted in figure (1) aims to illustrate the specific PTs that are expected to have an impact on the EI of Palestinian entrepreneurs. The objective of studying and assessing these PTs is to determine their correlation with EI.



**Figure (1):** Research conceptual model.

### Research Hypotheses

Entrepreneurs may be distinguished from non-entrepreneurs based on their unique combination of PTs, which are influenced by the surrounding environmental elements in each given community.

This study addresses the traits that have the greatest emphasis in the existing literature. The primary PTs strongly associated with entrepreneurship are the NAch, LoC, RTP, and TFA. These PTs are expected to have an impact on EI.

PTs are a reflection of an individuals' distinctive and enduring patterns of thoughts, emotions, and actions. These traits indicate a sense of reliability and steadfastness across many circumstances and across the course of time (Cummings & Sanders 2019). Despite significant efforts to identify the PTs of entrepreneurs, the current literature on entrepreneurship is still lacking in terms of establishing a comprehensive description of the entrepreneur's personality (Obschonka & Stuetzer 2017).

This study investigates whether specific PTs have a favorable impact on the EI of Palestinian entrepreneurs.

NAch is strongly correlated with entrepreneurial activities (Shane, Locke et al. 2003). Individuals who possess higher levels of NAch are more likely to be inspired to achieve a higher level of excellence in their endeavors (Laube & van Herpen 2014). The heightened NAch motivates entrepreneurs and enhances

their inclination to engage in entrepreneurial endeavors, as well as their eagerness to initiate new business initiatives. NACH drives entrepreneurs to actively seek out information in order to find and capitalize on business possibilities (Pech & Cameron 2006). Therefore, the researcher posits that the NACH has a favorable impact on Palestinian entrepreneur's EI.

#### **H1: NACH has a favorable impact on EI.**

LoC is extensively studied as a key personality trait among entrepreneurs. It describes an individual's perception of the influence of external as well as internal factors on the outcomes of their efforts (Chen, Greene et al. 1998, Shane, Locke et al. 2003, Laube & van Herpen 2014). Persons who possess an internal LoC assume accountability for the outcomes, whether positive or negative, of their business endeavors (Mueller & Thomas 2001, Di Zhang & Bruning 2011). The researcher posits that LoC exerts a favorable impact on Palestinian entrepreneur's EI.

#### **H2: LoC has a favorable impact on EI.**

RTP is a psychological trait that differentiates entrepreneurs from non-entrepreneurs in the literature. RTP refers to the inclination to engage in actions within an environment that is characterized by uncertainty (Laube & van Herpen 2014). The concept being described here is the inclination to engage in ventures that include uncertainty or novelty in order to get benefits (Verhees, Kuipers et al. 2011, Gartner & Liao 2012). Entrepreneurs have a greater RTP compared to non-entrepreneurs (Shane, Locke et al. 2003). Successful entrepreneurs are those who possess a proclivity for undertaking calculated risks (Laube & van Herpen 2014). The researcher posits that RTP exerts a favorable impact on Palestinian entrepreneur's EI.

#### **H3: RTP has a favorable impact on EI.**

Ambiguity refers to the condition in which entrepreneurs have a dearth of knowledge necessary to fully comprehend, classify, or organize a certain scenario. TFA refers to the ability to respond favorably to events that lack clarity or have several interpretations (Teoh & Foo 1997). TFA refers to the inclination to perceive situations that are both frightening and enticing, especially in the absence of unambiguous consequences. This highlights the significance of TFA as a crucial personality attribute for entrepreneurs (Shane, Locke et al. 2003). Individuals that possess a greater capacity to tolerate ambiguity are more inclined to seek out novel and innovative approaches to problem-solving (Teoh & Foo 1997, Shane, Locke et al. 2003). The researcher posits that the presence of TFA has a favorable impact on Palestinian entrepreneur's EI.

#### **H4: TFA has a favorable impact on EI.**

### **RESULTS**

The specific demographic for this study includes all current and prospective Palestinian entrepreneurs. Since the size of the population is not defined, the researcher chose to get a randomly selected sample of at least 385 individuals using the appropriate method for determining the sample size in an indeterminate population. The researcher administered the questionnaire and obtained a sample size of 404 before the analysis, which is considered satisfactory and exceeds the required minimum sample size.

The reliability of measuring variables is crucial as it indicates the stability and consistency of the questionnaire. The internal consistency and reliability of the scores for the questionnaire domains were assessed using Cronbach's alpha coefficients. Acceptable values for these coefficients are equal to or greater than 70% (Hair Jr, Hult et al. 2021). The primary areas covered by the questionnaire

utilized in this study include EI and the four components of PTs.

The researcher performed assessments for both content validity and construct validity. The results of content and construct validity were assessed using the Kaiser-Meyer- Olkin test (KMO), Factor Analysis and Pearson correlations on the sample of 404 respondents.

**Table (1):** KMO and Bartlett Test Result for the dependent and independent variables.

| Domain Scale | KMO   | Bartlett's Test of Sphericity Sig. |
|--------------|-------|------------------------------------|
| EI           | 0.881 | 0.000                              |
| NAch         | 0.765 | 0.000                              |
| LoC          | 0.740 | 0.000                              |
| RTP          | 0.679 | 0.000                              |
| TFA          | 0.782 | 0.000                              |

The KMO value of EI is 0.881, indicating appropriateness of the data for investigation. The Bartlett's Test result of 0.000 is statistically significant ( $p < 0.05$ ), indicating that the items of the dependent variable (EI) construct are adequate, as shown in (Table 1).

The KMO values for the factors NAch, LoC, RTP, and TFA are 0.765, 0.740, 0.679, and 0.782, respectively with values higher than 0.5, indicating appropriateness of the data for investigation. The Bartlett's Test result of 0.000 is statistically significant ( $p < 0.05$ ), indicating that the items are suitable for forming the contents of the mentioned independent variables.

**Table (2):** Factor Analysis results of the dependent and independent variables.

|  | Factor Loading | Variance Explained% | Cronbachs' alpha |
|--|----------------|---------------------|------------------|
| <b>Factor 1: EI</b>  |                | <b>%62</b>          | <b>0.87</b>      |
| I am fully committed to undertaking any necessary actions in order to establish my own business.                                   | 0.721          |                     |                  |
| My objective is to establish and operate my own business.  | 0.792          |                     |                  |
| I am fully committed to initiating and managing my own business with utmost dedication.  | 0.818          |                     |                  |
| I am resolute in my ambition to establish my own business in the future.   | 0.790          |                     |                  |
| I aspire to establish my own business in the future.   | 0.809          |                     |                  |
| I possess a strong enthusiasm to establish my own business.  | 0.790          |                     |                  |
| <b>Factor 2: NAch</b>  |                | <b>56.4%</b>        | <b>0.81</b>      |
| I dedicate a substantial amount of time to enhancing the efficiency and effectiveness of my business operations.                   | 0.718          |                     |                  |
| My goal is to establish a substantial track record of successful achievements.   | 0.782          |                     |                  |
| I am fully committed to exerting maximum effort in any task I undertake.   | 0.773          |                     |                  |
| I frequently aspire to achieve success in endeavors of great significance.   | 0.727          |                     |                  |
| <b>Factor 3: LoC</b>   |                | <b>44.2%</b>        | <b>0.77</b>      |
| The course of my life is shaped by the choices and behaviors I personally make.  | 0.846          |                     |                  |
| The outcome of my achievements is contingent upon fortuitously finding myself in the appropriate location at the opportune moment. | 0.775          |                     |                  |
| Typically, when I achieve my desired outcome, it is a result of my diligent efforts.   | 0.828          |                     |                  |
| I believe that the course of my life is mostly shaped by those with considerable power and influence.                              | 0.841          |                     |                  |
| Success in business is primarily determined by chance rather than effort.  | 0.856          |                     |                  |
| I believe that a significant portion of my life is influenced by fortuitous occurrences.   | 0.810          |                     |                  |
| <b>Factor 4: RTP</b>   |                | <b>40.8%</b>        | <b>0.74</b>      |
| I am not bothered by taking risks as long as the potential rewards are significant.  | 0.780          |                     |                  |
| I regard security as a crucial component in all aspects of my life.  | 0.810          |                     |                  |
| When making decisions, I consistently gravitate towards high-risk projects in order to achieve substantial returns.                | 0.792          |                     |                  |



|  | <b>Factor Loading</b> | <b>Variance Explained%</b> | <b>Cronbachs' alpha</b> |
|--|-----------------------|----------------------------|-------------------------|
| I believe that undertaking risky actions is necessary in order to achieve my goals during the course of operation.                                 | 0.813                 |                            |                         |
| I am greatly preoccupied with the fear of failure.   | 0.775                 |                            |                         |
| <b>Factor 5: TFA</b>   |                       | <b>42%</b>                 | <b>0.78</b>             |
| If I lack confidence in my ability to find a solution, I am not interested in tackling a problem.  | 0.701                 |                            |                         |
| I feel slightly uncomfortable while engaging with others unless I can understand their thoughts and behaviors.                                     | 0.787                 |                            |                         |
| I experience significant anxiety when I find myself in a social setting where I lack control.  | 0.798                 |                            |                         |
| I find it frustrating when I am unable to comprehend someone else's thought process.   | 0.769                 |                            |                         |
| Occasionally, I engage in unconventional thinking, deriving pleasure from defying norms and engaging in activities that are typically discouraged. | 0.792                 |                            |                         |
| I enjoy experimenting with novel concepts, even if they ultimately prove to be completely unproductive.  | 0.798                 |                            |                         |

The Cronbach's alpha coefficient for the EI scale is 87%. The Cronbach's alpha coefficients for the four selected PTs range between 0.74 and 0.81 (Table 2), indicating a satisfactory level of internal consistency and reliability (Hair Jr, Hult et al. 2021).

Table (3) below displays the construct validity results, measured through Pearson correlations, depending on the responses received from all the 404 respondents selected in the sample:

**Table (3):** Pearson Correlations between PTs domains.

| <b>Domain</b> | <b>Pearson-Correlation</b> | <b>Sig.</b> |
|---------------|----------------------------|-------------|
| NAch          | 0.510                      | 0.000       |
| LoC           | 0.747                      | 0.000       |
| RTP           | 0.757                      | 0.000       |
| TFA           | 0.687                      | 0.000       |

The construct validity results, presented in table (3), indicate that all Pearson correlations are statistically significant (P-values < 0.05). This suggests a strong level of construct validity for the study questionnaire.

#### **Statistical Equation of the study model:**

The primary aim of this research is to examine the impact of four specific PTs on Palestinian actual and potential entrepreneurs. The proposed objective will be accomplished through the examination and estimation of the subsequent regression model:

$$Y = \beta_0 + (\beta_1 * X_{1.}) + (\beta_2 * X_{2.}) + (\beta_3 * X_{3.}) + (\beta_4 * X_{4.}) + e$$

Y= EI

X<sub>1.</sub> = NAch

X<sub>2.</sub> = LoC

X<sub>3.</sub> = RTP

X<sub>4.</sub> = TFA

e= error term

β<sub>0</sub>= regression constant;

β<sub>1</sub>, β<sub>2</sub>, β<sub>3</sub>, β<sub>4</sub>: the coefficients of the independent variables.

#### **Analysis of the Items of the Questionnaire**

Table (4) displays the average values, variability, and C.V. for the factors that have impact on the respondents' attitudes towards EI and the four chosen PTs. The mean value of the respondents' attitudes towards EI is high, with a mean score of 4.2. The S.D. = 0.36 and C.V. are below 0.25, indicating a low level of variability among the items. The results indicate that the elements and the sub-domains of the PTs exhibit high levels. NAch has the highest mean score, followed by TFA, then RTP, and finally LoC. The mean scores are (4.41, 3.80, 3.72, and 3.60) respectively. The results indicate a low level of variability among the items within each scale, as evidenced by all C.V. being less than 0.25.

**Table (4):** Descriptive Statistics for EI and selected PTs.

| The extent of participants' attitudes towards the variables being studied | Mean | standard deviation S.D. | coefficients of variation C.V. | Level     |
|---|------|-------------------------|--------------------------------|-----------|
| EI  | 4.20 | 0.36                    | 0.09                           | VERY HIGH |
| NAch  | 4.41 | 0.53                    | 0.12                           | VERY HIGH |
| LoC   | 3.60 | 0.66                    | 0.18                           | HIGH      |
| RTP   | 3.72 | 0.58                    | 0.16                           | HIGH      |
| TFA   | 3.80 | 0.63                    | 0.17                           | HIGH      |

## Testing the Hypotheses

### EI and PTs relationships testing:

Following is analysis of the study hypotheses testing outcomes regarding the relationship between PTs and EI. Pearson Correlations and Multiple Linear Regression will be used to examine the relationship

**Table (5):** Pearson Correlations between the study variables.

|      |                 | EI      | NAch    | LoC     | RTP     | TFA |
|------|-----------------|---------|---------|---------|---------|-----|
| EI   | PC              | 1       |         |         |         |     |
|      | Sig. (2-tailed) |         |         |         |         |     |
| NAch | PC              | 0.639** | 1       |         |         |     |
|      | Sig. (2-tailed) | 0.000   |         |         |         |     |
| LoC  | PC              | 0.511** | 0.282** | 1       |         |     |
|      | Sig. (2-tailed) | 0.000   | 0.000   |         |         |     |
| RTP  | PC              | 0.588** | 0.265** | 0.538** | 1       |     |
|      | Sig. (2-tailed) | 0.000   | 0.000   | 0.000   |         |     |
| TFA  | PC              | 0.471** | 0.669** | 0.448** | 0.613** | 1   |
|      | Sig. (2-tailed) | 0.000   | 0.000   | 0.000   | 0.000   |     |

\*\* . Correlation is significant at the 0.01 level (2-tailed).

PC: Pearson Correlations.

The Pearson correlation analysis reveals significant positive relationships between each independent variable (NAch, LoC, RTP, and TFA) and the dependent variable (EI). The Pearson correlation coefficients range from 0.448 to 0.669, all of which are statistically significant (with significance levels (Sig.) below 0.05). These findings suggest that these variables may have an impact on EI. This will be formally assessed using the Multiple linear regression. However, the results also indicate

**Table (6):** Summary of the Multiple Linear Regressions results.

| Model predictors | Constant | NAch    | LoC     | RTP     | TFA     | R-Square |
|------------------|----------|---------|---------|---------|---------|----------|
| Model            | B        | 1.365*  | 0.343*  | 0.070*  | 0.184*  | 0.101*   |
|                  | (Sig.)   | (0.000) | (0.000) | (0.001) | (0.000) | (0.000)  |

Dependent Variable: EI=Entrepreneurial Intentions

\* Significant at 0.05 level.

The analysis will employ Multiple Linear Regression to examine the relationships between the PTs components total scores as

between EI and the four selected PTs. The upcoming sections will apply multiple regression analysis as described in the Applied Linear Statistical Models (Kutner, Nachtsheim et al. 2005).

The Pearson correlations are presented in Table (5):

significant correlations between the independent variables, suggesting the presence of a collinearity problem. This will be further examined using the variance inflation factors (VIF) in the subsequent results of the Multiple Linear Regression Analysis.

Table (6) presents a summary of the results obtained from the Multiple Linear Regressions.

independent variables and EI as the dependent variable. The components of PTs include the NAch, LoC, RTP, and TFA. The results of the

Multiple Linear Regression analysis are presented in Table (7), which includes the Model Summary, Analysis of Variance

(ANOVA), Test of Normality of the residuals, and the Coefficient Estimates.

**Table (7):** The Multiple Linear Regression analysis of the EI on the PTs components.

| Model      |            | Unstandardized Coefficients |            | Standardized Coefficients | T      | Sig.  | Collinearity Statistics |       |
|------------|------------|-----------------------------|------------|---------------------------|--------|-------|-------------------------|-------|
|            |            | B                           | Std. Error | Beta                      |        |       | Tolerance               | VIF   |
| Predictors | (Constant) | 1.365                       | 0.109      | ----                      | 12.514 | 0.000 | ----                    | ----  |
|            | NAch       | 0.343                       | 0.022      | 0.497                     | 15.667 | 0.000 | 0.902                   | 1.109 |
|            | LoC        | 0.070                       | 0.021      | 0.127                     | 3.351  | 0.001 | 0.633                   | 1.579 |
|            | RTP        | 0.184                       | 0.024      | 0.295                     | 7.601  | 0.000 | 0.603                   | 1.660 |
|            | TFA        | 0.101                       | 0.022      | 0.173                     | 4.665  | 0.000 | 0.657                   | 1.522 |

Dependent Variable: EI

Model Summary: R-Square = 0.638, Adjusted R-Square = 0.634

Analysis of Variance ANOVA: F-statistic= 175.504, Sig.= 0.000

Test of Normality of residuals: Kolmogorov-Smirnov Z= 0.528, Sig.= 0.943

Table (7) presents the model summary results indicating that the R-Square = 0.638, suggesting that the independent variables (PTs) account for 63.8% of the variability in the EI. The Analysis of Variance (ANOVA) results indicate that the F-statistic = 175.504, which is statistically significant (Sig.<0.05). This suggests that the independent variables have a significant combined impact on the dependent variable. Therefore, the researcher denies the null hypothesis that all the coefficients of the predictors in the model are zero. The results of the Kolmogorov-Smirnov test, which assessed the normality of the residuals, indicate that the significant level of the test (Sig. = 0.943) is greater than 0.05. Therefore, we can conclude that the residuals follow a normal distribution. The Collinearity Statistics indicate that all the variance inflation factors are below 10, indicating the absence of any collinearity issues among the predictors (independent variables).

#### The study model estimated equation:

$$EI = 1.365 + (0.343 * NAch) + (0.070 * LoC) + (0.184 * RTP) + (0.101 * TFA)$$

The coefficient estimates indicate that:

1. NAch has a statistically significant favorable impact on the EI at a significance level of 0.05 ( $\beta=0.343$ ,  $t=15.667$ , Sig.=0.000). This suggests that we can

accept the study hypothesis H1: NAch has a favorable impact on EI.

2. LoC has a statistically significant favorable impact on EI at a significance level of 0.05 ( $\beta=0.070$ ,  $t=3.351$ , Sig.= 0.001). This suggests that we can accept the study hypothesis H2, which states that LoC has a favorable impact on EI.
3. RTP has a statistically significant favorable impact on EI at a significance level of 0.05 ( $\beta=0.184$ ,  $t=7.601$ , Sig.= 0.000). This supports the study hypothesis H3, which states that RTP has a favorable impact on EI.
4. TFA has a statistically significant favorable impact on EI at a significance level of 0.05 ( $\beta=0.101$ ,  $t=4.665$ , Sig.= 0.000). This suggests that we can accept the study hypothesis H4, which states that TFA has a favorable impact on EI.

The Standardized Coefficients reveal that the NAch has the highest predictive power for the components of PTs on EI, with a Standardized Beta Coefficient of 0.497. The RTP is the second significant predictor of EI, with a Standardized Beta Coefficient of 0.295. The third significant predictor of EI is TFA, with a standardized beta coefficient of 0.173. The least influential predictor of EI is LoC, with a standardized beta coefficient of 0.127.

The data analysis results statistically validate the four proposed hypotheses. In the subsequent section, the researcher presents the findings obtained from the data analysis:

The research findings demonstrate that the NACH has a favorable impact on EI, confirming the acceptance of hypothesis (H1). This aligns with the finding of other researchers in the existing literature. The researcher posits that the majority of Palestinian entrepreneurs acknowledging the substantial and favorable impact of the NACH on their EI is logical. Indeed, Palestinian entrepreneurs who possess a strong desire for success are more inclined to engage in entrepreneurial pursuits, as entrepreneurship typically entails embracing risks, setting and attaining goals, and demonstrating persistence – all of which align with the traits associated with the NACH. The prevailing conditions in Palestine compel Palestinian individuals to either embrace the arduous circumstances and adjust to them, or to ignore these circumstances and confront the hardships in order to forge a more promising future for themselves. The reason why individuals with a strong NACH are more inclined towards entrepreneurship and have a higher likelihood of initiating new business ventures.

The data analysis results demonstrate a positive correlation between LoC and individuals' EI, confirming the acceptance of hypothesis (H2). These findings align with the findings of other researchers. The researcher believes that Palestinian entrepreneurs possess a strong conviction in their ability to shape their own future and practice control over their lives. This belief empowers them to face and overcome hesitation and fear of failure, despite the unpredictable nature of the Palestinian market. Consequently, they deliberately choose to pursue entrepreneurship rather than being employed and working under others' control.

The data analysis results demonstrate that there is a positive relationship between RTP and individual's EI, confirming the acceptance of hypothesis H3. The correlation between RTP and EI is evident. Researchers observe that individuals who have a higher level of RTP are more likely to engage in entrepreneurial endeavors, since Launching and running a new business inevitably involves facing risky situations characterized by uncertainty and unpredictability. Regarding Palestine, the majority of successful entrepreneurs were distinguished by their inclination to take risks, considering the unpredictability and instability of the Palestinian markets.

The data analysis results demonstrate that TFA has a favorable impact on EI, confirming the acceptance of hypothesis H4. Palestinian entrepreneurs operating in an unstable and uncertain environment perceive their ability to tolerate ambiguity as a trait of great value that is having a favorable impact on their EI. Their belief in their capacity to navigate ambiguity enhances their inclination to take risks and pursue entrepreneurship.

## **DISCUSSION**

This study presents empirical evidence that elucidates the impact of PTs on the EI of both current and potential Palestinian entrepreneurs. The findings indicate that the specific PTs examined in the study, namely NACH, LoC, RTP, and TFA, have a substantial impact on the EI of Palestinian entrepreneurs.

The study results suggest that the NACH has a favorable impact on the EI of Palestinian individuals who are currently engaged in entrepreneurship or have the potential to become entrepreneurs. The findings suggest that individuals with a greater NACH show a higher level of EI and are more likely to pursue entrepreneurship. This aligns with previous research (Shane & Venkataraman 2000, Kickul

& Gundry 2002, Lumpkin & Erdogan 2004, Fairlie & Holleran 2012, Karabulut 2016).

The research findings indicate that LoC has a favorable impact on the EI of Palestinian entrepreneurs, which is consistent with the findings of other researchers. (Ho & Koh 1992, Cromie 2000, Diaz 2003, Kristiansen & Indarti 2004, Tsai, Lu et al. 2008, Laube & van Herpen 2014, Kerr, Kerr et al. 2018).

The research findings indicate that RTP favorably impacts the EI of Palestinian entrepreneurs. This is because these individuals are likely to encounter uncertainty and are required to make calculated decisions involving risks. The research findings in this regard align with the findings of other researchers (Cromie 2000, Mueller & Thomas 2001, Gürol & Atsan 2006, Thoyib, Maskie et al. 2016, Cho & Lee 2018).

The research findings suggest that a higher level of TFA has a favorable impact on the EI of Palestinian entrepreneurs. These findings confirm that individuals with greater TFA are more likely to have EI and are more likely to pursue entrepreneurship. These findings align with the conclusions of multiple other researchers. (Teoh & Foo 1997, Shane, Locke et al. 2003, Gürol & Atsan 2006, McMullen & Shepherd 2006, Ismail, Ahmad et al. 2012, Zarei, Zainalipour et al. 2013, Samydevan, Piaralal et al. 2015).

## CONCLUSION

The results of the hypothesis testing indicate that all four hypotheses have been accepted, as determined by the analysis of data collected from Palestinian entrepreneurs who are currently active or have the potential to become entrepreneurs.

The study model was used to test the impact of each selected PT on EI. The results indicated that all of the hypotheses (H1, H2, H3, and H4) were confirmed. The four PTs have a favorable

impact on the EI of both Active and potential Palestinian entrepreneurs.

Individuals with a strong NACH are frequently motivated by individual success and the quest for excellence and are more likely to have a strong intention to become entrepreneurs, as they are committed to demonstrating their success. Individuals who possess a strong sense of LoC are more likely to have EI and are inclined to pursue entrepreneurship because they believe that the outcomes of their businesses depend on their own choices and actions. Entrepreneurs typically encounter more risky circumstances compared to non-entrepreneurs. There is a positive relation between the level of RTP and EI. Entrepreneurs who choose to initiate, manage and oversee their own businesses can be characterized by their inclination towards risk-taking. TFA favorably impacts an individual's level of EI. Entrepreneurs consistently face uncertain circumstances, and without the ability to handle ambiguity, they will not be able to achieve success.

## Policy (Practical) Implications

Considering the substantial influence of the NACH, LoC, RTP, and TFA on the EI of Palestinian entrepreneurs, policymakers must to devise various strategies to foster entrepreneurship and enhance the entrepreneurial ecosystem. To convert these concepts into implementable strategies, policymakers are expected to:

1. Cultivate a growth mentality (NACH). Policymakers should prioritize cultivating an atmosphere that promotes ambition and personal growth by establishing mentoring programs where distinguished entrepreneurs guide novices, and by encouraging a mindset focused on accomplishment and success. Moreover, incentives, contests, and acknowledgment for leading participants can encourage individuals to set higher

personal objectives and drive others to engage in business endeavors. Policymakers can enhance resource accessibility and offer grants or low-interest loans to entrepreneurs demonstrating significant potential or engaged in innovative, high-impact initiatives.

2. **Strengthening internal control (LoC):** Policymakers establish frameworks that empower individuals, diminish reliance on other influences, and foster entrepreneurship by promoting entrepreneurship education to boost individuals' capacity to manage their ventures. Policymakers must streamline regulations, remove bureaucratic obstacles, and diminish ambiguity by establishing accessible, consistent, clear, and transparent regulatory frameworks. Additionally, policymakers should enhance access to technology, networking opportunities, and business incubators that furnish entrepreneurs with essential resources for business success.
3. **Augmenting risk-taking (RTP):** Comprehending the extent of risk tolerance among entrepreneurs is crucial for developing supporting policies. Policymakers facilitate access to financing by creating venture capital funds, angel investor networks, and microfinance initiatives that reduce financial risks for enterprises, therefore encouraging entrepreneurship. Policymakers must develop programs that offer financial safety nets, such as unemployment compensation or subsidies, to safeguard entrepreneurs against project failure, therefore minimizing risks. To increase entrepreneurs' propensity for risk-taking, policymakers should develop initiatives and training programs aimed at successfully evaluating and mitigating risks, since risk management training reduces concerns and fears related

to risk and fosters educated decision-making.

4. **Managing uncertainty (TFA):** Policies ought to aim at reducing uncertainty within the institutional framework while concurrently improving the capacity to navigate uncertainty, with policymakers providing access to market analyses, forecasts, and business intelligence tools that assist entrepreneurs in alleviating uncertainty in decision-making. Policymakers must emphasize the establishment of a clear, predictable, and transparent legal and regulatory framework that reduces uncertainty, thereby enabling long-term corporate planning, fostering innovation, and enhancing adaptability.
5. Policymakers must establish a holistic entrepreneurship ecosystem, since these interrelated traits may be cultivated concurrently to promote a robust entrepreneurial culture. An efficient entrepreneurial ecosystem must promote human development, reduce obstacles to company initiation, and alleviate environmental risks. This necessitates the establishment of collaborative platforms endorsed by government to enable entrepreneurs to interact with enterprises, investors, and other entities for the exchange of ideas, resources, and opportunities. Enhancing public-private partnerships through the formation of alliances with government entities, local enterprises, academic institutions, and international organizations to invest in entrepreneurial initiatives that prioritize these personality traits.

Implementing the above mentioned strategies will help Palestinian entrepreneurs gain the necessary self-belief and confidence to identify and assess potential opportunities, and effectively capitalize on them. Effective

implementation necessitates collaboration, synchronization, and integration of endeavors and initiatives between policymakers and entrepreneurship stakeholders. Entrepreneurship awareness activities, entrepreneurship education and training programs, and other related activities should focus on promoting and assisting individuals in developing these personality traits, as they influence entrepreneurial intentions directly.

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- **Declaration of competing interest:** The authors affirm that they do not possess any recognized financial or non-financial conflicting interests related to the subject matter discussed in this paper.
- **Authors' contribution:** **Mahmoud Tahboub:** This author was responsible for:
  - Developing the initial idea and theoretical framework of the research;
  - Determining the research method and research design;
  - Determining data collection and analysis techniques;
  - Collecting and analyzing the data;
  - Verifying the results;
  - Developing and testing the Hypotheses;
  - And, writing the entire manuscript.**Chokri Slim:** The supervisor on the PhD thesis Prepared by Mr. Tahboub. An advisor and reviewer on the steps of writing the article.
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