

Most Common Personal Traits of Emerging Entrepreneurs

A review of literature

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Abstract— Emerging entrepreneurs are the backbone of a country, and it is indispensable to identify what are the common traits of them which the outcome could be used for various social researches as well as for certain critical decision making. Most of the places it is just only mentioned as personality traits of entrepreneurs, but relatively very less researches do inquire about common personal traits of emerging entrepreneurs. Therefore, the main reason of this research is to identify the common personal traits of emerging entrepreneurs. In this research, details have been analyzed from number journal articles & arrived a conclusion for certain common personal traits. During this study it has been identified that absorbing potential & calculated risk, conscientiousness, creativity & innovation are as the most common personal traits to emerging entrepreneurs. Also it is evident that emerging entrepreneurs would contribute positively to the country's economy, especially emerging entrepreneurs owning SME's. It has also noted that emerging entrepreneurs with these common personal traits (Creative in problem solving, Innovative Ideas, Risk Aversion, Conscientious & Resilience) would certainly dominating the industry which they would practice in.

Keywords— *Emerging, Conscientious, Resilience, indispensable & innovation*

I. INTRODUCTION

Entrepreneurs are the back bone of any given country. The innovative & creative ideas of those entrepreneurs create not only job opportunities but also contribute to the gross domestic production (GDP) of the particular country. No one in this world is the boss of his own, except the "Entrepreneurs" who are regarded as the most value adding people to the society. [1]. in any given country, economy is the main pillar which holds the life standard of its citizens. Economy fails entire country fails. But there is only one influential category of which could be the elucidation of the society. We named them as "entrepreneurs". According to Robert F. The entrepreneur is the person who assumes the risk associated with uncertainty [2]. As a developing

country it is vital to identify emerging students (most probably undergraduates, school dropouts) with above characteristics & encourage them with necessary inputs (financial support + advisory if necessary) to start sustainable establishments. There is no particular age mentioned to become an entrepreneur but per Medal, Less Responsibility, Naivety, Willing to take risks, more time & willingness [3] are the advantages of becoming an emerging entrepreneur.

II. LITERATURE REVIEW

Obviously emerging entrepreneurs are more inspired, having sustainable ideas & have passion to learn new things. "The results show, that emerging people, who plan to become an entrepreneur, are more creative, willing to face the risk, more confident in the solvation of complicated problems and difficult tasks with the opposite group of respondents [4]. Entrepreneurs have to have special personal qualities & characteristics to be successful in business [5]

Thus, the work environment, workload, work-family conflict, and financial risk of starting and running a new business venture can produce physical and psychological stress beyond that typical of managerial work [6]. Individuals who demonstrate increased risk aversion are more likely to become entrepreneurs [7]

It is also found that creativity & innovation can be considered as the main traits of emerging entrepreneurs. Innovation, change, and creativity are at the core of recent definitions of entrepreneurship [8]. As per big five model "conscientious" also much more important in emerging entrepreneurship. To summarize these cross-sectional studies and meta-analyses, students who display certain Big-5 traits (i.e., more open to new experiences, more conscientious, more extraverted, and fewer neurotics) and higher levels of economic service (ESE), internal locus of control (LOC), and need for achievement are the group most likely to enter entrepreneurship after graduating from university. [9]

Few of the authors has been pointed out that willingness to take risk is not the most important

attribute for an entrepreneur. The results of our research, where among other outcomes showed that the willingness to take the risk is not the most important attribute of an entrepreneur, can enrich economic theory and help to tune the approach of the state, universities or other institutions to education and the needs of entrepreneurs. [10]

Having just ideas would not turn in to successful businesses but those should be unique & innovative ideas. Those innovative business concepts turn mere people in to fruitful entrepreneurs. 'Youth entrepreneurship' is defined as practical application of enterprising qualities, such as initiative, innovation, creativity, and risk-taking into the work environment (either in self-employment or employment in small start-up firms), using the appropriate skills necessary for success in that environment and culture [11]

Need for achievement, Risk-taking & Innovativeness [12]. Young Entrepreneurs with risk aversion trait has been conquered the business world & below extract would confirm the same. The need for achievement, innovative spirit, proactive, self-efficacy, stress tolerance, internal autonomy, locus of control, risk tendency, and ambiguity tolerance can predict entrepreneurial intention. [13]

III. RESEARCH METHODOLOGY

Ample of research articles have been analyzed in writing this literature review paper & collected the most common traits, attributes & characteristics of emerging entrepreneurs who has succeeded in their field. First gone through the results of each journal article identified what are the outcomes which essential to this literature review article.

After analyzing all the journal articles a final conclusion has been arrived for common personal traits to emerging entrepreneurs. This study mainly focuses on key traits of entrepreneurs like self-confidence, conscientious, risk-aversion & innovation. Several authors have been presented in their articles certain common personal traits which made successful entrepreneurs in business world. Some authors used big five model to categorize personal traits of emerging entrepreneurs where as some journal articles mentioned convinced some hypothesis & justified the outcome with available literature.

IV. RESULTS & DISCUSSION

TABLE I. COMMON PERSONAL TRAITS

Common Personal Trait	Source
Creative in problem solving	(Fillis and Rentschler, 2010)
	(Brian and Derrick, 2018)
	(Yogalakshmi, 2015)
	(O'Boyle and R. Waters, 2019)
	(The value of creativity and innovation in entrepreneurship,

	2007)
Innovative Ideas	(Staniewski, Nowacki and Awruk, 2016)
	(Hyrsky and Tuunanen, 2020)
	(Blichfeldt, 2009)
	(Balkienė, 2013)
	(Al Qudah, 2018)
Risk Aversion	(Crame, Hartog, Jonker and Van Praag, 2000)
	(W. Fairlie and Holleran, 2014)
	(A. Rampini, 2003)
	(Herranz, Krasa and P. Villamil, 2015)
	(Koudstaal, Sloof and Van Praag, 2015)
Conscientious	(Antoncic, 2009)
	(Chen and Ling Jing, 2012)
	(Wilfling, Cantner and Silbereisen, 2011)
	(Hachana, Berraies and Ftiti, 2013)
	(Leonelli, Ceci and Masciarelli, 2016)
Resilience	(De Vries and Shields, 2006)
	(Korber and McNaughton, 2017)
	(Awotoye and P. Singh, 2017)
	(Doyle Corner, Singh and Pavlovich, 2017)
	(Zamfir, Mocanu and Grigorescu, 2018)

Above table indicates the linkage between common personal traits mentioned in this article & the same confirmed by several other authors in each subject area. Creative in problem solving & resilience become most influential parameters when discussing common personal traits of emerging entrepreneurs. Innovative ideas & conscientious are key successive factors in small medium scale industries. When considering risk-aversion factor, more over all the entrepreneurs are risk-averse in terms of competing among rivals. Emerging entrepreneurs uses both risk-aversion & resilience personal traits to gain sustainable achievements in business world.

A. The connectivity between entrepreneurship & creative in problem solving

It is mentioned that entrepreneurs would spend more time in engaging creative-problem solving strategies. Evaluating the creativity of entrepreneurial artists can uncover data which is also of use to entrepreneurship researchers in general. Visual artists, for example, tend to spend long periods of time engaged in creative problem-solving strategies. [14]. the same confirmed by [15] saying that Creativity is enhanced when experience, ideas and diverse elements are mixed together and then transformed using new combinations. This is known as association and is the basis of many creative problem solving techniques.

[16] the core point is that entrepreneurs essentially require creative problem solving ability whenever they encounter a felonious situation in their professional life

as well as in their personal life. Also [17] emphasize that creativity is for problem solving in organizations. Conquering the employee's minds, creative thinking in problem solving would be the crucial.

Creative thinking in problem solving enables the entrepreneur to identify diversified avenues which would get optimum among competitors. Emerging strategies would involve in creative problem solving strategies. In general creative problem solving ability would enable organizations to be more powerful in the industry where those entrepreneurs who own those businesses would gain massive share in the market. In this article, in order to explain the ultimate goals in an organization, first the importance of creativity, innovation and entrepreneurship is discussed, and their definitions are mentioned from the viewpoint of different people, then processes of creativity, innovation and entrepreneurship are described, and some solutions are studied in order to resolve these problems in the organizations of our country, finally, with a quick look at the challenges that creativity, innovation and entrepreneurship face in organizations, some solutions are provided to solve these problems in the organizations of our country. [18] With this justifications & results we could come to a conclusion that creative in problem solving would be a spirited trait of emerging entrepreneurs.

B. Innovative ideas as a common trait of emerging entrepreneurs

Innovative ideas & entrepreneurship are two sides of same coin. Both concepts have to work simultaneously to achieve intended results in entrepreneurship. Emerging entrepreneur is a person whose identifies the professional gaps in the society & tries to cater fast opportunities to dominate in that. Majority of the emerging entrepreneurs are foreseeing of innovative ideas where it would be the only bread & butter to their sustainable success. The objective of the present study is to evaluate the level of innovativeness of enterprises in the small and medium-sized (SME) sector in the Polish construction industry and to identify the factors that influence this level of innovativeness, which relates to the location of the business and managers' awareness of the significance of innovation in shaping a firm's competitiveness. Qualitative research was conducted on a sample of 608 companies. The obtained results demonstrate that construction companies from the SME sector in Poland are characterized by a level of innovativeness that is similar to that found in other enterprises, which is a consequence of the relatively high awareness of the significance of innovation to obtaining a competitive position among the managers of these companies [19]. About justification deep-rooted the fact that innovative ideas are the backbone trait of emerging entrepreneurs. Every start point of an emerging entrepreneur is an innovative idea. If there is no innovation/novelty there is no entrepreneurship.

The Americans were clearly more positively oriented to innovation. In addition, in the USA, the respondents who had either bought or inherited their current businesses scored much lower than the founders. Interestingly, [20] also discovered that founders of high growth firms scored higher on personal innovation than slow-growth founders and non-founders [21]. It is evidently known that most of the entrepreneurs now a days in USA. Higher the personal innovation would lead to higher the sustainable results. As an example Microsoft, Google Inc; Apple Inc & Huawei are well known for its continual innovation over the past decade. Citizens of USA are well known innovative products in terms of information technology sector.

However, the case upon which this paper draws is characterized by innovativeness well beyond that found by [22] – both in terms of scope and degree. In fact, over the years, the value of the case site has – on average - increased with around 70,000 Euro a year – a growth in value especially attributable to (1) dedication to continuous innovativeness and (2) customer franchise caused by both positive word-of-mouth and revisits of extremely satisfied customers [23]. From this statement it is proven that continuous innovativeness/innovative ideas would enable's a company to earn higher profits & gain more market share in the industry.

However, from the traditional business perspectives, there are still many doubts on the advantages of innovative entrepreneurship policy. Therefore, it is important to note, that this paper does not argue about the need to develop the better general conditions for business to flourish, but highlights an idea of innovative entrepreneurship policy as the precondition for more effective public support to innovation oriented business, which always needs both: the general favorable environment for business start-up and development, and special conditions fostering their innovation based activities [24]

With the above statement it is proven that innovative entrepreneurship is important for effective public support & greater favorable for business start-up and development. In general terms effective innovation is key to entrepreneurial success. Traditional approaches should be replaced with innovative solutions to achievement of greater results.

C. Risk Aversion as the common personal trait of emerging entrepreneurs

Emerging entrepreneurs as well as all other entrepreneurs are known for risk-averse. In general all the entrepreneurs are willing to take some sought of risk for the success of their business as well as to achieve intended goals.

We conclude that entrepreneurship is indeed discouraged by the individual degree of risk aversion. This conclusion is inevitably subject to serious reservations. The analysis perforce uses a mixture of variables recorded in 1952 and in 1993 in an attempt

to explain the individual's entrepreneurship choices in the intervening years. The three risk aversion measures are from 1993, and it is tacitly assumed that they describe an individual trait that is constant over life [25]. Being risk averse, enable entrepreneurs to think about new avenues of investing their capital. Entrepreneurs always tend to get calculated risk & trying to capitalize on it. One factor entrepreneurs always dealt which is higher the risk they absorb higher the output would be.

The findings from our analysis of the random experiment contribute to the knowledge of the effectiveness of entrepreneurship training programs. In general, we know relatively little about the effectiveness of these types of programs. Identifying specific groups that may benefit more or less from these types of programs is extremely important for directing scarce resources in an efficient way. For example, our findings indicate that risk tolerant individuals benefit the most from entrepreneurship training suggesting that groups typically not targeted for entrepreneurship programs might benefit. Individuals who are more risk tolerant, have a preference for autonomy and/or are innovative might benefit more from entrepreneurship training and services because these personality traits may predispose them to entrepreneurship. [26]

In the above study it was identified that risk averse/risk tolerant individuals would benefit from entrepreneurship programmes. Risk averseness is the key to entrepreneurial success. The more you would positive to risk aversion the more the entrepreneur would grab the opportunities. We argue that the risk aversion of entrepreneurs, who cannot fully diversify the idiosyncratic risk of their projects for incentive reasons, is an additional mechanism making economic activity more volatile. Considering entrepreneurial risk aversion is important since the economic activity of small firms is particularly affected by downturns and ownership of such firms is highly concentrated, typically in the hands of just one principal owner [27].

The above information confirms that risk aversion entrepreneurial small firms would make a direct impact to the country's economic condition. Downfall of those small businesses would make adverse effects to the country's economy. It is proven that Risk Aversion is a common personal trait of emerging entrepreneurs.

Willingness to bear risk is often discussed as at the core of entrepreneurship. The goal of this paper is to understand how owner risk aversion affects small firms and how forward-looking entrepreneurs use firm scale, capital structure, default, and consumption to manage the significant business risks they face. We find that more risk-averse entrepreneurs run smaller, more highly leveraged firms with more negative equity than their less risk-averse counterparts. Less risk-averse entrepreneurs are willing to forgo current

consumption to expand their firms in hope of future rewards that may never materialize [28]

With the above statement it is proven that entrepreneurs with more risk-aversion runs smaller & high leveraged companies which would make favourable impacts to the economy. Risk Aversion is a common personal trait of every entrepreneur especially among emerging entrepreneurs. The most significant reason is emerging energetic entrepreneurs would willing to absorb the potential business risk having the thought of becoming a successful leaders in future.

D. Conscientious as a common personal trait of emerging entrepreneurs

Some of the traits for personal and entrepreneurship success (traits: strong, self-reliant, powerful, determined, independent, rational, logical, unemotional, aggressive, and competitive; labels them 'ideal masculine Western society traits') may be found in or are very similar to traits which relate to the conscientiousness factor. Entrepreneurs tend to score higher than the population on the need for achievement. Conscientiousness can be characteristic of the entrepreneur. Conscientiousness traits, such as organized and systematic, practical, and efficient can be important for technological developments [29]

Completing the task/work with great intention & uniqueness would be a common personal of most of the entrepreneurs. Even thinking of emerging entrepreneurs, they are tend to score higher achievements than general public in terms of business targets & tacking the professional openings. Entrepreneurs with high conscientiousness would be ranked at the higher positions of private sector even in the government sector those characters would be highlighted sharply.

It shows that "conscientiousness" influences entrepreneurial intention by partial mediating effect of entrepreneurial attitude. The results indicated that "openness to experience", "extraversion" and "conscientiousness" positively influence entrepreneurship; "neuroticism" negatively influences entrepreneurship; "agreeableness", "openness to experience", "extraversion" and "conscientiousness" influence entrepreneurial attitude; entrepreneurship and entrepreneurial attitude reveal partial mediating effects between "openness to experience", "extraversion" and "conscientiousness" in personality traits and entrepreneurial intention [30]

Considering the above evidence it is proven that conscientiousness is a common personal even among all the entrepreneurs including emerging entrepreneurs. Since as per above statement conscientiousness positively impact entrepreneurship, it would be a definite common personal trait among emerging entrepreneurs. In the big five model also it

was highlighted that “conscientiousness” plays a major role.

Moreover, conscientiousness drives entrepreneurial failure positively at the time of starting entrepreneurial activities, while this effect decreases over time. As entrepreneurs have to deal strongly with the contextual environment of their company specifically at emerging ages, this evidence might be a hint for a lower contextual performance for highly conscientious entrepreneurs at the time of entry. As entrepreneurs face uncertainty, especially when their firms are rather emerging, their ability to adjust to changing tasks might be much more important than in other professions. In this regard, conscientiousness was significantly shown to be obstructively for decision-performance after changes in task contexts. [31]

Considering above details it is manifest that conscientiousness as a common personal trait would be vital to emerging entrepreneurs to start up their small businesses & bring those companies to blue-chip level in the industry. As in general emerging entrepreneurs are a segment which has great determination & willpower. For those sub personal traits, conscientiousness would be a main personal trait for emerging entrepreneurs.

Conscientiousness encompasses also the need for achievement which tends to increase entrepreneurs' efforts towards achieving firms' performance. This personality trait allows entrepreneurs to make effective decisions, particularly in complex environments. Interestingly, extraversion, which varies for gender, does not impact entrepreneurial success differently for men and women. In fact, we found a consistent strong positive effect of openness to experience and conscientiousness on entrepreneurial success as well as that neuroticism is negatively and significantly linked to entrepreneurial success [32]

The above study emphasizes that conscientiousness as a personal trait of entrepreneurs would lead to effective decision making. Hence it convert entrepreneur to do more with relatively less inputs. Entrepreneur knowing the fact that he/she could achieve the intended goals that type of determination would be grown through the common personal trait of entrepreneurs. It is spirited that emerging entrepreneurs get predetermined risk to achieve success.

E. *Resilience as the common personal trait of emerging entrepreneurs*

To achieve this goal, this exploratory study attempts to quantify the entrepreneurial resilience construct and offer a 'resilience model' for measuring specific behaviours among entrepreneurs operating in an SME environment. The research concludes that resilience can be thought of as an 'emerging' set of qualities that

develop over time and through experience and that a pattern of four behavioural categories influence the propensity for resilience in business activity [33]

On the above scenario entrepreneurial resilience would generate “resilience model” which measure the behaviours of entrepreneurs in small medium scale organizations. It is proven that resilience would be developed in entrepreneurs mind with the experience which he or she works in. Resilience (flexibility) would develop over a time period & prominent emerging entrepreneurs should have been pioneering in this common personal trait over a time period. Entrepreneurial resilience could be the turning point for future potential opportunities in the professional field.

Third, we propose a definition of entrepreneurial resilience in terms of promoting a positive long term trajectory. In doing so, we argue that the construct of entrepreneurial resilience provides additional insights only if it denotes more than reactive preparedness, persistence, or an ability to cope. Instead, it needs to be conceptualized as an ex ante, multi-level capacity, as well as a contextual embedded dynamic process of positive transformation under adverse conditions [34]

Above paragraph confronts us that resilience would promote long term sustainable results in entrepreneurial success. Entrepreneurial resilience would create further establishment in the industry to the particular businessman. For the entrepreneurs in adverse conditions, entrepreneurial resilience would help them to overcome the barriers & endure market dares. In this case we could identify that resilience is a common personal trait of emerging entrepreneur.

Specifically, we have proposed that entrepreneurial resilience has both a direct effect on firm survival and success, as well as a moderating effect on the negative relationship between H-I challenges and firm survival and success. We believe that entrepreneurs, as the driving force of the entrepreneurial process, ultimately make the decisions that impact their firms. Hence, a resilient entrepreneur will make decisions that reflect positive cognitions and a determination to see the business survive and thrive amidst adverse situations [35]

In this section it is proven again that entrepreneurial resilience has a positive effect to business/firm success. An entrepreneur with high resilient capacity would achieve much more positive result over general businessmen in the public. It is essential that just an entrepreneur to become a resilient entrepreneur who could be open up diversified avenues in the market where that particular company could be dominated.

It enhances understanding of resilience by conceptualizing it consistent with recent psychology research. Evidence that the majority of entrepreneurs were resilient as opposed to requiring recovery

illustrates the value of qualitative theory development [36].

In this final section it is proven again & again that emerging entrepreneurs were resilient & resilient entrepreneurs would bring success to the organization. With this we could come to a conclusion that emerging entrepreneurs have the common personal traits of “Creative in problem solving, Innovative Ideas, Risk Aversion, Conscientious & Resilient.

As per the in-depth investigation of the available literature it was revealed that “creative in solving problems” is one of the most common personal traits of emerging entrepreneurs. It is proven from below quote.

creativity is like joining a game halfway through without knowing what the game is all about or what its goals are, and yet you are expected to grasp its essence and figure out what problem needs to be solved—and then solve it. In other words, creativity is not an activity, where all the pieces are known before the game begins, and the right solution is arrived at simply by arranging the pieces correctly (as in a jigsaw puzzle). Rather, it is a game, whose name; pieces, rules, logic and outcome have to be decided, while it is in progress. [37]

Other common trait of emerging entrepreneurs is the conscientious; it could be taken as hard working, smart working & most of the time a reliable person. It would not matter the entrepreneur would be emerging or mature; the person should be a 100% reliable person.

The results of this study indicate that personality traits have impact on the tendency to entrepreneurship. Based on the results between all personality traits, agreeableness, conscientiousness, emotional stability, and openness to experience have impacts on the tendency to entrepreneurship. [38]

When the idea of starting a new business comes to a person’s mind & when he/she executives it & become successful, the person become an entrepreneur. The initial step of an entrepreneur is the novelty of idea which generates in his/her mind. The creative ideas always lead a person to a special position among others.

Although people usually think of the arts (and perhaps the natural sciences) when they think of creativity, creative ideas are absolutely essential in new business, as well. Because creativity is the production of novel and appropriate (or useful) ideas, managers who wish to ensure the continued success of their business must find ways to encourage a continuing flow of creative ideas within their organizations those ideas will be added not only for the development of new, valuable products and services, but also for the

solution of ever-changing ever more challenging business problems. [39]

Taking potential risk also one of the key traits has been found when analyzing the available literature. Most of the emerging entrepreneurs should have risk management skills. Form below quotes it is proven. Furthermore suggests that entrepreneurs need to have a number of management techniques in their portfolio of management skills, in order to effectively manage their new business ventures. These, he said, include project management, small business management, team building and leadership, and risk management skills. [40]

Specifically, if entrepreneurship is a more risky occupation than paid employment, and if individuals vary in their aversion to risk, then it follows that the least risk averse people are most likely to become the entrepreneurs [41]

The capacity to recover quickly from difficulties/toughness (resilience) is one of the key traits which identified among emerging entrepreneurs. Below journal articles confirmed the same & it is essential for an emerging entrepreneur.

Resilience is a phenomenon suggested to be important in the context of successful entrepreneurship, is linked to desirable characteristics of both entrepreneurs and their ventures, and offered as part of the explanation for success [42]

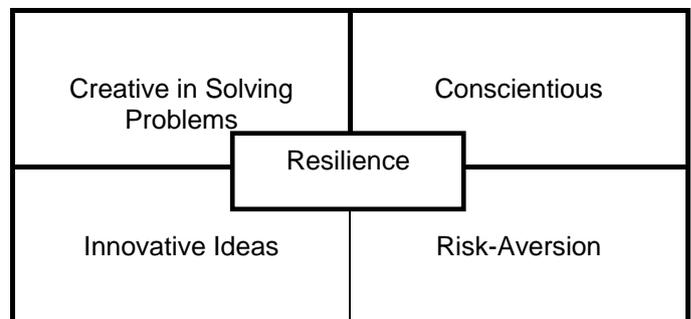


Fig. 1. Common Personal Traits of emerging entrepreneurs

Creative in solving problems, conscientious, risk-aversion & innovative ideas are most common personal traits of emerging entrepreneurs but resilience is the crucial personal trait which influences other four common personal traits also. Resilience in problem solving, resilience in innovation, resilience in risk-aversion & finally resilience in conscientious makes entrepreneur a unique person among non-entrepreneurs in the public. For other businessman also resilience would be an influential factor to increase their bottom line & intensification of market growth.

In Pearson’s chi-square calculation [43] it is mentioned 65.18% agree that “there is no problem for me to take risk” In the review of recent literature by [44] it was mentioned that “entrepreneurs thrive on a

strong sense of personal self-efficacy to execute their visions and a keen eye for innovation to identify new products and markets.”

Also it is mentioned that conscientious is a key personal trait of emerging entrepreneurs. Below caption would emphasize that.

They take personal responsibility for their decisions, prefer decisions involving a moderate degree of risk, dislike repetitive, routine work, and are interested in concrete knowledge of the results of decisions. By comparing the content of these characteristics with the content of the big five factors, the need for achievement can be seen as a trait of conscientiousness [45]

V. CONCLUSION

With the above justifications & proven details it is evident that resilience, risk-aversion, conscientious, innovative ideas & creative in problem solving would be definite common personal traits of emerging entrepreneurs. For achieving higher goals professional life as well as in business world these common personal traits would be viable.

Most of the emerging entrepreneurs practicing all five common personal traits as it is vital gain competitive edge over rivals where at the same time establishing their presence in other diversified industries as well. Resilience becomes a significant factor in the small medium business sectors where continual perfections would clear the roadside barriers to achieve fast track records.

Innovative ideas & creative in problem solving would be a benchmark in comparing entrepreneur's vs other non-entrepreneurs. When analyzing how entrepreneurs act in desperate circumstances, it is found that creative in problem solving would be the key to success. The right solution at the right time brings back sustainable results to entrepreneurs & to the business entity they process.

Finally risk-aversion also proven that a common personal trait of emerging entrepreneurs where higher the risk entrepreneur bear, higher the outcome would be. It is said in the results & discussion section that entrepreneurs who owns small medium scale companies are much more risk aversion & contribution is higher from their side to countries economy. By considering all these factors it is convince that all mentioned common personal traits resilience, conscientious, creativity in problem solving, risk-aversion & innovative ideas are most unique & common personal traits of emerging entrepreneurs.

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