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## THE YOUNG SCHOLARS

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### Psychological characteristic of communicative features of entrepreneur personality

*The results of empirical study of communicative features of entrepreneur's personality are depicted in the article. The author using statistic methods of data processing reveals three groups of communicative characteristics.*

**Key words:** *communicative characteristics, communicative dominance, style of communication organization, communicative self-adjustment.*

The studies of communicative traits of entrepreneur, forming the basis of professional success achievements, allowed us to make a rather large list of traits, displayed in the course of communication. The phenomenological field of personality's communicative acts of entrepreneur constitutes communicative characteristics, which were mentioned more than once in the group of experts. Context grouping of the found communicative characteristics of personality, carried out by experts, led us to several classifications.

We suggest dividing communicative characteristics of entrepreneur's personality according to their aim of improving communication through: his own state in communication; the state of interlocutor; or the procedure of communication. We find original the division of communicative characteristics of entrepreneur's personality into terminal (definite state attainment) and instrumental (the use of certain means in communication). The described by experts the most significant for successful entrepreneur communicative characteristics were ranged using seven-pointed scale. Then we calculated the sum of ranks for each characteristic in expert group and its "weight", it means. average rank point.

The received results showed that, communicative features of entrepreneurs are imposed rather heavy demands on. The particular attention is attracted, first of all, to communicative characteristics, which let to realize interactive side of communication. Besides, among the most important were cited the characteristics, which allow to the entrepreneur to realize efficiently communication and perception.

According to our data, the «core» of entrepreneur's communicative competence is formed by two very close characteristics – «the skill of defending his own interests» and «the skill to have an affect upon others in communication». They closely followed



by such communicative characteristics as «ability to organization (forecasting, adjustment) of communication” and «the skill to arise the interest towards them in communication». Personality characteristics, which let to influence other people’s opinion and behavior, can be regarded as the central ones which are absolutely necessary for successful business activity.

During the study it was discovered, that communicative features of entrepreneur’s personality have rather complex structure, in this structure there are some features which let the entrepreneur influence other people’s opinion in the course of his duties, to solve regulative problems concerning himself and other people and to organize the procedure of communication.

At the next stage of our experiment we carried out psycho diagnostic study of entrepreneurs with the following methods: personality questionnaire of R. Kettell (16 IF); «Diagnostics of aggressive behavior disposition” by A. Assinger; inventory of communicative tolerance by V.V. Boiko; multi-level personal questionnaire «Adaptivity» (MPQ-AM) by A.G. Maklakova and S.V. Chermianina; Thomas-Kilmann «Conflict style inventory»; technique «Personal Orientation Inventory»; Mehrabian and Epstein’s questionnaire measure of emotional empathy «QMEE»; questionnaire «Communicative and organizational skills» (COS) by V.V. Siniavskii and V.A. Fedoroshina; M. Snyder’s self-monitoring scale of self-presentation in communication.

In the course of our research we also used the methods of mathematic and statistic processing of data: calculation of sample average and of percentage distribution, Spearman’s rank correlation coefficient, and methods of cluster and factor analysis of empirical data. The interpretive methods include graphic analysis and methods of comparison.

The results obtained through psycho diagnostic study of entrepreneurs dedicated to measuring their communicative characteristics were standardized and factorized with the help of the set of computer statistic programs Statistica for Windows 6.0. By way of processing we used centroid method with subsequent Varimax-rotation.

After factorizing the generalized matrix of scoring of entrepreneur’s communicative characteristics, we were able to separate out 6 factors, among them only three factors had significant factor weight.

The factors, having scales with significant factor weights, were exposed to content interpretation.

The analysis of the factor dispersion, established after statistic processing of empirical data, showed, that entrepreneur’s personality includes three groups of communicative characteristics:

- 1) communicative characteristics, providing the leading role of the entrepreneur in communication: aggression, dominance, group independence, disposition to the competitiveness; those «dominant», «strong» entrepreneur’s characteristics are set against qualities, to a certain extent, restraining such aggressiveness – morality norm, empathy, conflict avoidance; in whole these communicative qualities can be named as «communicative dominance»;



2) communicative characteristics, which let to the subject to build, organize interaction with communication partner: organizational skills, communicative tolerance, inspection; these communicative characteristics can be designated in whole as «the style of communication organization»;

3) communicative characteristics, which form the basis for efficient communication, using methods of behavior and state monitoring: affective tolerance, flexibility in communication, ability to self-presentation management; the communicative features included in this factor can be denoted as «communicative self-adjustment».

According to received data, communicative features of entrepreneur's personality manifest themselves according to the three main lines, which we designate so: communicative dominance, the style of communication organization and communicative self-adjustment. These characteristics form the basis for communicative traits of entrepreneur's personality. The existence in personality's structure of the above-mentioned developed communicative features, let us speak about the formed communicative competence, enabling to improve business efficiency.

#### **The Literature**

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