



# KEPRIBADIAN WIRAUSAHA

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## **Personality and entrepreneurship: some theoretical issues**

The idea that an entrepreneur is, in some way, a special sort of person is commonly held. Surveys that I conduct with undergraduates and postgraduates at the start of courses in entrepreneurship suggest that typically 85 per cent of students hold the belief that there is something unique about the personality of entrepreneurs

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## Schools of thinking on personality

Psychology, like economics, is a subject that is characterised by numerous schools that agree on some particulars and disagree on others. A fairly general definition of personality might be along the lines of:

*A relatively stable pattern or profile of thoughts, feelings and actions that characterise a particular individual*

Or

*What makes us unique*

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Carver and Scheier (2000) develop a definition of personality that covers areas of general agreement across the different schools.



- Organised – it has a coherent unity and is not fragmented.
  - Active – personality is maintained by and revealed through dynamic processes.
  - Physical – personality is a psychological concept, but it is derived from physical (anatomical, neurophysiological) processes, particularly, but not exclusively, in the brain.
  - Causal – personality determines how an individual will act and react in particular circumstances.
  - Regular – the personality of an individual is consistent over periods of time, and leads to consistent patterns of behaviour.
  - Manifest – it shows up in many different ways, including physical states, affective moods, personal feelings, decisions and actions.
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## Discussion point

*All entrepreneurs share certain personality characteristics.*



# TASK

<https://swa.co.id/swa/profile/profile-entrepreneur/menjadi-wirausahawan-sukses-perlu-bekal-dan-pengalaman>

Buka link tersebut dan cermati serta berikan analisis yang anda baca dari artikel tersebut. Berikan penjelasan singkat mengenai proses membentuk kepribadian calon pengusaha pada usia muda.

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# REFLEKSI

- Informasi penting hari ini
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- Manfaat penting dari informasi penting hari ini

- Tindak lanjut yang dapat saudara lakukan
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Thank You