

Discovering the Entrepreneurs Traits: A Systematic Review: A Zimbabwean Entrepreneurs Review

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ABSTRACT: Purpose: This papers aim is to identify personal and behavioural traits which drives the entrepreneurs intension. The family influence, work experience desire to create something new and the community environment influence and shape the entrepreneurs.

Design / Methodology- The research methodology used was a Systematic renew which involved analysis and identification of relevant literature on the entrepreneurs trait and analysed their relevance in shaping the entrepreneurs shape. The summarized findings were summarized to help other scholars researchers and poly makers on promoting entrepreneurship.

Findings: The literature analysis reealed global traits of entrepreneurs. The locally scholarly research was vague about the traits characterizing entrepreneurs in the local environments. This necessitates the need for further research on the traits, apart from a survivalist character. These survivalist approach were consistent with creativity innovative and Risk taking, that are widely associated with entrepreneurs.

Recommendations: The continued economic challenges in Zimbabwe will spar entrepreneurship due to retrenchments and increasing unemployment. The study of the personal and behavioral traits of the entrepreneur must be evolving as researchers attempts to understand the entrepreneur.

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Key Words; entrepreneurs, traits, risk takers creativity, innovation.

1. INTRODUCTION

the entrepreneur described as an adventurer by Cantillion (1734) and Schempeters (1934) described an entrepreneur as a visionary innovators whose creativity disrupts existing combinations and creates a new combination by way of products, process or new markets. An adventurer attempts to discover and in the process creates solutions. The visionary see far afield and uses the vision to disrupt the existing micro and macro-economics systems resulting in improved services, products and supply chains. The entrepreneurs evolved over the decades as part of economic evolution shared and not shared by different economists. However, today the entrepreneurs have become the engine or catalysts of economic growth globally. These two definitions of the 1700s shows creativity and innovation as a common phenomenon of entrepreneurs.

The entrepreneurs studies and investigations have been done over a longer of time. This researcher views intrapreneurs which is within the firm and entrepreneurs which are outside the firm or who have left the corporate to expand their creativity and entrepreneurs has created new products and services, new frontiers for enterprise through their innovation and creativity.

The entrepreneurs intrapreneurs traits can be defined as the personal behavioral and environmentally induced factors that drives their creativity and innovation. Boutllier (2014) et al. These traits must be understood in order to get the entrepreneurial's economic influence and creativity in developing a successful enterprise.

2. PURPOSE OF THE STUDY

The dynamics of entrepreneurs continue to match on, playing a significant economic disruptions and economic growth. The purpose of this study was to focus on the psychological traits of the entrepreneur and how these traits influence entrepreneurship.

3. LITERATURE REVIEWS

Cantillon R and Say as cited in Boutillier, S and Uzinidis D (2014) the entrepreneur is seen as an economic agent for transforming economic landscapes. That significant role has over time created new capitalism. Pattanayale S and Kakati 2020 cited Costa and McCrae (1992) who developed the OCEAN model of the entrepreneurial traits. The Openers to experience, Conscientiousness Extraversion, Agreeable and Neuroticism. These formed the benchmark of further research on entrepreneurial traits. Roustadt (2002) argues that acquired skills and genealogical skills combined to form the complex formation of entrepreneurial capability.

4. METHODOLOGY

The systematic literature reviews was used by identifying part relevant scholarly literature on the entrepreneurial traits. The global research articles and the African continent were used. The researcher feels that such an approach can encourage debate and further research in tracing the entrepreneur's traits as this field continue to grow.

5. DATA COLLECTION

The data was collected from specific literatures on motives, characteristics and traits of entrepreneurs across the globe. Previous researches and scholars work was used to look at the traits of entrepreneurs, therefore moving away from generalization.

The key data on a global scale was extracted from Yengailo. T and Qutiesshat, A (2022) particularly table 2,1 which was detailed by taking into account work done by other Researchers in other countries. Data gathered from this table from developed countries to developing countries. Continent by continent and region by region. Data by continent zeroed on Africa and the Southern Africa. Data from Ismal (2022), Jasis & Sakly (2022), Mhlanga (2019). Ndoro & Van Niekerk (2019). Iwara & Netshandama (2019), Isaga (2017) Mould (2014), Katongole et al (2013), Farrington (2012) and Suter and Burisa (2013) looked at traits of entrepreneurs in Africa.

The localized entrepreneurs' studies by Ndiweni, E & Verboeven H.A.L (2013) Munyoro E & Nyandoro Z, (2016) Thebe, P & Ncube E. (2015). Mutsikwa, M & Madziba, E (2021) and Zvavahera, P, Chigora, F and Tandl (2018) about entrepreneurial traits in Zimbabwe.

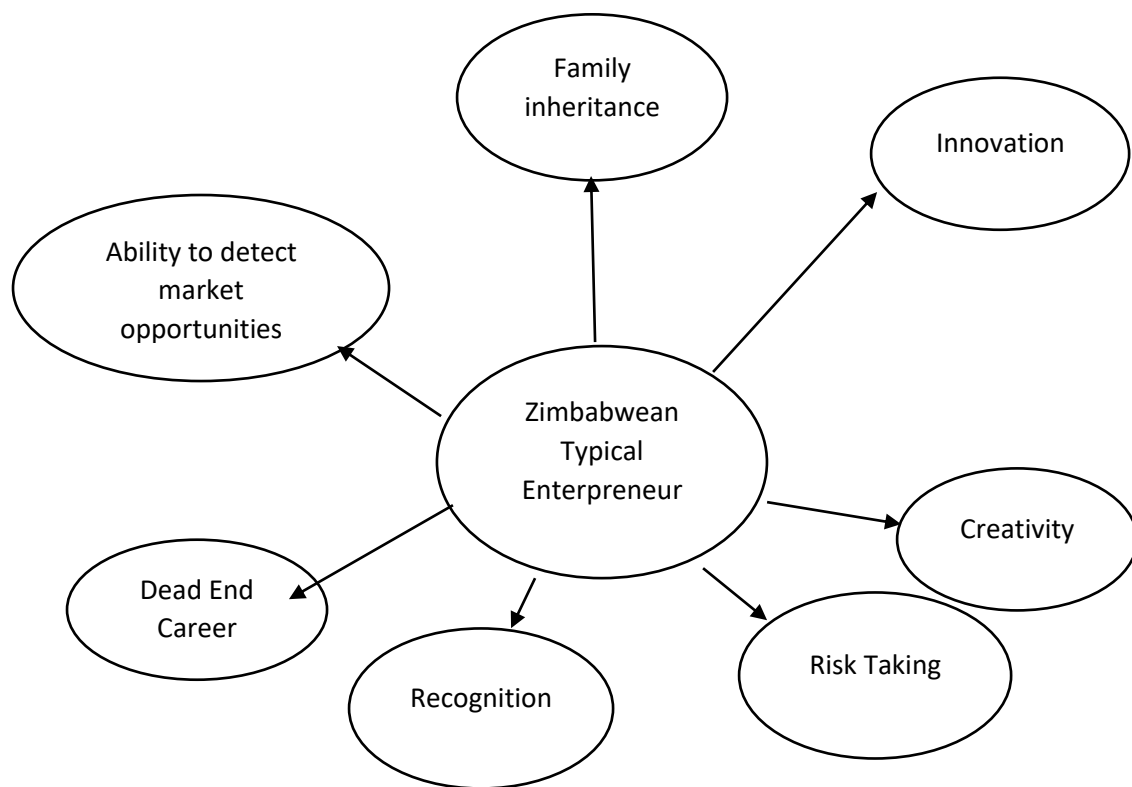
6. DATA ANALYSIS

Data mined from previous literature was grouped into groups of developed countries then by continents of Africa, Asia and Southern Africa. Such objective theme analysis meant to establish and match the Zimbabwean Entrepreneurs traits with the rest of the world and continents. The mined data as acknowledged by the researcher was from Yangailo, et al analyzed. Data about Zimbabwe were from Munyoro E et al 2016 about

the desire for independence, dead end careers, personal independence. Thebe and Ncube 's survivalist approach.

Developed Countries	Common Entrepreneurial Traits
France, Germany, UK, USA, Canada, Portugal Spain, Turkey	Innovatives, Risk,Taking , Self Confidence Emotional intelligence, Entrepreneurial Orientation. Ability to detect Opportunities. Enthusiasm Passion, curiosity Social skills, creativity Perceived Behaviours Work Attitudes Entrepreneurial learning.
Asia	Common Entrepreneurial Traits
India Pakistan Malaysia Vietnam, China Slovakia	Motivation Creativity Vision and foresight Trustworthy, consciousness, Needs for Achievements, Extraversion, Honesty, Openness, Risk Taking flexibility., Leadership. Managerial ability and materialism
Africa	Common Entrepreneurism Traits
Tunisia Egypt, Kenya Tanzania, Uganda Ethiopia, South Africa	Desire for achievement Desire for independence Autonomy, self-efficacy, internal locus of control, Agreeableness, Self-belief, Extraversion, Risk Taking, Transparency Persistence
Zimbabwe	Common Entrepreneurial Traits
	Family inheritance Self-Efficacy Survivalist Retrenchments Recognitions Dead career Personal independence

The 8 Factor model of the typical Zimbabwean entrepreneur



7. CONCLUSION

The analysis of the data showed very closely knit similarities from the developed world. Asia, Africa and Southern Africa with the exception of Zimbabwe which was heavily influenced by state of the economy which affected entrepreneurs behaviour. Systematic Reviews on Zimbabwe were more focused on the operating environment of the entrepreneurs, macro-economic challenges and unfavourable polices towards the entrepreneurs.

However, survilist trait can be interpreted as creativity and innovativity to survive therefore these two traits falls into the categories of other studies elsewhere. When retrenched one creates an alternative source of income using past experiences and ability to detect market opportunities. These, two additional two traits fits into the studies done in other countries. Family inheritance was common across the globe therefore not unique to Zimbabwe. In summary the following traits based on Systematic Review are:

- ❖ Family inheritance
- ❖ Innovatively
- ❖ Creativity
- ❖ Risk Taking
- ❖ Ability to detect market opportunities
- ❖ Existing Experience leading to Openness
- ❖ Dead End Career
- ❖ Recognitions

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