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Abstract

The field of SME networking has become very popular in the 1990's among researchers and practitioners. The positive outcomes of interfirm cooperation are not, however, always indisputable. In those few studies that have examined the real impact of cooperation on the performance of SMEs, the findings are not necessarily very promising or the outcomes have often been long in coming. The earlier empirical results indicate very clearly that the most important prerequisite for successful cooperation is that partners have positive attitudes towards cooperation and real will to cooperate. Why some entrepreneurs are actively seeking new networking relationships while some other entrepreneurs persist on surviving alone?

In order to promote the cooperative arrangements of SMEs, one should know the factors that keep SMEs and entrepreneurs seeking new networking relationships or keep them away from such arrangements. The basic question is whether favorable or unfavorable personality dimensions to networking attitudes can be identified. The secondary research question is whether some other background variables (age of entrepreneur, previous networking experience) have connection to networking attitudes. These research questions will be tested among handicraft entrepreneurs and those would-be entrepreneurs. In order to measure personality Myers-Briggs Type Indicator (MBTI) is used. The attitudes to networking were in all very positive among handicraft entrepreneurs and would-be entrepreneurs.

Respondents reacted a little more positively to looser cooperative types than to tighter types. Moreover, there were relationships between certain personality types and networking attitudes.