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**ROUTAMAA VESA & RISSANEN ANNA-LEENA:**

**Entrepreneurial Identity and Personality Types. 2004.**

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**Abstract**

*In promoting entrepreneurship, the importance of the personality of the potential entrepreneur is usually ignored. This study focuses on the question "What kind of entrepreneurship is appealing to business students". Especially the students' personality as a predictor of entrepreneurial identity is concerned. Jungian based Myers-Briggs Type Indicator was used to measure the personality types. The sample consisted of 285 students who were rating those entrepreneurial identities that they found attractive or less attractive. Nineteen different types of entrepreneurial identities, e.g. businessman-, inventor-, co-operative and team entrepreneur, were possible to rate by the observations. The results indicated that business students in Finland would favor team entrepreneur, trainer/consultant, manager, and businessman identities. By personality, each of the identities are favored or unfavored by quite different personality types. That is, when trying to focus different educational systems, the results can be useful.*