

6-12-2010

THE CREATIVE ENTREPRENEUR – MYTH OR REALITY? FINDINGS FROM PSYCHOMETRICAL TESTING (INTERACTIVE PAPER)

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Recommended Citation

Cesinger, Beate; Gelléri, Petra; Winter, Carolin; and Putsch, Daniela (2010) "THE CREATIVE ENTREPRENEUR – MYTH OR REALITY? FINDINGS FROM PSYCHOMETRICAL TESTING (INTERACTIVE PAPER)," *Frontiers of Entrepreneurship Research*: Vol. 30: Iss. 5, Article 18.

Available at: <http://digitalknowledge.babson.edu/fer/vol30/iss5/18>

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INTERACTIVE PAPER

THE CREATIVE ENTREPRENEUR – MYTH OR REALITY? FINDINGS FROM PSYCHOMETRICAL TESTING

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Principal Topic

Creativity is an indispensable component in the entire entrepreneurial process (e.g. Shalley & Perry-Smith, 2008; Sternberg & Lubart, 1999). Nevertheless, on the nexus on entrepreneurship and creativity mostly theoretical research (e.g. Lumpkin et al., 2004; Ward, 2004) can be observed. Few empirical studies assessed creative *tendency* among entrepreneurs and other occupational groups (e.g. Caird, 1991) while others examined creativity in Entrepreneurship (Education) (e.g. Yar et al., 2008; Miner et al., 1994) with personality tests. Consequently, our study aims at contributing to a more focused research attention on individual creativity among entrepreneurs by a valid creativity performance test.

Method

The ‘Test zum Planen und Gestalten’ (TPG; Test for Planning and Creating), developed by Schuler et al. (2009), is the first encompassing instrument to assess creativity as an eight-stage-process. Equally valid and reliable is its short version, the TPG-K. Based on preliminary findings, we applied the TPG-K complemented by a biographic and behavioral questionnaire of creativity to German entrepreneurs (N = 57) from various industries. Control group samples were gathered in preliminary studies (Borstendorfer, 2008; Heiner, 2008).

Results and Implications

Complementing preliminary findings, our results show that the TPG-K is a reliable and valid instrument for the assessment of creativity among entrepreneurs. Internal consistency of the whole scale is Cronbach’s $\alpha = .82$ with corrected item-total correlations between $r_{it} = .60$ and $r_{it} = .72$. Construct validity was analyzed by relating the TPG-K total score to the behavioral questionnaire showing high significance ($r = .35$, $p = .00$).

Criterion-related validity coefficients reveal that creative abilities measured by the TPG-K are related to turnover ($r = .33$; $p = .03$) and self-reported creativity ($r = .31$; $p = .01$) while patent owners (N = 27) score slightly higher in the TPG-K (101.83; SD = 11.30) than subjects who have not applied for patents (98.35; SD = 8.53). ANCOVA additionally showed the superiority of entrepreneurs to comparison groups in their creative abilities ($F(4) = 10.71$ ($p = .00$, $\eta^2 = .14$)).

To advance our sample-size, the online version of the TPG-K is finalized. By this we might gain deeper insights into the individual creativity of entrepreneurs, critical in understanding entrepreneurship as a phenomenon (Zhou & Shalley, 2003), and ameliorating and tailoring entrepreneurship education and framework conditions alike.

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