ENTREPRENEURSHIP AND CREATIVE LEADERSHIP (SUMMARY)

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ENTREPRENEURSHIP AND CREATIVE LEADERSHIP

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Principal Topic

Entrepreneurship has been attracting a lot of attention for a long time. Its relevance is associated to the benefits that entrepreneurial action produces. For instance, the uprising of new enterprises creates conditions for a sustained economic and social development in less-developed regions. In the ambit of organizations, the fostering of entrepreneurial action allows for growth and adaptation to mutable societal conditions. Finally, entrepreneurship produces a profound achievement feeling in those that act in an entrepreneurial mode. It is widely accepted that entrepreneurship is a complex, multifaceted, multilevel and dynamic phenomenon. It seems that the phenomenon should be more comprehensively studied searching for associations among multiple variables. One of the possibilities is the study of the relationship between entrepreneurship and leadership. The aim of this paper is to investigate this relationship through the association of two conceptual models. The first developed by Carland, Carland and Hoy (1992), states that everyone is an entrepreneur. Entrepreneurial behaviour is revealed by the presence, in varying intensity levels, of personality traits, risk taking propensity, innovative orientation, and strategic posture. The other, proposed by Rickards and Moger (2000), presents Creative Leadership based on the idea of leadership being central to understanding outcomes and performance of groups involved in innovation related tasks.

Method

A sample of 87 enterprises that operate in the trade of building supplies in a Southern Brazil city supplied data for this study. Overall, data were collected from 306 respondents, being 103 owner-managers and 203 employees. Factor analysis and reliability analysis were undertaken in order to verify adequacy of research instruments. Parametric and non-parametric statistics were also adopted for testing the proposed hypothesis.

Results and Implications

Our evidence shows a strong creative leadership component in entrepreneurial behaviour that is independent of gender, whilst being moderated by age and level of education. Another contribution derives from the fact that two models developed in Anglo-Saxon cultures were tested in a different culture showing that, at least for the scope of this paper, there seems to be cross-cultural regularities that may help in explaining entrepreneurial behaviour. This finding adds to general knowledge in entrepreneurship helping to consolidate a more comprehensive explanation of the field.

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