

Features of Emotional Sphere of Entrepreneurs in Trading Business

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Abstract: This study deals with the research of emotional sphere features manifestation in small businessmen in trading business from the perspective of gender and sexual identity. Purpose experiments to identify and justify the differences in the manifestations of the emotional sphere of entrepreneurs, men and women. To achieve the objective theoretical and empirical research methods were used: analysis and systematization of the literature on the topic of research, testing method, statistical methods of data analysis (Pearson correlation coefficient as well as the statistical Student's t-criterion). The study confirmed that most entrepreneurs have an androgynous type of gender (79% male, 82.8% female). Total 63.2% of entrepreneurs-men have an average level of risk while the majority of women (44.8%) have a low propensity for risk-taking. In stressful situations and entrepreneurs-men (89.5%) and women entrepreneurs (93.2%) have a high level of self-control. High levels of emotional stability is shown at 57.9% of entrepreneurs-men and 37.9% of women entrepreneurs. In the diagnosis of mental states and properties, it turned out that the scale "reactive aggression" is most pronounced and dismissed from the normal range both with men and women. During the correlation analysis between the studied parameters some backbone properties were identified. According to the study of modern risk readiness of entrepreneurs, we can conclude that the risk appetite is not a typical feature of the entrepreneurs in the field of trade business but women entrepreneurs are very cautious in situations of uncertainty. Both men and women entrepreneurs are characterized by a high level of regulation in stressful situations, emotional stability. Thus, we can say that male entrepreneurs and women entrepreneurs were not statistically different in the studied parameters. However, men have more pronounced masculine features than women. The similarity of the emotional sphere of entrepreneurs-men and women entrepreneurs may be due not only to one kind of activity that requires certain qualities but also due to the features of gender identity of modern men and women, more prominent manifestation of androgynous traits of most people, blurring of the boundaries of typically male and typically female behavior. The findings of the research can be used to further study the features of entrepreneurship, particularly in the field of trade business.

Key words: Entrepreneurs of trading business, gender, peculiarities of the emotional sphere, value orientations, mental states and properties, risk, stress

INTRODUCTION

Currently entrepreneurship as a social and economic phenomenon is gaining great momentum; number of people engaged in entrepreneurial activity is growing. Many scientific researches are devoted to the analysis of the psychological characteristics of entrepreneurs.

Ireland and Webb (2007) consider it necessary to study the business from the perspective of the integration of different disciplines: anthropology, economics, political science, psychology, sociology and others that allow to give a more objective and precise definition of this phenomenon. Entrepreneurial activity is diverse, it requires economic, political, legal, knowledge, usage of that knowledge in practice in different situations, so the

requirements for the entrepreneur are dispersed in different areas. He must have the ability to predict the political situation, hold the negotiation process do math, use his legal rights and so on. Shane and Venkataraman (2000) consider entrepreneurship as the realization of innovative ideas, of new possibilities. Weber (2014) also said the businessman is first and foremost an innovator, guided by his own values and norms. The basis of business is a new application of resources to pecuniary interest. The entrepreneur cannot generate "ideas" on his but he is able to use other people's creations, adapt and successfully apply them in his business. J. Schumpeter believed that the entrepreneur is the initiator of changes in the economic, social and political life of society. Businessman destroying the conservative structure of the

economy, disrupting its stability at the same time creates new products, allowing the economy to grow.

Carland (1984) understands entrepreneur as a manager whose main task is to increase income and grow the company. For effective management one must have organizational skills to be able to delegate responsibilities, rationally allocate human resources have methods of motivating employees, vary management styles from a totalitarian to a democratic, depending on the economic situation and phase of development of the enterprise.

Drucker (1985) contributed a special contribution to the study of business that affected theoretical and practical problems of management style, motivation and doing business. Drucker (1985) considered an innovative way of thinking as an important aspect of entrepreneurship by which the potential of the company is realized. At the same time, he completely refuted risk as an important factor in business, so he saw the cause of the ruin of entrepreneurs in misuse of knowledge and experience.

Currently, quite a lot of researches are aimed at studying the gender-sensitive entrepreneurship in the national psychology (Poznyakov and Titova, 2005) a problem of determination of the success of business activity is developed (Lukyanov, 2002; Mitina, 2002), attention is paid to the study of the dynamics of satisfaction with entrepreneurship (Poznyakov and Filinkova, 1999) to the development of entrepreneurial potential (Kotova *et al.*, 2002) analyzes of modern ideas about entrepreneurship is given (Muharlyamova and Holueva, 2014).

Zhuravlev *et al.* (2008) consider the relationship of entrepreneurs to competition and partnership based on their gender identity. The research has shown that women and men have a similar perception of competition and partnership. During the analysis of empirical data, it became known that competition with men is perceived more constructive in the business environment than the competition with a woman entrepreneur. This gives reason to believe that in today's society stigmas on the social functions of women are still strong.

Khanova (2012) considered strategies of successful entrepreneurs in crisis situations. She believes that an analysis of the current crisis and own actions helps entrepreneurs choose correct strategy of behavior under the circumstances. In the course of the study, it was found that successful entrepreneurs in a crisis situation use condominium strategies based on intellectual analysis of the available information.

Saprykin (2003) speaks about the need to support women's entrepreneurship. Special state programs can act as support, providing training and psychological support for women entrepreneurs.

The study and comparative analysis of the emotional sphere of entrepreneurs in the field of trade business will allow to study the characteristics peculiar to people engaged in trading business, highlight the psychological characteristics of men and women in this sphere of activity.

MATERIALS AND METHODS

As a methodological research instruments, we used the following techniques: a technique of S. Bem for diagnosis of psychological sex; diagnostic method of readiness to risk by A.M. Schubert; method of diagnostics of the state of stress (A.O. Prohorov); technique "Scale of emotional stability-instability (neuroticism)" by G. Eysenck; multi-factor personality questionnaire FPI. Small entrepreneurs of trading business in Yelabuga (Russia) participated as experimental samples of the research.

We used the computer program Excel for statistical analysis of the results of the empirical research. Let us consider a more detailed description of the diagnostic tools.

Method of S. Bem "Masculinity-femininity" is aimed at identifying of psychological sex and it identifies three types of gender: masculine is characterized by a predominance of men in the character traits such as courage, independence, assertiveness; feminine is characterized by contrast by female traits (softness, flexibility, warmth); androgynous sex involves equal development of both male and female qualities. At present, quite a number of people have an androgynous type of gender which is possible due to the mixing of the roles of men and women in today's society (Malkina-Pyhh, 2006).

Diagnostic method of readiness to risk by A.M. Schubert will help us to determine the degree of inclination of entrepreneurs-men and women entrepreneurs to take risks, break the rules, make decisions under uncertainty (Spivak, 2000).

Methods of diagnosing the state of stress (Prokhorov, 2004) reveals behaviors in stressful situations, the ability to regulate own behavior, quickly adapt to changing conditions.

Technique "Scale of emotional stability-instability (neuroticism)" by H. Eysenck is focused on investigation of the stability of the emotional sphere (Ilyin, 2001).

Multivariate FPI personality questionnaire designed for diagnosis of such conditions and personality traits as neuroticism, spontaneous aggressiveness, depression, irritability, sociability, even-temperedness, reactive aggression, shyness, openness and so on (Rogov, 1999).

RESULTS

Purpose to our investigation was to study and comparative analysis of emotional states and personality traits of entrepreneurs, men and women entrepreneurs from the position of gender psychology and gender identity.

We hypothesized that male entrepreneurs and women entrepreneurs will have differences on the following parameters:

- Willingness to take risks. Male entrepreneurs to be more risky than women entrepreneurs
- Regulation in stressful situations. Entrepreneurs male will have a higher degree of regulation in stressful situations than women entrepreneurs
- Emotional stability. Entrepreneurs male will be more emotionally stable than women entrepreneurs
- Mental status and properties. System creating mental states and properties of business men and women entrepreneurs will be different

These assumptions are based on the features of the social roles of men and women that historically were incorporated by society.

Diagnosis of social sex: Assuming that the business activity will impose a mark on the personal characteristics and behavior of men and women, we have carried out and analyzed the method of S. Bem "Masculinity-Femininity". The diagnostic results are presented in Table 1.

Mixing of male and female responsibilities leads to the formation of a new type of gender identity the androgynous sex which is inherent in both male and female personality traits. Exploring business men and women, it was found that the majority of both men (79%) and women (82.8%) have exactly androgynous type of gender.

Table 1 shows that the feminine gender type is less common, it is found in only 10.3% of women while men are not found at all. The feminine personality traits (humility, femininity, flexibility) can interfere in the conduct of business: during negotiations in situations of decision-making, etc. Feminine personality type assumes the position of "slave" rather than "master" while business activity, above all, requires individual's initiatives. Masculine gender type by contrast, is observed in 21% of male entrepreneurs, as well as 6.9% of women. Suppose that entrepreneurship requires activity, initiative, independence and organization, so that the feminine personality traits (softness, tranquility, the ability to give) will be erased and give way to the masculine as more successful in this area.

Table 1: Indicators of social entrepreneurs sex trade business

Gender type	Entrepreneurs-men (%)	Entrepreneurs-women (%)
Feminine	0	10.3
Masculine	21	6.9
Androgynous	79	82.8

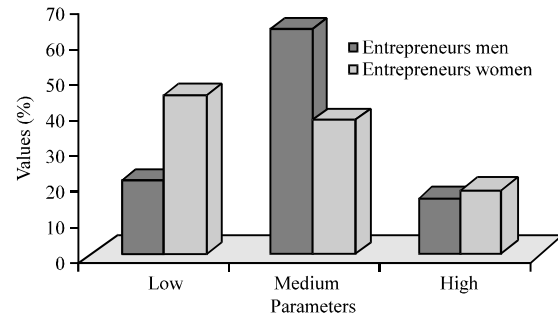


Fig. 1: Values of risk readiness of entrepreneurs in trading business

Diagnosis of risk readiness: One of important factors of entrepreneurship is risk. We give a definition of this concept. Risk an activity in a situation of uncertainty, the outcome of which can lead to different kinds of losses or acquisitions. The uncertain external environment appears due to the development of market relations and creates conditions of limited information in which a person is not able to clearly define the objectives and predict the results of his activities. The reasons for the uncertainty of risk situations may include: random events, restrictions on collection and processing of information, lack of material, human resources (Krylova, 1999).

Under the entrepreneurial risk, we mean the probability of loss of environmental, informational and other resources that can harm production and financial activities of the enterprise.

To study the willingness of entrepreneurs to take risks, we used the method of A.M. Schubert. The results are shown in Fig. 1.

Most entrepreneurs men (63.2%) have an average level of risk while the majority of women (44.8%) are more cautious and have a low propensity for risk-taking. Women have expressed maternal instinct associated with preservation and procreation which does not allow a woman to take risk. High risk for both compared samples has weak intensity, it is peculiar to only 15.8% of men and 17.2% of women.

For the mathematical treatment of the data, the Student's t-criterion was used. The critical values: t crit. ($p = 0.05$) = 2.01, t crit. ($p = 0.01$) = 2.69 are defined. Empirical value ($T_{emp} = 1.1$) fell into insignificance zone. Thus, the hypothesis H_0 of the absence of differences in the studied parameter is taken. Mathematical processing of the data showed that entrepreneurs-men and entrepreneurs-women do not differ in the degree of willingness to take risks.

Diagnosis of the regulation in stressful situations:

Situations of risk are closely linked with stressful situations, often interfering in a case where the potential risk provokes stress response of the body.

So, stress is a kind of organism reaction to any danger which is designed to mobilize the body to overcome the obstacle. Stressful situations can cause a number of factors (stressors) such as emotional burden, responsibility, lack of time, interpersonal conflicts, etc. Of course, each stressor will cause different reactions in each individual. Each person has an individual life experience that allows him to successfully solve, the problems he faced. An important factor determining response to stress is the level of importance of the situation for the person. The more important the specific situation is for a person, the more stress reactions it will cause. Thus, the reaction of each person to stress is individual and depends on its past experience, motivational orientation and personality characteristics (Shcherbatykh, 2008).

Stress causes a person to adapt to the new situation, to develop innovative ways of behavior. In case of bad adaptation possibilities of the psyche, a person in the situation of risk (and as a consequence of these situations) can have neuroses, psychosomatic diseases. In the absence of lability a man cannot adapt quickly and make decisions; the behavior in this case would be emotionally charged, unstable, the probability of making the right decision falls low as emotional reaction blocks analytical skills. Therefore, the ability to regulate behavior in stressful situations an important quality for an entrepreneur.

To study the ability of regulation of behavior in stressful situations, we used the method of diagnosing the state of stress by A.O. Prohorova. The results are shown in Table 2.

The majority of employers (89.5% men, 93.3% women) have a high level of regulation of behavior in stressful situations. Such people are able to control their emotions, they deliberately do not blame others for what happened. They are better in assessing situation, since they are not subject to emotions, take the right decision which leads to a constructive outcome.

The average level of regulation of behavior in stressful situations is typical for 10.5% of men and 3.4% of women. The behavior of these people in stressful situations is not always adequate, sometimes violation of emotional balance and the predominance of emotion over rational actions is possible.

The low level of regulation of behavior in stressful situations is observed in only 3.4% of women entrepreneurs while it is not registered with men at all. People with a low level of regulation in stressful situations

Table 2: Indicators of regulation of entrepreneurs behavior in stressful situations of trading business

Stress situations behavior regulation level	Entrepreneurs-men (%)	Entrepreneurs-women (%)
Low	0	3.4
Medium	10.5	3.4
High	89.5	93.2

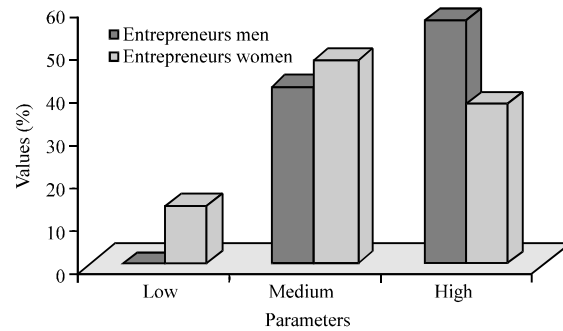


Fig. 2: Indicators of emotional stability as described in “Scale of emotional stability instability (neuroticism)” by G. Eysenck

quickly lose self-control, get emotionally exhausted, they are unable to make decisions under time pressure.

For the mathematical treatment of the data, the Student's t-criterion was used. The critical values have been determined: $t_{crit.} (p = 0.05) = 2.01$, $t_{crit.} (p = 0.01) = 2.69$. Empirical value ($Temp. = 0.4$) fell into insignificance zone. Thus, the hypothesis H_0 of the absence of differences in the researched parameter is accepted. Mathematical processing of the data showed that entrepreneurs-men and women entrepreneurs do not differ in the degree of regulation of behavior in stressful situations.

Diagnosis of emotional stability: To study the emotional stability of entrepreneurs, we used the technique “Scale of emotional stability instability (neuroticism)” by G. Eysenck. The results are presented in Fig. 2.

Figure 2 shows that women are more prone to emotional pains than men. The low level of emotional stability is inherent in 13.8% of women and it is not peculiar to men. At the same time, high emotional stability is observed in 57.9% of men while among women the figure is somewhat lower at 37.9%.

Subjects with low emotional stability are characterized by mood swings, poor adaptation to new situations, feeling a sense of concern and anxiety. Such people are emotional, impressionable, incontinence can be in communication with other people hypersensitive. When too much emotional instability is present inadequate response with respect to the environment, development of neuroses may appear.

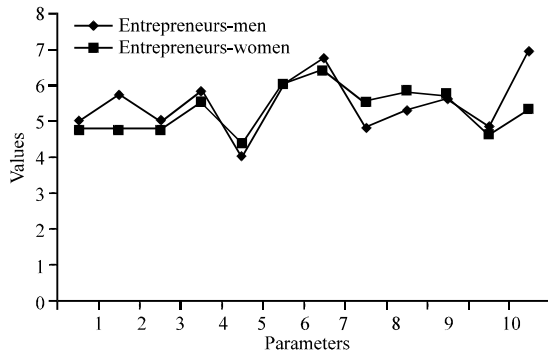


Fig. 3: Indicators of mental states and properties of businessmen in trading business: 1) Neuroticism spontaneous aggression; 2) Depression; 3) Irritancy; 4) Sociability; 5) Equanimity; 6) Reactive aggressiveness; 7) Shyness; 8) Openness extraversion-intraversion; 9) Emotional lability; 10) Masculinity-femininity

For the mathematical treatment of the data, we used the Student's t-criterion. The critical values have been determined: $t_{crit.} (p = 0.05) = 2.01$, $t_{crit.} (p = 0.01) = 2.69$. Empirical value ($T_{emp.} = 0.9$) fell into insignificance zone. Thus, the hypothesis H_0 of no differences in emotional stability among entrepreneurs-men and women entrepreneurs is accepted.

Diagnosis of mental states and properties: For the diagnosis of mental states and properties, we used multivariate personality questionnaire FPI. The diagnostic results are presented in Fig. 3.

Both men and women have most pronounced and dismissed from the normal range "reactive aggression". Such people are characterized by high levels of psychopathy, indicating the cold, calculating attitude to people, assertiveness, stubbornness when interacting with other people. The desire to dominate, the resistance of socially accepted norms could lead to conflicts and aggressive behavior. Entrepreneurship requires cold blood in decision-making, dominance in communication with others, ability to manage, so such feature as "Reactive aggression" is more pronounced. However in the case of a strong deviation from the norm this trait could lead to conflicts with others, excessive demonstrativeness that could damage business.

The lowest value in relation to the others but the one that is in the normal range both for men and women is found on the scale "communicativeness". It is assumed that entrepreneurs are forced to interact with people because of their activities in order to maintain business, perhaps, so we can observe a kind of satiety with communication and that is why, entrepreneurs do not feel the need for contact with other people.

The middle value "spontaneous aggression" of entrepreneurs-men is slightly higher than that of women. The high rate of the scale indicates the intemperance and impulsive personality. Men have a more pronounced aggressive behavior that may be dictated by social norms with respect to the "stronger sex".

Indicators of shyness and openness are slightly different. Women have higher values according to the scales, they show great modesty that in some situations involves stiffness and uncertainty, passive-defensive position. However, women are more open and honest in dealing with others, more inclined to social contacts.

Indicators of equilibrium coincide with the extreme point of the norm that confirms the assumption of high stress resistance and regulation of their own behavior as the typical feature of a businessman in trading business. The level of depression among men entrepreneurs is slightly higher than in women. Men are less likely to manifest their feelings which may contribute to appearance of depressive symptoms and conditions. However, it should be noted that the values on the scale are within the normal range.

Using a statistical criterion t-student, aimed at identifying significant differences between samples of the investigated features a mathematical data processing was conducted. Exploring the differences in all 12 scales at the 1% significance level, we revealed a difference ($T_{emp.} = 2.8$) on the scale of "masculinity-femininity". Mathematical analysis of the data shows that male entrepreneurs have more pronounced masculine features than women entrepreneurs.

To examine the relationship between the studied parameters, we used Pearson correlation coefficient. Correlation analysis in men reveals the following relationship for the investigational techniques: there is a direct strong relationship (0.72) between the indices of spontaneous aggressiveness and irritability. The more impulsive is behavior, the higher is likelihood of manifestation of affective reactions.

The coefficient correlation between indicators of neuroticism and emotional lability equals 0.7 which indicates a strong directly-proportional dependence. Neurotic personality is characterized by a reduced or increased emotional excitability, inadequate emotional reactions. Thus, the higher is the level of neurotization of a person, the higher is the instability of his emotional state.

Strong back-proportional relationship (-0.82) was found between indicators of sociability and shyness. The very definition suggests a lack of reserved demeanor, secrecy, shyness which naturally explains inversely proportional relationship between these indicators.

Was found average directly proportional relationship between “riskiness” and “extroversion” (0.58), “riskiness” and “sociability” (0.49) values. The more men entrepreneurs have an expressed focus on the external environment, the more sociable they are the more likely they will risk.

When considering all the statistically significant relationships between the studied parameters, we identified indicators that have the highest number of correlations which makes it possible to call them central or backbone in the characteristics that we test. Entrepreneurs-men had indicators of irritability, spontaneous aggression and depression as central ones. All three of these personality characteristics are closely related and form quality system.

The indicator “irritability” is directly proportional in relationship with the parameters of “emotional lability” (0.56), “reactive aggression” (0.6), “spontaneous aggression” (0.72) “openness” (0.4) and inversely proportional in relationship with “communicativeness” (0.5) parameter. Irritability of men is associated with an affective response to people around them with the emotional state of instability, aggression, desire to dominate, yet with frank wish to interact with other people openly. Inversely proportional relationship with parameter “communicativeness” can indicate a lack of desire to communicate with other people in a state of irritability.

The indicator “spontaneous aggressiveness” has a direct-proportional relationship with the parameters of “depression” (0.51), “reactive aggression” (0.56), “irritability” (0.72), “emotional lability” (0.6). The aggressiveness of men is associated with depressive state, spontaneous outbursts of anger, emotional instability.

The indicator “depression” is directly proportional in relationship with the parameters of “emotional lability” (0.83), “shyness” (0.47), “reactive aggression” (0.52), “irritability” (0.65) “spontaneous aggression” (0.51). That is, the more man’s depression is expressed, the more such traits as emotional instability, anxiety, stiffness, aggression will be manifested.

In the study of correlation connections of women, we found the following relationships: between the “propensity to stress” and “emotional stability”, we found a direct strong correlation (0.75). Stressful situations require high adjustment, rapid changes in behavior and emotional sphere lability. A person emotionally stable may express excessive rigidity which will contribute to the development of stress. Direct strong correlation is observed between “depressiveness of personality” and its “neuroticism” (0.7) as well as between

the “spontaneous aggression” and “irritability” (0.7). These figures are similar in attitudes which explains their interrelationship.

Reactive aggression and emotional lability became the central figures that have the largest number of connections between the studied parameters among women entrepreneurs.

“Reactive aggression” is connected with the parameters of “stress tolerance” (-0.49), “emotional lability” (0.49) “neuroticism” (0.64), “depression” (0.55), “irritability” (0.47).

Aggressive attitude to the social environment and inclinations to dominate are accompanied by low resistance to stress, emotional instability, irritability, inadequate responses.

“Emotional lability” is connected with the parameters of “stress tolerance” (-0.6), “neuroticism” (0.67), “depression” (0.84), “reactive aggression” (0.56), “shyness” (0.64). The more unstable is emotional state of women entrepreneurs, the harder, it is to cope with stressful situations, the more aggressiveness becomes manifested towards the other people, neurotic reactions to the situation, closeness, isolation are observed.

DISCUSSION

In the study of social sex of entrepreneurs, we revealed that the majority of respondents (79% of men, 82.8% of women) have an androgynous type of gender. We believe that the androgynous type of gender formed historically, due to the changes in structure of society, the emancipation of women, laying in the archetypes of family education and is not connected with the peculiarities of business. This area needs further study of social gender depending on the type of profession.

According to the study of modern risk readiness of entrepreneurs results, we can conclude that the risk readiness is not a typical feature of the entrepreneurs in the field of trade business but women entrepreneurs are very cautious in situations of uncertainty. This caution can be explained by women’s inherent maternal instinct, associated with the preservation and procreation.

Entrepreneurship involves frequent occurrence of risk situations, the representatives of small business develop a kind of “addiction” to these situations, they are trying to reduce risk because they can lose their businesses and act carefully, based on past experience, developing a more robust strategy.

Both men and women entrepreneurs are characterized by a high level of regulation in stressful situations. Entrepreneurial activity is often associated with stress. It involves making decisions under uncertainty. Therefore

for people with the highest levels of exhaustion and fatigue it would be difficult to operate successfully in this area.

Most entrepreneurs-men are characterized by high levels of emotional stability. Such people tend to adapt quickly to new situations, they are calm show interest in people around them, they have leadership qualities. Most women have inherent average level of emotional stability which is also a good indicator of emotional stability. Perhaps a small "gap" in the record of stability of women in comparison with men can be explained by the peculiarities of female behavior, emotionality peculiar for female nature.

When carrying out data mathematical processing, any statistically significant differences in the studied parameters between men entrepreneurs and women entrepreneurs have not been identified.

CONCLUSION

The study provides a basis to draw some conclusions: Most entrepreneurs, regardless of their gender identity have androgynous type of gender, characterized by mixing masculine and feminine traits. However, statistical analysis showed that men have more masculine personality traits than women entrepreneurs.

The index of readiness to take risks both for entrepreneurs-men and women entrepreneurs is in the middle range. Entrepreneurial activity implies some situations of risk. Faced with the need to frequently operate in a situation of uncertainty, the entrepreneur tries to minimize the level of risk, thereby reducing the willingness to take any risk.

The level of regulation of behavior under stress for both men and women entrepreneurs is high. This can be attributed to the ever-changing economic, political conditions that require mobilization of forces and constant readiness to change.

The indicator of emotional stability is more developed with men than with women but in the application of mathematical statistics no significant differences were found. That is, men and women are emotionally stable enough (average level). Entrepreneurship requires an analytical way of thinking and ability to abstract from their own emotions in order to achieve the goal.

Correlation analysis revealed backbone personal conditions of men entrepreneurs (irritability, spontaneous aggression, depression) and women entrepreneurs (reactive aggressiveness, emotional lability).

Exploring the emotional sphere of entrepreneurs in the field of trade business, we assumed that significant

differences in terms of riskiness, stress resistance, emotional stability between men and women will be observed.

Statistical analysis showed that no significant differences in terms of riskiness, regulation in stressful situations, emotional stability were found. Both men and women engaged in entrepreneurial activities have an average level of risk readiness, a high level of regulation in stressful situations, emotional stability. These results are explained by modern requirements for the implementation of business: quick decisions, actions in a situation of uncertainty, the ability to resolve conflict, display of assertive behavior.

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