



De La Salle University – Dasmariñas
GRADUATE PROGRAM

**THE COMMON PERSONALITY TRAITS OF SELECTED SUCCESSFUL
ENTREPRENEURS IN DASMARIÑAS, CAVITE**

A Thesis
Presented to the Faculty of the
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Master in Business Administration

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ABSTRACT

SAITANAN, M.V., S., The Common Personality Traits of Selected Successful Entrepreneurs in Dasmariñas, Cavite. Master in Business Administration, De La Salle University-Dasmariñas, Cavite, February 2010. Adviser: Ma. Celeste M. Molina, MBA.

This study aimed at finding out whether self-made Filipino businessmen in Dasmariñas, Cavite attribute their career success to the following personality traits: ability to marshal available resources, ability to organize and administer, achievement oriented, calculated risk taker, commitment, determination and perseverance, competitiveness, creativity and imagination (thinking abilities), energetic stance, enterprising nature, hardworking, vision and foresight, independence, innovativeness and ability to adapt to change, quick decision making ability, sense of responsibility, tenacity, and thriftiness.

This study examined the aforementioned traits of entrepreneurs which are the crucial ingredients in attaining success as well as their demographic profile (personal and business) and motivational factors. It specifically aimed to accomplish the following:

- 1) Determine the demographic profile of selected Filipino entrepreneurs in Dasmariñas, Cavite.
- 2) Find out the personality traits of the successful entrepreneurs.
- 3) Establish the significant differences among entrepreneurs when grouped according to socio-demographic and motivational factors.

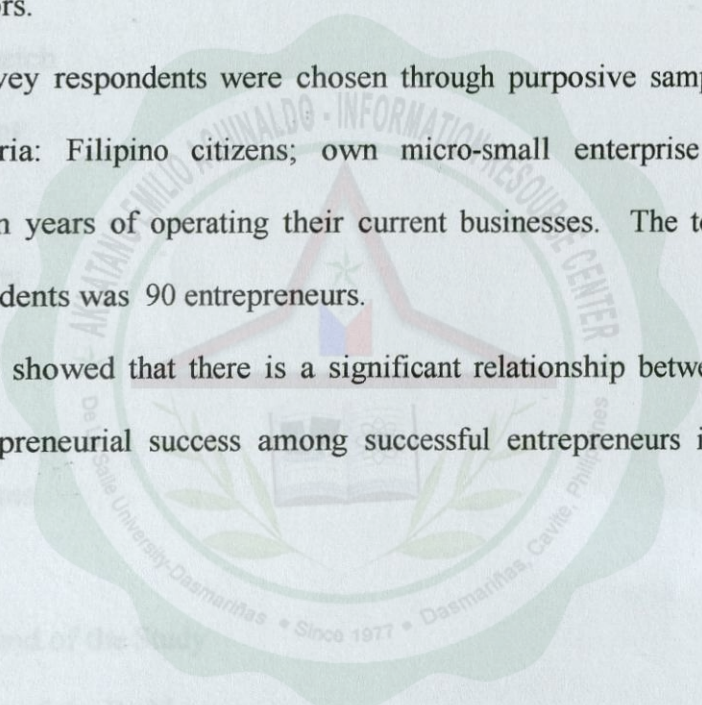


- 4) Verify the strength of relationship between personality traits and selected success indicators.

This paper employed the descriptive approach in analyzing the perception of respondents on the motivational factors that made them become enterprising, while correlation was used in establishing the relationships between traits and selected success indicators.

The survey respondents were chosen through purposive sampling using the following criteria: Filipino citizens; own micro-small enterprise (MSEs); and minimum of ten years of operating their current businesses. The total number of qualified respondents was 90 entrepreneurs.

Findings showed that there is a significant relationship between personality traits and entrepreneurial success among successful entrepreneurs in Dasmariñas, Cavite.



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CHAPTER I

INTRODUCTION

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