

Socio-psychological portrait of IT entrepreneur in Russia

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The need for socio-psychological research of IT entrepreneurs is required in our country for a very long time. In the modern world, the founders of IT companies contribute to the development of the economy of Europe and the West: they develop their business, compete with new ideas with determination. IT entrepreneurs are a desired pattern for the younger generation.

This socio-psychological study aims to describe the socio-psychological characteristics and cultural preferences of IT entrepreneurs in Russia. Along with this, understand their motivation for creating and developing a business.

For the development of IT entrepreneurship in Russia, it is necessary to know the needs and views of entrepreneurs, to speak the same language with them. And the study of the psychological, cultural and value orientations of the entrepreneurs help in the formation of political and public programs to support entrepreneurship in Russia. In addition, it is important to understand that today's leaders in business tomorrow become powerholders and the future of Russia.

In Russia, modern socio-psychological research of IT entrepreneurs is the rare case. We studied the features inherited in entrepreneurs, political and commercial preferences, and the social activity of entrepreneurs.

The purpose of this study is a conclusion about the socio-psychological characteristics, motivation and cultural preferences of the entrepreneurial layer of the Russian IT sector.

The object of the study - IT entrepreneurs - the men who own and manage their own business in the Moscow region, the age of respondents is from 27 to 35 years.

Fourteen in-depth interviews are conducted with entrepreneurs. All study participants have been running their business for more than 3 years. The sample is convenient.

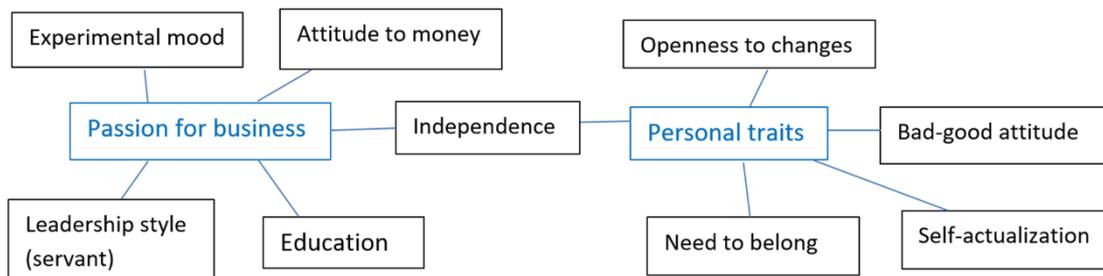
A preliminary selection of respondents is conducted by the filtering survey method.

In practice, this study is useful for finding the right psychological approach and choosing adequate argumentation in communicating with IT entrepreneurs personally and with representatives of state and public services.

Topics for clarification:

- socio-psychological characteristics of IT entrepreneur;
- cultural and value preferences of an IT entrepreneur;
- the attitude of the entrepreneur to the family, spiritual values, art, education, people;
- motivation for creating and developing a business: financial or spiritual background;
- how traditionally is the entrepreneur oriented in decision making;
- the ratio of the practical activities of the entrepreneur with his worldview position;
- study of the internal and external independence of the entrepreneur;
- lack of conformity to social influence.

A qualitative analysis of the data is based on the theoretical (analytical) type



(Braun & Clarke, 2006). As a result of the analysis, a probable socio-psychological portrait of an entrepreneur of Russia is formed.

Final thematic map, showing two main themes and sub-themes

For an IT entrepreneur in Russia, self-realization is crucial. He achieves this through business activity. That is why creating a business for him is a desire for freedom, creativity and innovation (openness to change, the desire to experiment, independence). Material values are only a way to achieve freedom and self-development (attitude to money, self-realization).

The choice between social and personal rules is decided in favor of the second (non-conformity, good / bad attitude).

At the same time, he unknowingly demonstrates the need for people who share his social attitudes and interests.

An entrepreneur is emotionally passionate about his work. His work process is combined with all areas of life: family, leisure, sports.

The structure of values is built according to the following principle - after reaching a goal, a new one is instantly generated.

As for attitudes to public norms and the law, the IT businessman does not take into account the public opinion, realizes his business potential, nonconformal and self-confident.

In addition to this picture, a businessman demonstrates the following qualities: internal independence; optimism; focus on practice; openness to change and an experimental approach; self-projection on others.

Thus, the Russian IT entrepreneur has an internal light for an active purposeful activity to implement his ideas, and this feature affects his values and attitude to culture. The main motivation for creating a business is not self-enrichment, but self-realization. The results of the study show the similarity of Russian IT entrepreneurs and international ones except social norms attitudes.

References

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