

Socio-psychological portrait of IT entrepreneur in Russia

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PROBLEM

Digital transformation of economics

IT entrepreneurship becomes a desired pattern for the younger generation

Business depends on graduates' new level of competence and activity



Entrepreneur is the driving force of economic development and social progress

Socio-psychological portrait of a modern IT entrepreneur



- **W**hat socio-psychological characteristics and cultural preferences of Russian IT entrepreneurs?
- the motivation for creating and developing a business;
- the attitude of our respondents to religion, art, family values;
- defining spiritual values of modern technological businessmen

Theoretical background

Traditional and IT entrepreneurs (mutual characteristics)

- **H**igh expectations of parents regarding the achievements of the child
- **I**nadequate emotional connection with parents
- **S**elf-provision
- **W**orkaholics, perfectionists, independent and charismatic leaders (the need to create an own world).
- **T**he created organization is a kind of family replacement, where the employee's leaving is perceived as a betrayal
- **U**nconscious avoidance of emotional pain and emotional involvement in relationships with people

Traditional & IT entrepreneurs

Traditional

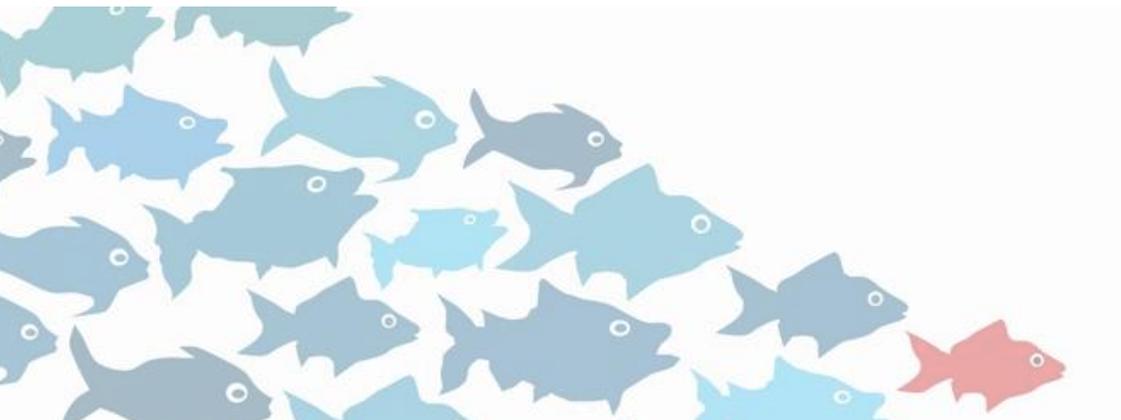


IT

- from lower social strata
- often grew up without a father, and had to replace his role in the family early
- the business is built on the need to survive, “self-made”
- they see own place in the company in its center, the company is a continuation of the family
- intuitive decisions, work hard, leaving employees or leaving the business is traumatic for them
- prefer centralized structures and dominant management style
- relationships in the company are built on trust and a sense of belonging
- come from middle-class families, where both parents work & were engaged in development and education of the child, but did not provide emotional safety and contact
- work is perceived as a game
- decisions are made rationally
- mission in creating innovative technologies, a product that is useful for the whole world
- it's peculiar to create a network where the leader is its important part
- they take the exit from the project calmly, as they are full of new ideas for future
- IT entrepreneurs are not alone: from childhood they create their own circle of friends with whom they have a similar lifestyle

Traditional and IT entrepreneurs (transformation)

The evolution of entrepreneurship - from the **survival and creation of a product “from nothing”** to the **continuous improvement of products, multi-level service and perfectionism** - the expected transformation during the technological revolution



Are there certain personality characteristics and attitudes that predict the likelihood of entrepreneurship?

Are there personality traits that predict the success of an entrepreneur?



GOALS OF THE STUDY

Topics to be clarified:

- 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

Hypotheses

H1. IT entrepreneurs have **an internal need for dynamic purposeful activity to implement their ideas**, and this quality determines their cultural, spiritual and social values

H2. The **motivation** for creating and developing their business for IT entrepreneurs is **intangible**, money for modern entrepreneurs is not the main goal of the business

H3. IT entrepreneurs are **not conformal to social influence** and social norms

SAMPLE

N= 14 owners personally leading their companies for more than 3 years

Men 100%

Age 27-35

Education higher

- IT entrepreneurs
- Convenient sampling
- Moscow region



METHOD

Material 14 semi-structured deep interview (Belanovsky)

Analysis method qualitative thematic analysis
1 problem-oriented interview

MEASUREMENT. Interview plan

Introductory block

1. Education.
2. Motivation to create a business. Self-esteem.
3. Faith (attitude to religion, spirituality, attitude to modern values).
4. Family and marriage. (social portrait of the family, attitude to the family, family values).
5. Art (attitude to mass art, visual art). Free time.

Data analysis: qualitative thematic

1 step. Familiarizing yourself with your data

2 step. Generating initial codes

3 step. Searching for themes

4 step. Reviewing themes

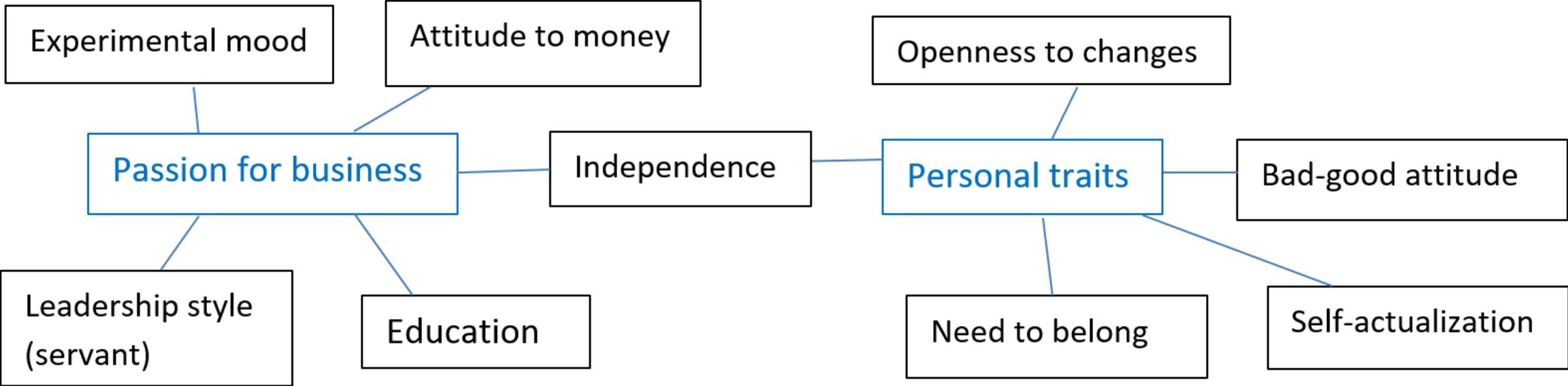
5 step. Defining and naming themes

6 step. Report



Results

Final thematic map with 2 main themes and sub-themes



Results

Passion for business –

inner aspiration of our participant to reach his goals in implementing his ideas into reality «create a good team doing great things»

*leadership style
independence
money
experimental mood
education*

Personal traits –

characteristics of participants which are well-seen by others and were shown by themselves during the interview

*openness to changes
need to belong
independence
self-actualization
bad-good attitude*

Portrait of Russian IT entrepreneurs

- 1. Internal independence.** Our businessman is followed by own principles and motives, he doesn't need any external stimulation, systems of motivations and encouragement. Model of such people: I wanted – I made it.
- 2. Optimism.** Our businessman considers his life chances better than others', he believes in his competency. He is distinguished by high resistance to failures, even to large one. Failures don't make him give up but, on the contrary, lead to mobilization of all his vital resources. "Life is always what you think of it"
- 3. Practice –orientation.** Real perception of the world. He lives in the present, not future and past. He's absolutely quiet, looks forward in realistic way, he isn't afraid of future and doesn't build air-castles.
- 4. Openness to changes** and experimental approach. He is able to catch all possible opportunities around him and to use them as much as possible. Any adverse situation, he can force to work for better. He considers functional management decisions as the most successful - such as creation of a new project without financial investments.
- 5. Self- projection.** High requirements to people and to himself. He expected the same quality of knowledge and education, equal treatment (see others as partners)

Portrait of Russian IT entrepreneurs

6. IT businessman is rather not conformal regarding public social influence that is shown in the following:

- future businessman doesn't come under parents influence since his childhood;
- our businessman chooses the employees on the basis of his own experience; he projects himself on others;
- he perceives TV as a danger for inside independence, as a result, he watches TV very rarely, more important for him to save independence and generate own opinion on news;
- doesn't accept someone's point of view on art, he is confident only in own assessment. He prefers to make decisions on his own, doesn't need advices.
- the relations in own family: with children and with the wife – partnerships.

According to the expert: *"These people are not conformal because they are inclined to make decision themselves, to decide what is right and to set rules. They can behave loyally in relation to people, inside the systems and organizations, but they will always keep internal independence from external factors and opinions"*

7. Constantly new purposes for himself. As soon as he achieves goals – he creates new ones. He doesn't plan retirement. The constant internal engine forces him to go forward.

CONCLUSION

The Russian IT entrepreneur has an internal, independent (from external influence) demand of the active purposeful activity to implement his ideas, and this trait impacts the value attitude.

The money for entrepreneurs are not the main purpose of the business.

Basic motivation of creating business is not a pursuit of enrichment but self-realization.

And entrepreneurs are mostly not conformal to social influence and social norms.

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CONTACTS

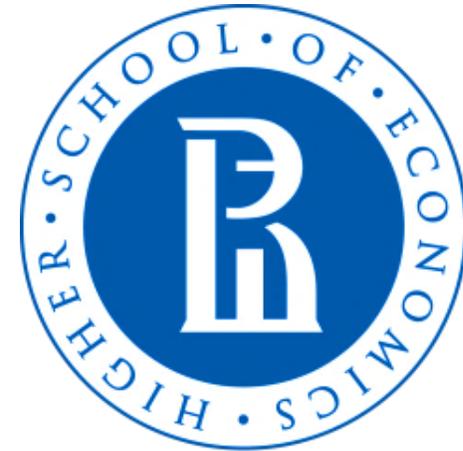
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