

"Personality Traits and Their Influence on Women's Entrepreneurial Journeys in the 21st Century"

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Purpose

This research examines the impact of personality traits such as profit orientation, Flexibility, Positive Mindset, Courage, and Communication on women's entrepreneurship. It aims to provide insights into how these traits shape the thought patterns and behaviours that influence entrepreneurial success, helping women entrepreneurs navigate and succeed in the modern business world.

Design/Methodology

Focusing on women entrepreneurs in Haryana, the study uses the SEM model for data analysis. Data was collected from 300 women entrepreneurs who owned businesses through a structured questionnaire.

Findings

The findings highlight that all examined personality traits—profit orientation, flexibility, positive mindset, courage, and communication—are essential in fostering entrepreneurial success. These traits significantly enhance women's ability to navigate business challenges, drive innovation, and sustain growth in the 21st century.

Research Limitations/Implications

This study is limited to a specific group of women entrepreneurs in Haryana and focuses solely on the identified personality traits. Future research could explore additional traits or examine a broader demographic for generalizability.

Practical Implications

The research emphasizes that personality traits are critical to business success. Entrepreneurs should recognize that these traits influence both daily operations and long-term growth. Developing and leveraging these traits strategically can improve decision-making, team dynamics, and adaptability to market demands, ensuring the sustainability of their ventures.

Originality/Value

This study provides a unique model focusing on women entrepreneurs, highlighting the importance of

personality traits in business success. It offers valuable insights into the traits that contribute to effective business management and growth.

Keywords: Women Entrepreneurs, Personality Traits, Flexibility, Positive Mindset, Courage, Communication Skills, Profit Orientation

Introduction

Women entrepreneurs are a formidable force in the business landscape, effectively navigating various fields and demonstrating competence and efficiency (Zhao & Seibert, 2006). Traditionally, social norms have confined women to domestic roles, often overshadowing their talents. However, it is the trailblazers who, by overcoming these constraints, recognize their worth and advocate for change, thus paving the way for others (Nicolaou & Shane, 2009). Their endeavours have reshaped mindsets, dismantled outdated traditions, and fostered an inclusive society that respects and encourages women to pursue their chosen careers (Goyal & Prakash, 2011). These advancements are largely attributed to the powerful influence of positive attitudes that drive success (Kumbhar, 2012). Personality traits are crucial in shaping thoughts, behaviours, and relationships, making them essential to understanding human experience (Hunter & Leone, 2010). Empowerment, innovation, and openness to change enable women entrepreneurs to thrive, stimulate innovation, and contribute to business growth (Ekpe, 2011). These traits enhance mental flexibility and problem-solving skills when challenges arise. Emotional stability fosters hope and reduces the risk of mental health issues, while mindfulness promotes overall well-being. By understanding and harnessing these behaviours, women can achieve personal growth, effectively navigate difficult situations, support their communities, and lead fulfilling lives (Quader, 2012). On a larger scale, the collective impact of individuals who embody positive personality traits can drive cultural shifts and societal transformation (MD et al., 2013). Through resilience, compassion, and integrity, individuals can challenge inequalities, advocate for justice, and promote inclusivity and diversity (Singh, 2014). Ultimately, the cumulative effect of these traits contributes to a more compassionate, innovative, and harmonious society, empowering individuals to make meaningful contributions and leave a lasting impact on the world (Boz & Ergeneli, 2014). As more women break free from traditional gender roles, they inspire a new generation to follow in their footsteps. This shift not only contributes to the growth of the global economy but also fosters greater social change. Women entrepreneurs are increasingly seen as agents of innovation, offering diverse perspectives and creative solutions to age-old challenges. Their influence extends beyond business outcomes; they bring new ideas to communities, establishing businesses that reflect the unique needs of women and marginalized groups. Women entrepreneurs often create organizations that prioritize social responsibility, environmental

sustainability, and the well-being of their employees, contributing to a more ethical and equitable business ecosystem.

The growth of women-led businesses has also been facilitated by the increasing availability of support networks and mentorship programs, which empower women to reach their full potential. These initiatives provide opportunities for skill development, networking, and knowledge sharing, thus enhancing their leadership capabilities and confidence. Furthermore, women entrepreneurs frequently collaborate with others to amplify their impact, engaging in partnerships that promote shared values and long-term success. These collaborations are instrumental in overcoming barriers such as access to capital, which has traditionally been a significant hurdle for women in business. As a result, women entrepreneurs are not only achieving individual success but are also contributing to the broader advancement of gender equity in business. In addition to their direct contributions to economic and social change, women entrepreneurs play a crucial role in shaping the future of work. By challenging established norms and introducing new ways of thinking, help to redefine leadership, work-life balance, and workplace culture. Their businesses often prioritize flexibility, inclusivity, and empathy, which are increasingly seen as critical elements in fostering productive and healthy work environments. These changes not only benefit women but also create more inclusive workplaces for people of all genders. Moreover, women entrepreneurs are shaping the future of industries such as technology, healthcare, and education, fields that are often seen as male-dominated. By breaking barriers and excelling in these fields, women are demonstrating that innovation is not limited by gender, and their contributions are shaping the future of these industries. The impact of women entrepreneurs is not just felt in their immediate circles but reverberates throughout society. By embodying leadership qualities such as resilience, vision, and determination, women entrepreneurs set examples for others, particularly young girls, who aspire to take on leadership roles. This shift in societal attitudes toward women's leadership helps dismantle stereotypes and encourages more inclusive representation in all sectors. As the number of women entrepreneurs continues to grow, the business landscape becomes more diverse, equitable, and dynamic, providing opportunities for everyone, regardless of gender. In this way, women entrepreneurs are not only transforming the business world but are also actively contributing to the creation of a more just, fair, and thriving society.

Review Of Literature

Javadin & Singh (2012) examined the factors influencing the growth of Iranian women entrepreneurs, focusing on self-employment, risk-taking, vulnerability, and cultural and social leadership. It also

highlighted some of the broader issues faced in Iran. Personal factors that significantly contribute to their success include high self-efficacy and a willingness to take risks. However, these women encounter substantial obstacles, such as negative stereotypes and restrictive social norms, which they must overcome. **Ismail et al (2012)** investigated the factors that motivate women to pursue entrepreneurial careers. Personality traits include achievement motivation, self-efficacy, and tolerance for ambiguity. Leadership factors such as appropriateness, consistency, and effectiveness are also identified. The results showed that the relationship between positive attitude and leadership was weaker for women. **Mitchelmore & Rowley (2013)** presented empirical research on the entrepreneurial competencies reported by female entrepreneurs committed to growing their businesses. Four main clusters of competencies were identified: personal and relationship competencies, business and management competencies, entrepreneurial competencies, and human relations competencies. The findings suggest that female entrepreneurs value these competencies more highly than their male counterparts. **Pandey (2013)** analyzed the demographic profile of women entrepreneurs in the Lucknow district of Uttar Pradesh and examined the various motivations that encourage them to start their businesses. Education is an important factor in encouraging women to start ventures. Through this, higher education and family support, women gain self-confidence and are better aware of their strengths. **Maden (2015)** aimed to explore women's entrepreneurship in Turkey, focusing on the profile of women entrepreneurs, the primary motivations driving their decision to start their businesses, the challenges they encounter during business initiation and operation, and the support systems available to them. The results highlight significant similarities among Turkish women entrepreneurs in terms of their personality traits or characteristics. Successful women entrepreneurs in Turkey are often described as persistent, determined, patient, mentally strong, visionary, and innovative. On the other hand, securing and managing capital emerged as the most significant challenge for women entrepreneurs in Turkey, despite the availability of various support mechanisms. The findings also revealed that the majority of women entrepreneurs in Turkey rely on traditional methods to obtain financial support. **Anggadwita & Dhewanto (2016)** focused on how personal characteristics and social knowledge significantly influence women's entrepreneurial intentions in small and micro businesses. The findings indicate that personality traits are mediated by psychological characteristics, with personal abilities having a positive effect on entrepreneurial intentions. Research also shows that psychological characteristics play a crucial role in shaping personal abilities. Furthermore, while social attitudes do not directly affect entrepreneurial intentions, they have a substantial impact on individual behavior, shaping how women approach and pursue entrepreneurial opportunities. **Schneider (2017)** investigated the entrepreneurial competencies among female entrepreneurs, based on a

study of 306 women in micro and small enterprises (200 from Germany and 106 from Ireland), demonstrating that these competencies, as a higher-order latent construct, significantly influence entrepreneurial success. The competencies of women entrepreneurs in both Germany and Ireland are defined by six key first-order factors: practical managerial skills related to specific tasks, self-assurance, and an entrepreneurial mindset, skills in competition and risk-taking, innovation, and the roles of founder and innovator. Together, these competencies are instrumental in shaping the overall success of women entrepreneurs in these regions. **Aggarwal et al (2018)** highlighted the significance of motivational factors in the entrepreneurial success of women in India. Key motivational factors identified included independence, satisfaction, earnings, security, recognition, and success factors encompassing competencies, government support, market awareness, personal characteristics, and social networks. These motivations empower women with the self-confidence to engage in entrepreneurial activities more progressively. The study concluded that achieving financial independence enables women to maintain their standard of living while expanding their enterprises nationally and internationally. **Bhanda (2018)** identified the personal characteristics of successful female entrepreneurs abroad in developing countries, especially in Mexico. This study was designed to develop a theoretical model based on existing data on the personal characteristics of successful female entrepreneurs. The model has three key elements of success: balance, resilience, and determination which help them in enhancing their ventures. **Shashtri et al (2019)** explored the motivations and key challenges faced by women entrepreneurs running small businesses in Jaipur, Rajasthan. Research showed that female entrepreneurs are often driven by creativity, innovation, individuality, independence, and commitment to humanitarian aid to start a business. A key hindrance was their ability as a professional entrepreneur was not recognized and acknowledged by society. Furthermore, the cultural norms reflected in the gender-specific role distribution result in the problem of work-life balance. **Khurshid et al (2021)** aimed to investigate whether psychological factors (social identity, self-actualization, and self-esteem) and the theory of planned behaviour affect women's business purpose. The results showed that women who scored higher on socialization, self-efficacy, and self-esteem had stronger entrepreneurial intentions. The effect of extraversion as a moderator on women's entrepreneurial intentions is weak. The findings highlight the direct and indirect effects of psychological problems on women's entrepreneurial intentions. **Salve (2022)** analyzed how psychological and non-psychological factors affect women's entrepreneurship. Psychological measures include tolerance for uncertainty, risk propensity, need for achievement, and locus of control. Non-psychological factors considered are competence and innovation. The findings show that psychological and non-psychological factors have an impact on Pakistani women's entrepreneurship. **Hidayana (2024)**

focused on investigating various factors that mediate the satisfaction of needs among women doing business and the relationship between knowledge entrepreneurship and e-commerce. First, the findings show the positive relationship between entrepreneurial knowledge and e-commerce of women entrepreneurs. Second, the study found that need satisfaction and locus of control play an interactive role in the relationship between businesswomen's knowledge entrepreneurship and E-commerce.

Hypotheses Development

1. Flexibility

Flexibility is the ability to adapt to changing circumstances and embrace change with a positive mindset (Rao, 2016). It involves maintaining an open mind and being willing to modify plans, strategies, or behaviors in response to new information or unexpected challenges. Flexible individuals can quickly make comparisons, identify creative solutions, and seize opportunities as they arise (Agarwal & Lenka, 2017). This adaptability not only enhances personal growth but also fosters collaboration and innovation within teams, as it encourages appreciation for diverse perspectives and ideas. Adaptability is a crucial trait that enables both individuals and organizations to thrive in dynamic and uncertain environments (Schneider, 2017). The benefits of flexibility can significantly enhance personal and professional lives. It allows individuals to adjust swiftly to changes, reduces stress, and improves problem-solving capabilities. When agile individuals are open to new ideas and approaches, they are better positioned to capitalize on opportunities and drive innovation, contributing to both personal growth and organizational success. This adaptability fosters resilience, making it easier to cope with challenges and setbacks (Hodges et al., 2017). In a team setting, flexibility promotes collaboration and effective communication, as team members are willing to consider and integrate various viewpoints. Ultimately, this adaptability leads to increased overall productivity, profitability, and satisfaction, making it an invaluable asset in today's fast-paced world.

H1: Flexibility significantly affects Women's Entrepreneurship

2. Positive Mindset

A positive mindset is a psychological trait characterized by an optimistic outlook and a proactive approach to challenges. Individuals with a positive mindset tend to view difficulties as opportunities for growth rather than insurmountable obstacles. This trait has been linked to numerous benefits in both personal and professional contexts. A positive mindset can enhance resilience, enabling individuals to bounce back from setbacks more effectively. For instance, emphasizes that optimistic individuals are more likely to engage in problem-solving behaviours and maintain motivation in the face of adversity Seligman (2011). This resilience not only aids personal well-being but also contributes to better performance in various areas, including academics and the workplace. Moreover, this mindset fosters creativity and innovation. These

positive emotions can broaden an individual's thought processes, leading to more creative and flexible thinking Isen (2000). This enhanced creativity is vital in professional settings where innovation is key to competitive advantage. Additionally, this can ameliorate interpersonal relationships. It also highlights that positive emotions can strengthen social bonds and enhance cooperation among team members. This collaborative spirit is crucial for effective teamwork and organizational success.

H2: Positive Mindset significantly affects Women's Entrepreneurship

3. Courage

Courage is a fundamental character trait that involves the ability to confront fear, pain, uncertainty, or intimidation. It is often associated with taking risks and making difficult decisions, even in the face of adversity. This trait plays a crucial role in personal development and leadership. It can be manifest in various forms, including physical, moral, and emotional courage. Physical courage relates to bravery in the face of physical harm, while moral courage involves standing up for one's beliefs and values, even when it may be unpopular or risky (Peterson & Seligman, 2004). Emotional courage, on the other hand, refers to the ability to face one's own emotions and vulnerabilities honestly. The courage trait is linked to resilience and growth. Individuals who exhibit courage are better equipped to handle challenges and setbacks, as they are willing to confront their fears and learn from their experiences Brown (2010). This willingness to take risks and embrace vulnerability fosters personal growth and enhances overall well-being. Courageous behaviour can create a culture of trust and openness within organizations. It is a vital trait that enables individuals to confront fears, take risks, and make principled decisions, contributing to personal growth and effective leadership (Peterson & Seligman, 2004).

H3: Courage significantly affects women's entrepreneurship

4. Communication Skills

Communication is a fundamental trait that encompasses the ability to convey information clearly and effectively, as well as to listen actively and respond appropriately. This trait is crucial in both personal and professional settings, as it facilitates understanding, collaboration, and relationship-building. Effective communication involves several key components, including clarity, conciseness, and active listening. Clear communication helps prevent misunderstandings and ensures that messages are received as intended Adler and Rodman (2006). Conciseness is equally important; being succinct allows the receiver to grasp the essential points without unnecessary elaboration. Active listening is a critical aspect of communication that involves fully engaging with the speaker, demonstrating empathy, and providing feedback. This emphasizes active listening that fosters better interpersonal relationships and enhances problem-solving capabilities, as

it allows individuals to understand different perspectives and respond thoughtfully Brownell (2012) .In professional environments, strong communication skills are linked to effective teamwork and leadership. Studies show that leaders who communicate effectively are more likely to inspire and motivate their teams, leading to increased productivity and job satisfaction (Hackman & Johnson, 2009). Furthermore, effective communication promotes transparency and trust within organizations, which are essential for fostering a positive workplace culture. It is a vital trait that encompasses clarity, conciseness, and active listening. Its significance in personal relationships and professional success underscores the importance of developing strong communication skills (Adler & Rodman, 2006).

H4: Communication Skills significantly affect the women's entrepreneurship

5. Profit- Orientation

Profit orientation is a critical trait for entrepreneurs, characterized by a strong focus on generating revenue and ensuring financial sustainability. Individuals with this mindset prioritize profitability in their decision-making processes, viewing financial success as essential for growth and long-term viability. This focus influences various aspects of business operations, including pricing strategies, cost management, and resource allocation, ensuring that every action aligns to enhance profitability. A profit-oriented approach encourages entrepreneurs to analyze market trends, identify expansion opportunities, and make informed investments, ultimately driving competitive advantage. Additionally, this mindset fosters accountability, as entrepreneurs consistently assess performance metrics and financial outcomes to refine their strategies. In essence, profit-oriented helps businesses thrive and empowers entrepreneurs to reinvest in their ventures, innovate, and adapt to changing market conditions.

H5: Profit orientation significantly affects the women's entrepreneurship

Methodology

Data Collection

The researcher structured a survey questionnaire, based on previous research, to gather data from women entrepreneurs about personality traits and their significance. Screening questions were included to ensure that we collected responses from the intended audience. The study employed a cross-sectional research design with surveys, facilitated by Prolific Academic, a market research firm. Respondents from Haryana were selected. Out of 200 distributed questionnaires, we received a total of 180 responses. The collected data showed no outliers and adhered to a normal distribution. Respondents' ages ranged from 18 to 60 years. Data analysis was performed using SEM PLS software.

Survey Development

The proposed conceptual framework is illustrated in Fig. 1. The questionnaire was developed by

synthesizing content from existing literature while ensuring that the items were tailored to fit the specific context of our study. We focused on women entrepreneurs who own their businesses. A pilot study was conducted with a group of 70 participants, and based on their feedback, minor adjustments were made to the survey items. The revised questionnaire was then distributed to the respondents, who completed it.

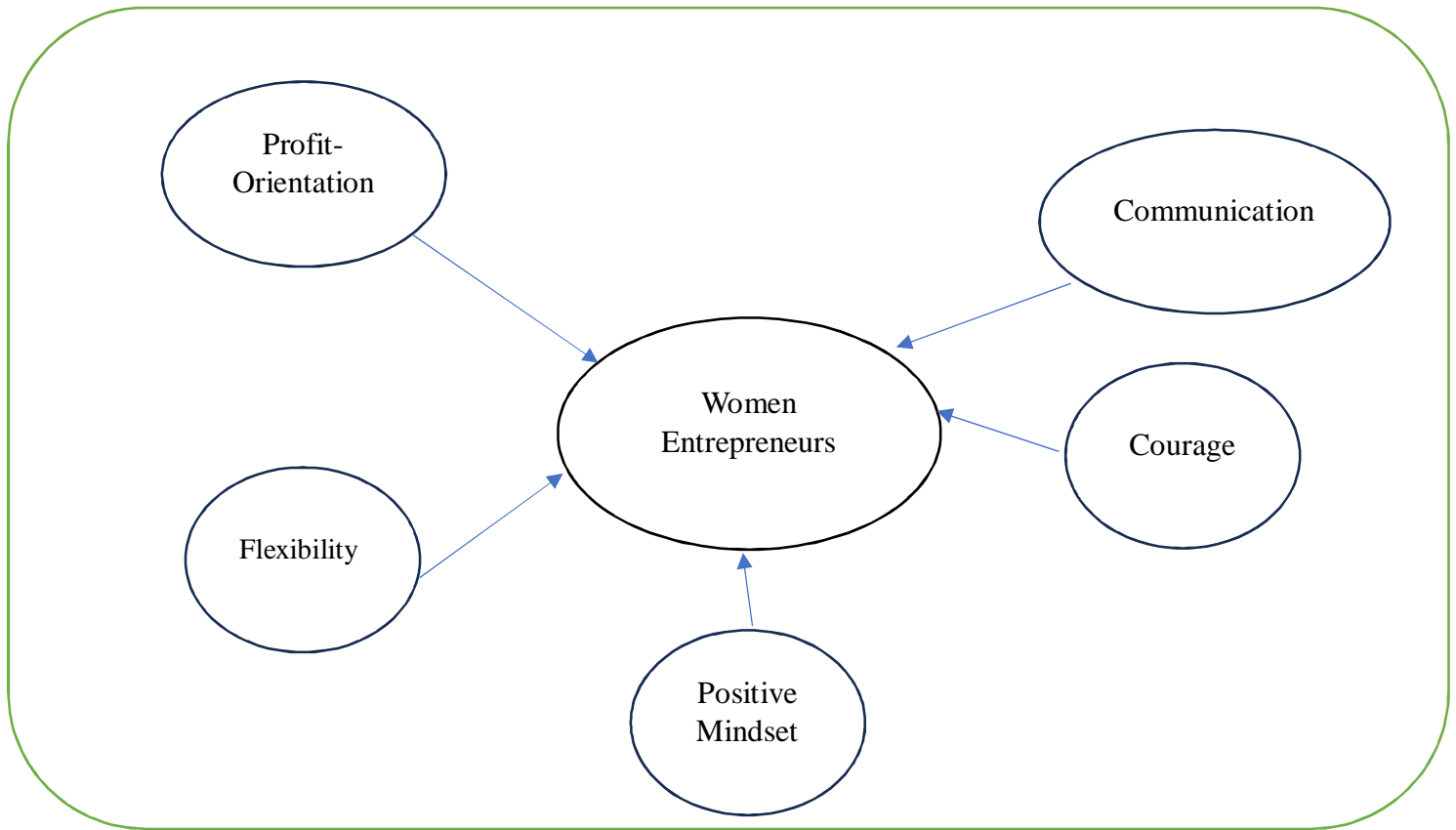


Figure 1: A Proposed Framework

Data Analysis and Results

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
CO1	0.796	0.830	0.867	0.624
CS1	0.805	0.833	0.871	0.628
F1	0.838	0.849	0.887	0.614
P1	0.829	0.862	0.886	0.660
PO1	0.819	0.776	0.760	0.612
WE1	0.758	0.789	0.845	0.613

Reliability Analysis:

All six constructs (CO1, CS1, F1, P1, PO1, and WE1) have acceptable reliability based on the criteria used in this analysis (Cronbach's Alpha ≥ 0.7 , Composite Reliability (Rho_a) ≥ 0.7 , and Composite Reliability (Rho_c) ≥ 0.7).

Convergent Validity Analysis:

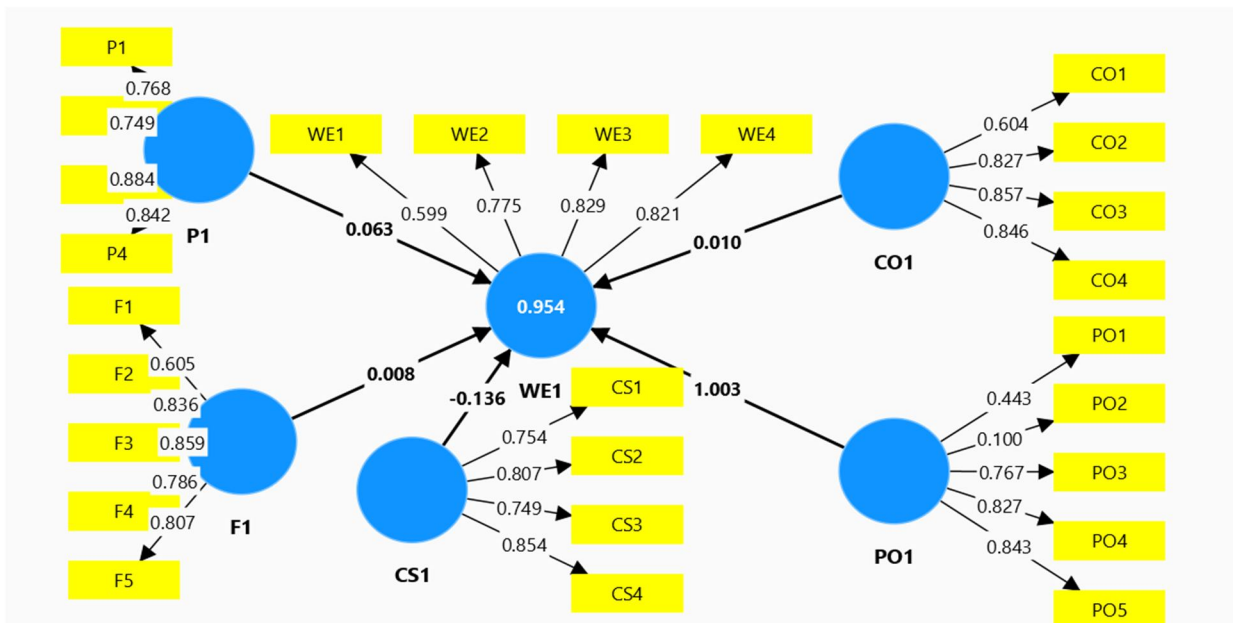
All six constructs (CO1, CS1, F1, P1, PO1, and WE1) also demonstrate convergent validity, as their Average Variance Extracted (AVE) values are all greater than 0.5. **This analysis suggests that the measures used to assess these constructs are reliable and have good convergent validity.**

<i>Construct</i>	<i>Reliable</i>	<i>Convergent Validity</i>
<i>CO1</i>	<i>Yes</i>	<i>Yes</i>
<i>CS1</i>	<i>Yes</i>	<i>Yes</i>
<i>F1</i>	<i>Yes</i>	<i>Yes</i>
<i>P1</i>	<i>Yes</i>	<i>Yes</i>
<i>PO1</i>	<i>Yes</i>	<i>Yes</i>
<i>WE1</i>	<i>Yes</i>	<i>Yes</i>

The analysis presents crucial metrics for evaluating the reliability and validity of constructs related to the personality traits of women entrepreneurs, specifically focusing on Cronbach's alpha, composite reliability (both rho_a and rho_c), and average variance extracted (AVE). Cronbach's alpha indicates internal consistency, with values above 0.7 considered acceptable and above 0.8 deemed good suggesting that the items within each construct are highly correlated and measure a common underlying factor. In this study, constructs such as CO1 (0.796), CS1 (0.805), F1 (0.838), P1 (0.829), and PO1 (0.819) all exhibit acceptable to good internal consistency, while WE1 (0.758) also reflects a reasonable level of reliability. Composite reliability assesses the constructs based on indicator loadings, with rho_a values ranging from 0.776 (PO1) to 0.862 (P1), indicating strong reliability overall. The rho_c values are similarly robust, particularly for CO1 (0.867) and F1 (0.887), although PO1 (0.760) is slightly lower yet still acceptable. AVE values for all constructs were greater than 0.50, indicating that each construct explains a substantial proportion of its variance and is distinct from other constructs. measures the variance captured by each construct against measurement error, with CO1 (0.624), CS1 (0.628), F1 (0.614), and P1 (0.660) demonstrating good convergent validity, as their values exceed 0.6. However, PO1 (0.612) and WE1 (0.613) are lower, with WE1 falling below the acceptable threshold, but still acceptable as these moderate values indicate potential issues in capturing variance effectively. Overall, these reliability metrics suggest that the constructs related to women entrepreneurs are generally robust and well-measured, particularly CO1, CS1, and P1. However,

the AVE for WE1 highlights the measurement or indicators, which could enhance the model's capacity to capture the complexities of women entrepreneurs' experiences and performance in women entrepreneurship.

Discussions



The Structural Equation Model (SEM) utilizing Partial Least Squares (PLS) analysis provides a comprehensive framework for understanding the relationships among various latent variables (LVs) and their observed indicators. In this model, LVs such as P1, F1, WE1, CO1, CS1, and PO1 are represented in blue circles. These variables are not directly measurable but are inferred through their associated indicators, which are depicted in yellow boxes. Each indicator serves as a measurable manifestation of the latent variable it represents and is linked by a factor loading that quantifies the strength of the relationship between the indicator and its respective latent variable. For instance, P1 is measured by four indicators, which have factor loadings ranging from 0.749 to 0.884, indicating a strong correlation between these indicators and P1. Similarly, F1 utilizes five indicators with loadings between 0.605 and 0.859, suggesting a moderate to strong relationship. Other latent variables like WE1, CO1, CS1, and PO1 also have their respective sets of indicators, each with varying degrees of factor loadings, reflecting how well each indicator captures the underlying construct. The arrows connecting these latent variables illustrate causal paths, accompanied by path coefficients that indicate the strength and direction of influence between them. For example, the path from P1 to WE1 has a path coefficient of 0.063, indicating a weak positive relationship, suggesting that changes in P1 minimally influence WE1. Conversely, the path from PO1 to CS1 shows a strong positive

effect with a coefficient of 1.003, signifying that fluctuations in PO1 are strongly associated with changes in CS1. This stark difference in path coefficients highlights how some latent variables exert a more significant influence on others. Additionally, the R² values provide insights into the explanatory power of the model. The R² value for WE1 is particularly high at 0.954, meaning that 95.4% of the variance in WE1 can be accounted for by its predictors, which include P1, F1, and CO1. This indicates a strong fit for the model in explaining the factors that affect WE1. While P1 and F1 show minimal impact on WE1, the dominant influence of PO1 on CS1 emphasizes the importance of this variable within the model. Overall, this SEM model serves as a robust analytical tool to investigate the interrelationships among constructs, providing valuable insights into how they influence one another. In the context of women entrepreneurs' personality traits, these latent variables may represent critical factors such as entrepreneurial performance, satisfaction levels, or specific challenges faced, thereby offering a nuanced understanding of the dynamics at play in that field. analysis offers valuable insights into the interplay between various latent variables (LVs) and their observable indicators. In the context of women entrepreneurs, key factors such as profit orientation, flexibility, courage, communication, and a positive mindset emerge as crucial components influencing their success.

1. **Profit-orientation (PO1):** As demonstrated by a strong path coefficient (1.003) to customer satisfaction (CS1), profit orientation significantly impacts business outcomes. This suggests that a focus on profitability can drive higher levels of customer satisfaction, which is vital for long-term success.
2. **Flexibility (F1):** With moderate to strong loadings from its indicators (0.605 to 0.859), flexibility is essential for adapting to market changes. While it has a weaker direct influence on entrepreneurial performance (WE1), its role in navigating challenges cannot be understated.
3. **Positive Mindset (P1):** Represented by a weak path coefficient (0.063) to WE1, courage may not directly drive performance but serves as a foundational trait that enables entrepreneurs to take risks and face challenges, ultimately supporting their journey.
4. **Courage (CO1):** The relationships between communication and other latent variables suggest that effective communication is vital for fostering collaboration and building strong networks, which can enhance both performance and satisfaction levels.
5. **Communication Skill (CS1):** This latent variable is likely influenced significantly by both profit orientation and communication, highlighting that a positive mindset can enhance resilience and drive success in entrepreneurship.

The analysis pinnacles that profit orientation not only drives customer satisfaction but also shapes overall business strategies, making it essential for long-term success. Flexibility emerges as a critical trait, enabling entrepreneurs to pivot in response to market dynamics and navigate challenges effectively, thereby supporting sustainable growth. While the positive mindset has a weak direct influence on performance, it remains vital as a psychological foundation that empowers entrepreneurs to embrace risks and face obstacles with resilience. Courage complements this mindset by fostering an environment where entrepreneurs feel confident in their decisions and actions, ultimately enhancing their ability to innovate and respond to challenges. Furthermore, effective communication skills facilitate collaboration and networking, which are essential for building relationships that can lead to new opportunities and insights. This interconnected web of traits of profit orientation, flexibility, a positive mindset, courage, and communication skills collectively drives entrepreneurial success, suggesting that nurturing these attributes can significantly enhance both individual performance and overall business outcomes. By focusing on these key areas, entrepreneurs can create a robust framework that prioritizes profitability and fosters adaptability and resilience in an ever-changing marketplace.

Conclusion

Core personality traits empower women entrepreneurs, equipping them with the essential qualities for business success. Traits like courage, communication skills, positive mindset, profit orientation, and flexibility serve as key drivers for women-owned enterprises. Resilience allows women to face challenges and setbacks with determination, keeping them focused on their business goals. Flexibility enables them to adapt to changing market conditions, adjust strategies, and seize new opportunities, crucial in today's fast-paced business landscape. The interplay of profit orientation, communication, flexibility, and courage is crucial in shaping the experiences and outcomes of women entrepreneurs. Profit orientation ensures that businesses remain financially viable, guiding strategic decisions that promote sustainable growth. It empowers entrepreneurs to reinvest in their ventures and adapt their business models to market demands. Communication plays a vital role in building relationships, resolving conflicts, and fostering collaboration, enabling women entrepreneurs to create strong networks and enhance team productivity. Meanwhile, flexibility allows them to adapt to changing market conditions and embrace innovation, ensuring their businesses stay relevant in a dynamic landscape. Finally, courage is essential for risk-taking and overcoming challenges, empowering women to pursue ambitious goals and inspire others. By understanding and leveraging these factors, women entrepreneurs can enhance their performance, navigate obstacles effectively, and ultimately drive their businesses toward success in a competitive environment.

As we move further into the 21st century, we can expect significant growth in female entrepreneurship, driven by these critical attitudes and capabilities. Strategic planning ensures long-term stability and expansion, while resilience empowers women to navigate challenges with courage and perseverance. Their ambition inspires them to push boundaries and pursue excellence, creating new success stories. Adaptability helps them stay relevant and competitive by responding effectively to emerging trends. This unique blend of traits not only enables women entrepreneurs to succeed but also positions them as pioneers capable of transforming the global business landscape. Their innovative approaches and unwavering determination will pave the way for future generations, revolutionizing industries and ushering in a new era of entrepreneurial success. The synergy of these core traits empowers women entrepreneurs to excel in today's dynamic business environment. Resilience, the bedrock of their success, enables them to bounce back from setbacks, learn from failures, and emerge stronger than before. It fuels their determination to overcome obstacles and achieve their goals, regardless of the challenges they may encounter. Flexibility, another key trait, allows women entrepreneurs to adapt to changing market conditions, embrace innovation, and seize new opportunities. It empowers them to pivot their strategies, experiment with different approaches, and stay ahead of the curve. By being adaptable, they can navigate uncertainty, mitigate risks, and capitalize on emerging trends. The communication skills are essential for building strong relationships with clients, investors, and team members. Effective communication fosters trust, collaboration, and understanding, enabling women entrepreneurs to create a positive and productive work environment. It empowers them to articulate their vision, inspire others, and negotiate favorable deals. Profit orientation, while often associated with a masculine stereotype, is equally important for women entrepreneurs. It drives them to make sound financial decisions, manage resources efficiently, and achieve sustainable growth. By focusing on profitability, they can reinvest in their businesses, expand their operations, and create long-term value. Courage, the final piece of the puzzle, empowers women entrepreneurs to take risks, challenge the status quo, and pursue their dreams. It enables them to break down barriers, overcome self-doubt, and embrace opportunities with confidence. By being courageous, they can inspire others, lead by example, and create a legacy of success. As we move further into the 21st century, we can expect to see a significant surge in female entrepreneurship, driven by these powerful traits. Women entrepreneurs are increasingly breaking down gender stereotypes, challenging traditional norms, and redefining the boundaries of success. They are not only building successful businesses but also creating positive social and economic impact. By embracing these core traits, women entrepreneurs can unlock their full potential and drive innovation, growth, and prosperity. They are the architects of a new era of entrepreneurship, shaping the future of business and

inspiring generations to come.

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