

The Effect of the Entrepreneur's Profile on Entrepreneurial Motivations, Attitudes, and Skills: An Empirical Study in Tunisian Companies

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ABSTRACT: This study examines how individual characteristics of entrepreneurs influence entrepreneurial failure in 224 Tunisian businesses. It analyzes the impact of the entrepreneur's profile (experience, education, management and entrepreneurial skills, risk tolerance), motivations and attitudes (intrinsic vs. extrinsic, optimism/realism, fear of failure, resilience), and aptitudes (financial management, marketing/sales, human resources, governance, learning capacity, and pivoting) on the perception of opportunities and the propensity to undertake and persevere. The analysis distinguishes between internal factors (profile, mindset) and external factors (economic environment, access to financing, network, and institutional support) and aims to identify the most frequent modes of failure, as well as the mechanisms by which attitudes and skills influence the detection and exploitation of opportunities..

KEYWORDS: entrepreneurial failure, entrepreneur profile, motivation, entrepreneurial aptitude and attitude, perception of opportunities.

1- INTRODUCTION :

Entrepreneurship plays a crucial role in contemporary economic dynamics, particularly in emerging economies where it contributes to growth, job creation, and innovation. Despite an often favorable external environment, the entrepreneurial failure rate remains high, prompting an examination not only of contextual factors (access to financing, regulation, market) but also of individual determinants. The entrepreneur's personal characteristics, profile, motivations, attitudes, and skills interact to shape their perception of the environment, their propensity to identify and exploit opportunities, and their ability to transform an idea into a viable project. Within this framework, this study aims to shed light on the psychological and cognitive-organizational mechanisms that underlie the success or failure of Tunisian SMEs.

The concept of entrepreneurial image refers to the set of mental associations that individuals maintain between the entrepreneur and various objects or concepts (action, invention, management, financial motivation). This image influences the entrepreneurial spirit, which is more of a mindset than a simple act of starting a business. Pioneering work (Franke & Lüthje, 2003) shows that the motivations and cognitive orientations that shape entrepreneurial behaviors notably influence the recognition, evaluation, and exploitation of opportunities. Therefore, the interaction between the entrepreneur's profile, motivations, attitude, and aptitude provides an explanatory framework for understanding the mechanisms that lead to either failure or perseverance and entrepreneurial success, within a context where external factors (economic environment, access to financing, networks) also play a moderating role. How do the individual characteristics of entrepreneurs (profile, motivations, attitudes, and aptitudes) influence the perception of opportunities and the propensity to undertake and persevere in the face of obstacles in the 224 Tunisian companies studied?

2- LITERATURE REVIEW

Entrepreneurial Failure : Research has largely focused on companies in difficulty (see Koenig, 1985 ; Guilhot, 2000). Initially, it concentrated primarily on the causes of failure (Malécot, 1991). These causes have been considered from macroeconomic or microeconomic perspectives, and particularly from financial perspectives, in various contexts (e.g., Beaver, 1966 ; Dimitras et al., 1996 ; Kharazi and Asina, 2016). The aim of these methods is to define generally predictive models to identify high-risk failing companies (Scott, 1981 ; Lelogeais, 2003). The causes of failure are also explained by external, environmental, or internal factors specific to the company (e.g., Mellahi and Wilkinson, 2004). Much work has also focused on procedural aspects. That is to say, legal (e.g., Altman et al., 2009 ; Pietrancosta and Vermeille, 2010) and procedural, for example, in relation to different avenues (Argenti, 1976 ; Moulton et al., 1996), which also allows us to understand what happened to Mis en œuvre within the framework of collective actions (Platt and Platt, 2002 ; du Jardin and Séverin, 2014). From this perspective, the objective, often presented, is to determine the early treatment of the difficulties underlying such cases (e.g., Caste and Zerbib, 1979).

The Effect of the Entrepreneur's Profile on Entrepreneurial Motivations, Attitudes, and Skills: An Empirical Study in Tunisian Companies

Of course, another level of analysis of entrepreneurial failure is the potential level of an entrepreneur (Jenkins and McKelvey, 2016). Ucbasaaran et al. (2013), based on a literature review, implemented a combination of works centered on the project owner. The first note concerns the definition of failure. These authors identified three types of failure definition: bankruptcy, discontinuity of goods due to solvency, and discontinuity of goods due to a low rate of return for the entrepreneur. The idea of an exit seems to be a key element in defining the failure of an initiative (Jenkins and McKelvey, 2016), even though not all exits are considered a consequence of failure (Weinberg et al., 2010 ; DeTienne et al., 2015). Ucbasaaran et al. (2013) classify the contributions of the analyzed work into three areas according to whether they relate to the costs of failure, the psychosocial processes at work, and the outcomes of failure. The costs are financial, social (influencing personal and professional relationships), and psychological (emotional and motivational), and they overlap (e.g., Shepherd et al., 2009). By reintroducing the right to make mistakes into an approach to failure, we are simply reintroducing people into academic and societal discussions. While the level of analysis in entrepreneurship research is individual, few companies seek to understand the individual themselves, the struggling entrepreneur. Khalil's doctoral dissertation (2011) is the first response to this question : who are the entrepreneurs who have failed? The author thus specifies a model that highlights the diversity of profiles (Khalil, 2016). Work related to project organization failure can be requested according to general themes depending on whether the level of analysis is the company of the entrepreneur and whether what has been analyzed seeks to identify the problems involved, or relates to the causes or consequences of the failure.

Table 1 : the causes and consequences of entrepreneurial failure

Entrepreneurial Failure	Entreprise	Entrepreneur
Identification	Detection of companies in difficulty	Profile
Causes	Macro-economic / micro-economic external/internal factors; Trajectories of failure	Fear of failure, insufficient profitability, entrepreneurial disappointment
Consequence	Disappearance, buyout, insolvency procedures; Post-procedure trajectories	Costs Learning, sensemaking, rebound

The entrepreneur is an actor whose role varies according to cultures and eras. In some societies, they are perceived as a modern hero, a driving force of innovation and growth; in others, they may be seen as the emblem of a capitalism that exploits the working masses. This dual perspective reflects, among other things, the often-discussed distinction between the entrepreneur as an innovator focused on profitability and the owner-manager guided by personal and family motivations (Carland, 1984).

The term "entrepreneur" is highly polysemous: it can encompass very different realities, ranging from the president of a bar association to the head of a technology company, including figures like Alia, a publicly traded company, the founder of a charitable organization, or the heir to an entrepreneurial legacy. This diversity raises key questions : Do entrepreneurs share common motivations ? Is it possible to isolate psychological characteristics specific to entrepreneurship? Are entrepreneurs driven by similar goals, and are these characteristics innate?

The etymology of the concept dates back to the 17th century (Vérin, 1982). In both French and English, the term has evolved and been reinterpreted over time. Definitions of the entrepreneur vary according to the researchers' disciplines, which explains the range of perspectives observed.

History and Framework : two dominant approaches

Functional approach: this perspective identifies the "entrepreneur" by their function and role in the project, independently of personal traits. It emphasizes what the entrepreneur accomplishes rather than who they are.

Heuristic approach: this line of thought emphasizes the individual traits and personality of the entrepreneur. However, research in this area has not resulted in a universal and predictable psychological image of the entrepreneur.

Limitations of Attributional Approaches

The attribute-based approach has limitations : it can overlook the influence of the environment on entrepreneurial behavior, which may explain why the performance and trajectories of entrepreneurs vary even within similar profiles. The impact of the environment economic, institutional, cultural, and social is crucial and can moderate or amplify the effects of individual characteristics.

Theoretical Contributions Focused on Entrepreneurial Motivation : The aim of our study is to uncover the specific characteristics of the entrepreneur as the most illustrative determining factor. In theory, some business researchers recognize that the characteristics of entrepreneurs have a decisive influence on the success of their business (McClelland, 1961). Thus, in this section, motivation is one of the indicators of the willingness to try, the actual motivations, and the efforts an individual is willing to make to act in a particular way (Azjen, 1991). The analytical framework is based on a precise definition of motivation and the identification of motivational antecedents associated with the characteristics of entrepreneurs.

Based on the work of Chen, Greene, and Crick, 1998 ; Rotter, 1996 ; Koh, 1996 ; Corato and Hodgets, 1995 ; Cromie, Callaghan, and Jansen, 1992 ; (Chell, Haworth, and Brearley, 1991 ; Caird, 1991) Methodologically, the analytical framework is based on an

The Effect of the Entrepreneur's Profile on Entrepreneurial Motivations, Attitudes, and Skills: An Empirical Study in Tunisian Companies

original scale of entrepreneurial motivation that covers five main dimensions : achievement, independence, control, risk, and creativity. Therefore, the specific characteristics of a business person play a major role in their motivations and personal tastes, and these play a particularly essential role as long as starting a business is a necessary task for them, one in which they express themselves personally and their future enterprise (Albert and Mougenot, 1988). During the building process, the entrepreneur often adjusts their views or objectives, learns things, and their project may also evolve and involve new partners (Bruyat, 1994, p. 96). Age is one of the main characteristics of the need for achievement. Indeed, numerous studies (Hambrik and Mason 1994, Davidson 1994, Weinzimmer 1993) indicate a very strong relationship between age and the need for achievement. This need for achievement can be linked to a desire to create something new (Donckels, 1989) or to apply pre-acquired knowledge. Thus, some researchers wish to translate research results into economic exploitation and therefore opt to create their own businesses. Furthermore, from a theoretical point of view, there is a link between educational attainment and entrepreneurial motivation. Higher education enables individuals to better cope with problems and seize opportunities upon which the creation and management of a business depend (A.P. Julien). Indeed, numerous empirical studies (Cooper 1994 ; Cressy 1996 ; Taylor 1999 ; Montgomery 2005 ; and Almus 2002) have found that the founder's level of education has a positive impact on the company's success. These findings lead us to formulate the following hypotheses.

H1 : The entrepreneur's profile should have a significant impact on the motivation to start a business.

Theories Used to Explain Entrepreneurial Attitudes

Attitudes consist of the perceptions and dispositions we have toward something. By definition, an attitude is "a tendency or predisposition of an individual to evaluate an object or the symbol of that object in a certain way." Thus, attitude emerges as an environmental factor with the greatest influence on entrepreneurial attitudes (Audet, Riverin, and Tremblay, 2005). In particular, there is a significant link between parental role models and awareness of entrepreneurship (Moreau and Raveleau, 2006 ; Scott and Towney, 1988). Approaches Based on Personal Values : Students' backgrounds appear to have some influence on their attitudes regarding the obstacles and factors influencing the development of entrepreneurship. Professional aspirations also vary according to background. A growing number of studies are focusing on the relationship between cultural aspects and entrepreneurial attitudes (Busenitz, Gomez, and Spencer, 2000 ; Davidsson, 1995a ; Huisman, 1985 ; Lee and Peterson, 2000 ; McGrath and MacMillan, 1992 ; Mueller and Thomas, 2000 ; Tiessen, 1997 ; Wennekers, Noorderhaven, Hofstede, and Thurik, 2002). This is arguably the most important personality trait of entrepreneurs. To be ambitious is to think big and long-term. Driven by passion and self-confidence, entrepreneurs envision the long-term development of their projects. Initial resources may be limited, but what matters is the growth of the business, the development of the idea, the improvement of a concept, or even the emergence of new ones. Conversely, a person who focuses only on the present and doesn't consider the potential for developing their idea cannot be an entrepreneur. Being ambitious, therefore, means having the behavior of an entrepreneur, even if one isn't officially one. However, cultural differences exist not only between countries but are also felt between regions within the same country or province.

H2 : The entrepreneur's profile directly and significantly affects the entrepreneur's attitudes.

The Entrepreneur Profile : An Angle for Analyzing Entrepreneurial Skills:

Entrepreneurial skills are measured through character traits such as perseverance, an interest in innovation, and a taste for change and competition. A skill is a particular way of representing something, that is, a cognitive category that helps to analyze and understand one's environment (Kelly, 1991). For example, an individual's self-confidence, tolerance, and perseverance shape their perception of the environment. They consist of associations that the individual makes with regard to a given object or subject. For example, an entrepreneur can be associated with different skills. Some may consider them a person of action, an inventor, while others may see them as a manager or even someone interested only in money. The same is true of entrepreneurial spirit. Entrepreneurship is a matter of mindset. It is not simply about starting a business, but it can be perceived as such by many (Davids, 1963). It involves confidence in one's ability to effectively carry out certain actions. Individuals with high self-confidence are more likely to persevere when problems arise and to take action to solve them. They tend to be more intuitive, have a greater hope for success, and commit to long-term perspectives. Furthermore, authors such as Timmons and colleagues (1977) list more than twenty characteristics that differentiate entrepreneurs. Herron and Robinson (1993), and Naffziger, Hornsby, and Kuratko (1994) propose two models for studying the personality traits of a businessperson: motivations, skills, aptitudes, competencies, and experiences, in relation to the interaction of the personal (also called immediate) and external environments. Two models highlight the major role of skills. Franke and Lüthje (2004) demonstrated that an entrepreneur's skills are directly affected by an individual's emotional and cognitive characteristics, which influence the consequences of their choices and demonstrate a strong understanding of their attitudes. Their decisions must be well-considered and implemented in a timely manner to ensure success. However, this diversity can be expressed through two properties. As Lichtenberger (2006) points out, aptitude encompasses two creators who, in our view, particularly value it in cases of entrepreneurial creation and development. Indeed, while entrepreneurship inspires action, commitment, and the effective mobilization of resources, it can also entail relinquishing a certain sense of security, tolerating uncertainty, and stepping outside one's comfort zone. H3 : The entrepreneur's profile significantly affects entrepreneurial skills.

The Effect of the Entrepreneur's Profile on Entrepreneurial Motivations, Attitudes, and Skills: An Empirical Study in Tunisian Companies

This section outlines the research methodology chosen for our empirical study. At this point, methodological reflection requires examining two aspects : the implementation of data collection and the selection of criteria for verifying the quality of the measurement instruments. To ensure that the questions posed effectively address our research question and our various sub-objectives, we followed a data collection grid to ensure that the questionnaire included all essential questions and no superfluous ones. This section presents our approach to fieldwork and details the main sources of error in a survey. We have thus specified the precautions taken to characterize and assess the representativeness of our samples with regard to coverage error. Finally, we discuss the criteria used to ensure the quality of our measurement instruments. For clarity, this is illustrated in Figure 1.

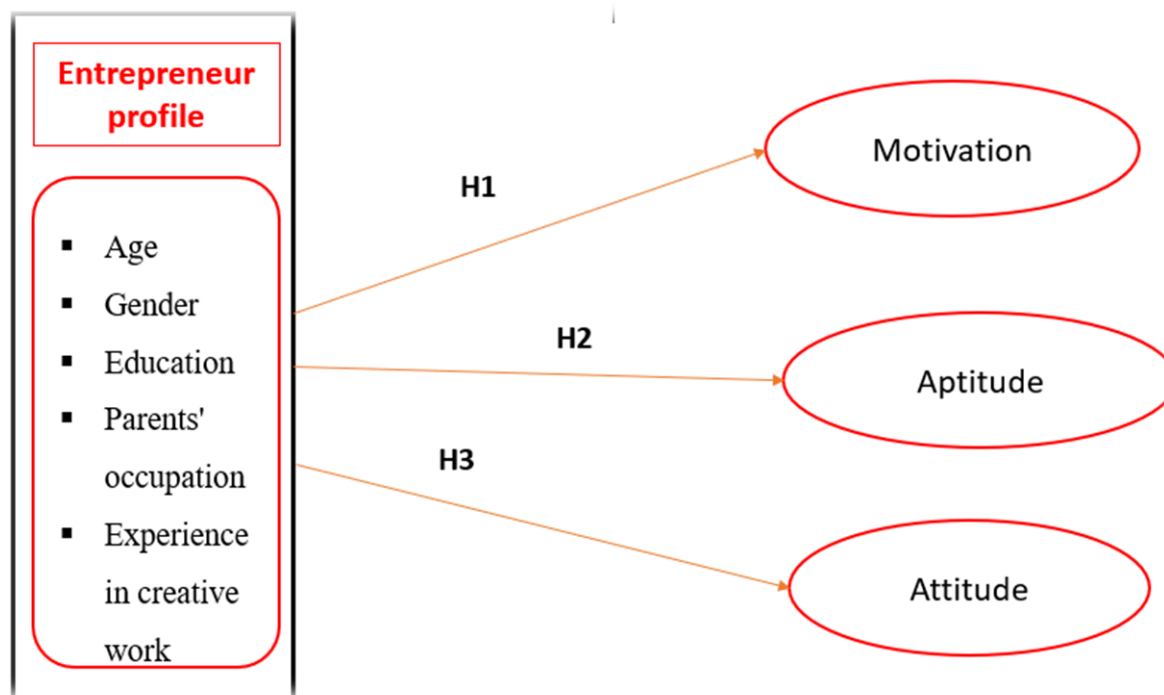


Figure 1 : Structural model

We used Likert scales to measure each item related to motivations, skills, and attitudes. These scales are measured by values ranging from 0 to 5, reflecting respondents' attitudes toward each item. Finally, to validate our research hypotheses, we used normality tests (based on skewness and kurtosis coefficients). Given this, it is necessary to employ appropriate statistical tests. Before presenting the results of the confirmatory factor analysis, we wish to clarify the conditions of its implementation. The kurtosis and skewness indicators were analyzed (see the appendix for an examination of the normality of the study variables). Some measurement variables cannot be considered pseudo-normal. We therefore preferred to use a procedure of cleaned projection (saturation) of the items for each of the variables relating to motivations, aptitudes and attitudes.

3- METHODOLOGIE

Data and sample :

This study adopts a cross-sectional quantitative approach to examine the influence of the entrepreneur's profile on entrepreneurial attitudes and skills, using a sample of 224 Tunisian companies. The conceptual framework is based on measures derived from standardized questionnaires, with variables operationalized according to the literature (entrepreneur profile, attitudes, and skills such as perseverance, intuition, creativity, self-confidence, and autonomy). The sample was drawn stratified by sector of activity and company size to ensure representative coverage of SMEs and large companies operating in Tunisia, and each stratum was explored using random selection. Inclusion criteria required that companies be active in Tunisia during the study period and that an informed respondent (CEO, general manager, or HR/training manager) be available to complete the questionnaire. Data were collected using self-administered or face-to-face questionnaires, including Likert-type scales to estimate constructs and contextual information (sector, size, age, location), as well as sociodemographic data on respondents and company characteristics. Prior to data collection, the questionnaire was pre-tested with a small sample (approximately 10–15 companies) to assess clarity and reliability. Data collection took place over a defined period (e.g., 2–3 months) with follow-up to maximize response rates. Analyses included multiple regressions to test the influence of the entrepreneur's profile on each attitude/deprivation, accompanied by Fisher-Snedecor F-tests for overall model significance and R^2 and adjusted R^2 to assess variable importance. Data were prepared after checking for normality, outliers, and multicollinearity (VIF), with items aggregated into -composite scores for each construct. Analyses are performed using STATA, and ethical considerations are integrated, including informed consent and data anonymization

The Effect of the Entrepreneur's Profile on Entrepreneurial Motivations, Attitudes, and Skills: An Empirical Study in Tunisian Companies

4- RESULT

The results of the multiple regression analysis indicate that the entrepreneur's background explains a significant portion of entrepreneurial motivation, with differentiated effects across dimensions. Specifically, achievement and recognition/reputation have the highest explanatory factors (approximately 20–22%), suggesting that background (e.g., OCCUP PARENT, EDUC, and AGE) contributes significantly to the perceived ability to complete projects and achieve social recognition related to entrepreneurship. The Fisher-Snedecor F-test confirms the overall significance of the model, with F-values above the critical thresholds (e.g., calculated $F \approx 12.93$ for achievement and $F \approx 18.6$ for power/control, $p < 0.001$), supporting hypotheses H1a and H1b that background positively influences these dimensions. The axis relating to autonomy/freedom appears less strongly influenced by antecedents in this sample ($F \approx 5.75$, $p \approx 0.201$), which leads to the rejection of hypothesis H1c in this context and to the emphasis that the effect of antecedents on autonomy may be modulated by other unmeasured factors or by contextual variations. These results corroborate previous literature showing that personal characteristics and family and educational background have a lasting impact on entrepreneurial motivations (Deschamps, 2000 ; Gasse & D'Amours, 2000), while also aligning with studies highlighting the importance of education, experience, and cultural environment in the propensity to become an entrepreneur (Rauch & Frese, 2007 ; Dimov, 2010 ; Engle et al., 1997). Overall, antecedents are relevant predictors of achievement and recognition-related motivations, which justifies their inclusion in explanatory frameworks and their consideration in the design of policies to support entrepreneurship

Table 2 : Results of the estimations. Dependent variable : Motivation

	<i>Réalisation</i>		<i>Pouvoir/contrôle</i>		<i>Défi/ambition</i>		<i>Reconnaissance Réputation</i>		<i>Autonomie/Liberté</i>	
	β	T-stud	β	T-stud	β	T-stud	β	T-stud	β	T-stud
Age	0.245*	1.915	-0.117	-1.348	0.233*	1.828	0.469*	1.793	0.576*	1.878
Sexe	-0.9	-1.042	0.402**	2.021	-0.059	-6.77	0.815***	2.171	-0.029	-0.332
Education	0.306**	2.071	0.353*	1.803	0.435***	2.406	0.122	1.399	0.825*	1.999
Salariée	-0.129	-1.484	-0.034	-0.389	-0.113	-1.294	-0.128	-1.47	0.058	1.663
Occupation parents	1.048***	2.551	1.051***	2.581	0.502***	2.024	1.002***	2.019	1.017***	2.191
Expérience en création	0.132	1.513	0.585*	1.967	0.026	0.301	0.325*	1.756	2.123***	2.408
Constante	17.509	5.707	10.157***	2.968	7.418***	4.018	8.702***	3.2	11.98***	3.789
R ² ajusté	20.3%		18.3%		11.1%		21.8%		21.1%	
Dw	2.134		2.227		1.54		1.79		2.17	
Fisher	12.93		18.6		10.76		20.82		15.75	
(p-value)	(0.00)		(0.00)		(0.002)		(0.00)		(0.001)	

(*) $p < 0.01$ (**) $p < 0.01$ (***) $p < 0.01$

The results indicate that the entrepreneur's profile significantly influences entrepreneurial attitude and perceived risk level. More specifically, hypothesis H2 is confirmed, with a Fisher-Snedecor F-statistic of 6.57 and a sig. Of 0.031, exceeding the critical threshold ($F_{crit} \approx 4.92$ at $\alpha = 0.05$ for 6 and 129 degrees of freedom), implying that demographic and experience characteristics related to the profile contribute significantly to the assessment of entrepreneurial risk. The regression analysis shows an R² of 31.2%, meaning that nearly one-third of the variance in attitude (or intuition) is explained by profile-related variables ; the observed coefficient is 24.73 with a sig. of 0.00, reinforcing the robustness of the link between profile and attitude. Thus, the data suggest that entrepreneurs' current and future attitude are shaped by their basic education and experience, supporting the idea that know-how and lived experience are key determinants of openness to change and propensity to take risks. The results align with the literature that associates certain entrepreneurial attitudes with the profile (changeability, propensity for risk, orientation toward an entrepreneurial destiny) (Busenitz, Gomez & Spencer, 2000 ; Davidsson, 1995a; Huisman, 1985). Furthermore, they highlight that perceptions of a lack of personal ability, combined with stereotypes, can hinder engagement in certain activities, a mechanism consistent with research on cognitive biases and sociocultural influences on entrepreneurship. Among the most significant explanatory variables, sex (SEX) ranks first in explaining attitude, followed by OCCUP PARENT and EXPER EN CREATION, suggesting differentiated effects based on gender, family background, and prior business creation experience. These results justify further investigation of the interactions between sex, family background, and business creation experience in future research, and of the mechanisms by which attitudes translate into entrepreneurial behaviors.

The Effect of the Entrepreneur's Profile on Entrepreneurial Motivations, Attitudes, and Skills: An Empirical Study in Tunisian Companies

Table 3 : Estimation Results Dependent Variable : Attitude

	<i>Risque et initiative</i>		<i>Destin et chance</i>		<i>Argent et richesse</i>		<i>Créativité et imagination</i>		<i>Intuition et Flair</i>	
	β	T-stud	β	T-stud	β	T-stud	β	T-stud	β	T-stud
Age	0.043	0.523	0.003	0.032	0.023	0.26	0.047	0.0354		
Sexe	0.137*	1.668	0.127*	1.724	2.037***	2.416	0.06	0.045		
Education	-0.036	-0.434	3.023***	2.255	-0.037	-0.415	1.047**	2.17		
Salariée	0.335***	4.062	0.30	0.334	-0.086	-0.974	0.34***	4.547		
Occupation parents	0.162*	1.947	0.118*	1.648	0.148*	1.941	0.0245	0.031		
Expérience en création	0.039	0.477	-0.045	-0.503	0.039	0.446	-0.087	-0.045		
Constante	0.11	12.31	0.13***	8.143	0.106***	2.874	14.5***	9.25		
R ² ajusté	10.3%		10%		10.2%		21.5%		31.2%	
Dw	2.244		1.828		2.442		1.763		2.16	
Fisher (p-value)	6.57 (0.031)		12.7 (0.00)		7.3 (0.032)		9.662 (0.002)		24.73 (0.00)	

(*) p<0.1 (**) p<0.05 (***) p<0.01

The regression results show that the entrepreneur's profile explains a significant portion of the entrepreneurial attitude, particularly with regard to perseverance, with an adjusted R² of 18.82%. The model reveals a significant linear relationship between the profile and perseverance (observed F = 16.21, sig. = 0.000), indicating that the entrepreneur's profile is a relevant predictor of this construct in our sample (H2a not rejected). Furthermore, the influence of the profile on self-confidence is confirmed by a Fisher-Snedecor statistic exceeding the critical criterion for $\alpha = 0.01$ and 6 and 129 degrees of freedom (Fcrit $\approx$ 12.7; Fcalculé $\approx$ 12.7). The text suggests insufficient significance at this threshold, which calls for a cautious interpretation and consideration of moderating factors. In contrast, a satisfactory correlation between intuition and the entrepreneur's profile was observed, with R² = 31.2%, indicating an acceptable goodness of fit and a significant relationship (calculated F = 24.73, sig. = 0.00; critical F = 10.71 for $\alpha = 0.01$, 6, and 129 df). Regarding creativity and imagination, the model showed an R² of 21.5% with acceptable significance (sig. = 0.002; calculated F = 9.66). Overall, these results suggest that the entrepreneur's own characteristics have significant effects on various entrepreneurial skills, which aligns with and supports previous work indicating that personal profile influences the ability to work in a team, self-confidence, self-esteem, and sense of responsibility (Laviolette & Loué, 2006). These results corroborate the idea that the specific characteristics of the entrepreneur shape not only attitudes but also skills (perseverance, stress tolerance, improvement of results) and lifelong learning capacities (Deschamps, 2000 ; Gasse & D'Amours, 2000).

Table 4 : Estimation Results Dependent Variable : Aptitude

	<i>Persévérance</i>		<i>Confiance en soi</i>		<i>Tolérance a l'ambiguïté</i>		<i>Créativité et imagination</i>		<i>Intuition et Flair</i>	
	β	T-stud	β	T-stud	β	T-stud	β	T-stud	β	T-stud
Age	-0.016	-0.209	-0.125	1.874	0.023	0.261	0.088	1.012	0.052	0.601
Sexe	0.116*	1.683	1.024***	2.261	2.03***	2.444	1.002***	2.02	0.245*	1.72
Education	-0.089	-1.136	0.258*	1.965	-0.041	-0.451	0.089	1.013	0.092	1.052
Salariée	0.426***	5.433	0.023	0.258	0.285*	1.958	0.408*	1.832	0.363*	1.716
Occupation parents	0.179**	2.265	2.025***	2.59	0.156*	1.73	3.03***	2.345	3.001***	2.014
Expérience en création	0.113	1.444	0.108	1.235	0.039	0.49	0.017	0.193	-0.119	-1.359
Constante	0.988***	9.227	0.506*	1.874	1.025***	2.81	0.781***	2.631	0.889***	4.552
R ² ajusté	18.8%		10%		10.2%		21.5%		31.2%	
Dw	2.061		1.828		2.442		1.763		2.16	
Fisher (p-value)	16.21 (0.00)		12.7 (0.00)		7.3 (0.032)		9.662 (0.002)		24.73 (0.00)	

(*) p<0.1 (**) p<0.05 (***) p<0.01

5- DISCUSSION

Regression estimates show significant links between the entrepreneur's profile and various dimensions of entrepreneurial attitude and skills. The coefficients and adjusted R² indices indicate that personal, demographic, and experiential characteristics explain a significant portion of the variance in the dependent variables. Perseverance: Adjusted R² = 18.8%. The model has an observed F-value of 16.21 (p < 0.001), confirming a significant linear relationship between the profile and perseverance (H2a not rejected). This

The Effect of the Entrepreneur's Profile on Entrepreneurial Motivations, Attitudes, and Skills: An Empirical Study in Tunisian Companies

suggests that the entrepreneur's profile positively influences perseverance, consistent with the idea that persevering entrepreneurs know how to manage stress and persevere in the face of obstacles. Intuition and creativity: For intuition and flair, $R^2 = 31.2\%$ and $R^2 = 21.5\%$, respectively, with calculated F-values of 24.73 ($p < 0.001$) and 9.66 ($p = 0.002$). These results indicate a robust relationship between the profile and intuition, and a significant but more modest relationship with creativity and imagination. The goodness of fit is considered acceptable to good according to standard thresholds.

Self-confidence and autonomy: The results show variable links across dimensions. Self-confidence and autonomy/freedom exhibit weaker or non-uniform signs of association, requiring cautious interpretation and possibly the exploration of moderators or unmeasured covariates. Most explanatory variables : Sex (SEX) emerges as the most influential explanatory variable for some attitudinal dimensions, followed by OCCUP PARENT and EXPER EN CREATION. This suggests that gender, family background, and creative experience influence entrepreneurial attitudes.

The results corroborate studies highlighting that the entrepreneur's profile, particularly family experiences and education (OCCUP PARENT, EDUC) as well as experience in business creation, shapes attitudes, risk tolerance, and the propensity to engage in entrepreneurial activities (Busenitz, Gomez & Spencer, 2000 ; Davidsson, 1995 ; Laviolette & Loué, 2006). Perseverance and creativity appear to be particularly sensitive to the profile, in line with the idea that entrepreneurs develop cognitive and behavioral mechanisms that allow them to manage uncertainty and seize opportunities (Laviolette & Loué, 2006 ; Deschamps, 2000).

Attitude vs. Performance : The existence of a significant adjusted R^2 suggests that the profile influences not only attitudes but also potentially dispositions that predict concrete entrepreneurial behaviors (decision-making, risk tolerance, teamwork). This aligns with frameworks where attitude is a gateway to entrepreneurial action.

Practical Implications

Recruitment and Training : The results suggest integrating elements aimed at strengthening perseverance, self-confidence, and intuition into training and mentoring programs. Programs for aspiring entrepreneurs could benefit from particular attention to family background and education (e.g., modules on developing self-esteem and resilience).

Policy and Ecosystems: The effects of gender and family environment on entrepreneurial attitudes call for policies that promote equal opportunities and support parenthood in entrepreneurship, in order to amplify the benefits of an entrepreneurial profile within the ecosystem.

6- CONCLUSION

This study sheds light on the role of the entrepreneur's profile in shaping entrepreneurial attitudes and skills. The results show that personal characteristics and experience (e.g., gender, family background, education, startup experience) explain a significant portion of the variance observed in key dimensions such as perseverance, intuition, creativity, and, to a lesser extent, self-confidence and autonomy. Regression analyses reveal significant and robust effects (adjusted R^2 ranging from 18.8% to 31.2% depending on the construct; calculated F-values significant, $p < 0.01$ for the major dimensions), confirming the hypotheses that the entrepreneur's profile positively influences certain entrepreneurial attitudes and abilities.

Theoretically, the results fall within a framework that links cognitive abilities and personal traits to entrepreneurial dispositions, echoing the work of Busenitz, Gomez, and Spencer (2000), Davidsson (1995), Laviolette & Loué (2006), and Deschamps (2000). They highlight that change, risk tolerance, and a sense of responsibility emerge as manifestations of the entrepreneurial profile, shaping both action orientation and potential performance.

In terms of practical implications, the results suggest integrating the development of perseverance, intuition, and creativity into training programs and entrepreneurship support mechanisms. They also suggest addressing gender and family background in policies and interventions designed to foster the emergence of entrepreneurs, while considering the effects of the entrepreneurial experience on attitudes and intentions.

Finally, this study has limitations (growth of cross-sectional methods, unestablished causality, specific context and sample) and opens up avenues for future research. Promising extensions include examining mediation and moderation mechanisms (e.g., the influence of cultural context or social support), longitudinal analysis of entrepreneurial trajectories, and replication in other sectors and geographical contexts to test the robustness and portability of the results.

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