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PERSONAL PECULIARITIES OF ENTREPRENEURS OF DIFFERENT GENERATIONS

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Background. It's a part of cross-cultural research of young people belonging to the generation of "Millennials" in the Russian and Bulgarian samples, who are involved in entrepreneurship, and here are the results obtained on the Russian sample.

Aim. The aim of the study was to identify and describe the personal characteristics of entrepreneurs of different age groups (generations).

Methods. The methodological foundation of the study is the system-anthropological psychology approach. The research methods used are: the method of investigation of personal potential, value orientations questionnaire and interview. There were 184 high-school students and 160 mature entrepreneurs who took part in the study.

Results. The results of the research show that young entrepreneurs are focused on

achievements and are open to experience. They value individualism and independence, but at the same time they understand the need to build high-quality, long-term relationships with others. The latter feature is characteristic of young people and is practically not expressed among the representatives of more mature age and the X and Y generations.

The last ones perceive entrepreneurship as the scope of self-realization. The work in social or innovative entrepreneurship helps them to translate higher values into reality. As a result we were able to identify three types of entrepreneurs and three types of personal potential profiles that correlate with the indicators of successfulness of business.

Discussion. The results of this research helped us to develop coaching programs and use them in practice.