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**THE CULTURE OF THE ENTREPRENEUR:  
FACT OR FICTION<sub>1</sub>**

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**Table 3**  
**Cultural Statements Showing 10% Variance**

	Entre-preneur	Non-entre-preneur	Diff-erence
<u>TIME</u>			
The private life and time of an employee is properly a matter of direct concern to his company	44	33	+11
<u>HAVING RIGHTS MEANS</u>			
Every citizen can influence political decisions	55	40	+15
<u>CHANGE</u>			
Of social status is open for everyone	68	57	+11
<u>BEING AN ENTREPRENEUR MEANS</u>			
Not being able to find a job	16	5	+11
<u>BEING SUCCESSFUL IS ASSOCIATED WITH</u>			
Owning your own company	62	43	+19
<u>THERE IS A DUTY</u>			
To offer a service in return when someone has provided you with a personal favour	61	47	+14
<u>DECISION MAKING SHOULD BE CHARACTERIZED BY</u>			
People feeling uncomfortable when they make a decision different from their boss	41	21	+20
<u>WORK IS PERCEIVED AS</u>			
More desirable if it's within a large organization	3	14	-11
<u>STARTING A COMPANY MEANS A RISK OF</u>			
Not getting your past employment back	33	46	-13
Jeopardizing your family's security and status	45	60	-15
Uncertainty, but adds to the excitement of life	86	74	+12



**Table 4**  
**The Cultural Values of 'Other Canadians' as Perceived by Respondents**

'OTHER CANADIANS' CULTURAL VALUES EXPRESSED BY	Entre-preneur	Non-entre-preneur	Diff-erence
<u>TIME IS</u> A limited resource	65	82	-17
<u>COMPETITION IS CHARACTERIZED BY</u> Doing more harm than good if found among employees	37	26	+11
<u>HAVING A LOT OF MONEY MEANS</u> You can buy political favours	71	60	+11
<u>HAVING POWER RESULTS FROM</u> Owning property/land	67	53	+14
Being a man	7	44	-37
<u>FAILURE IS ASSOCIATED WITH</u> You weren't meant to succeed	44	25	-19
You'd better not fail - there are no second chances	34	23	+11
<u>THE MANAGER YOU WOULD PREFER TO WORK UNDER</u> Usually consults with employees before reaching a final decision...	57	68	-11



**Table 5**  
**Strongly Positive Statements (>85%)**

- Time is a limited resource.
  - Having rights means having to accept responsibility to earn your rights.
  - Being an entrepreneur means being able to identify market opportunities.
  - Being an entrepreneur means being creative in terms of time and money.
  - There is a duty to be true to yourself and your ideals.
  - There is a duty to honour all agreements you make, both verbal and written.
  - Starting a company means a risk of investing money to make a profit.
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## **CONCLUSIONS**

The results of this study suggests that entrepreneurs have high self-esteem, as is evident by the difference in their perceptions of their values relative to those they think other Canadians hold. High esteem in the make-up of an individual enhances motivation and, increases the chances of success; important characteristics in any entrepreneur.

Because there is little real difference in ideology, culture and personality between the entrepreneur and the non-entrepreneur, entrepreneurial aptitudes and abilities may be more widely distributed in the population than previously believed, which would have policy ramifications in both the private and public sector.

