

ASSESSING ENTREPRENEURIAL CHARACTERISTICS  
IN A BRAZILIAN TRAINING PROGRAM

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## Abstract

The purpose of this study is to provide an assessment of selected entrepreneurial characteristics in a group of participants of an entrepreneurial and managerial training program developed in the south of Brazil by the local municipality and several community organizations. The study questions the effectiveness of such programs when the participants are mostly small and micro business owners, and self-employed individuals. The program was organized with the purpose of helping to create new jobs and improve entrepreneurial and managerial skills of the participants, thus helping generate income and promote regional economic development. Although considered by federal authorities as one of the best programs in the country for the creation of jobs, neither measurement of success nor objective results of the program was made. The author assessed behavior and attitudes with standard, pre-formatted bipolar scales, which revealed participant's propensity to risk, to innovativeness, and need for achievement, three personality characteristics generally considered typical for entrepreneurs. A quantitative and statistical analysis of the results compared the two groups of individuals: one group, which took the program, composed by micro business owners and self-employed individuals, and another group composed by would-be entrepreneurs that did not take the program. Some conclusions emerged from the data: first, it demonstrated that statistical differences between the two groups were not significant and confirmed that these individuals have a low propensity to risk and need for achievement; furthermore, their innovativeness was not business oriented. Second, due to environmental and psychological differences between Brazil and the United States, the study revealed some level of cultural rejection to the content of the scales. Finally, the study detected the need for a program curriculum with stronger orientation toward entrepreneurship and additional studies to determine differences between micro business and small and medium-sized enterprises.

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