

ASSOCIATION BETWEEN RISK TAKING BEHAVIOUR AND BUSINESS STARTUP

Dr. Charu Mohla¹ & Dr. Tanu Aggarwal²

¹Associate Professor, Maharaja Agrasen Institute of Management Studies, Delhi, India

²Assistant Professor, Maharaja Agrasen Institute of Management Studies, Delhi, India

ABSTRACT

People do have different personality traits and they believe that these personality traits will be either healthy. Generally personality traits are characteristics of enduring behavioural and emotional patterns. So we don't consider isolated occurrences because anyone occasionally can lose patience, feel angry so on. Myers-Briggs developed an introspective self-analysed questionnaire and discussed major personality traits Extraversion/Introversion, Sensing/Intuition, Thinking/Feeling, and Perceiving/Judging. In this present paper we would be discussing Extrovert and Introvert personality traits and would try to analyse their influence on risk taking behaviour with specific reference to Start Ups. If we talk about Extroverts are those who enjoy life. But things are not as easy as it seem. There are some negative aspects of extroverts also. Similarly if we talk about introverts, they too have positive and negative traits. On the other hand introverts are being alone.

The data has been collected from 100 respondents and in detailed we have discussed the pros and cons of both introversion and extroversion and find out who is more likely to take risks for a business startup.

KEYWORDS: Introverts, Extroverts, Business Startup, Entrepreneurs, Personality Traits, Risk Taking Behaviour

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