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**IMPACT OF PROACTIVE PERSONALITY AND CREATIVITY ON CAREER  
SATISFACTION OF ENTREPRENEURS.**

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**ABSTRACT**

This article is attempted to examine the role of proactive personality and creativity on career satisfaction of entrepreneurs. Data from 60 respondents were obtained from entrepreneurs using convenient sampling. The main objective is to find out the relationship between proactive personality and creativity on career satisfaction. It also illustrates the classification of entrepreneur's high and low proactive behaviour on career satisfaction. The findings demonstrate that there is a high and positive correlation between proactive and career satisfaction (0.506), and a low and positive correlation between creativity and career satisfaction (0.377). The implication of this study is that proactive personality has a higher impact on career satisfaction than creativity.

**KEYWORD:** Proactive personality, creativity, career satisfaction, entrepreneurs.

**INTRODUCTION**

A proactive personality is defined as a person who is relatively unaffected by situational forces, and who consciously initiates environmental change (Bateman & Crant 1993). There are objective and Subjective career success. But here in this study only subjective career success is considered i.e career satisfaction which means it describes the person's feeling of satisfaction and achievements with his/her career (Judge, Cable, Boudreau, & Bretz, 1995). Creativity means as a "person's ability to create problem solving ideas". Entrepreneurship is defined as an individual is ready to create opportunities by using existing resources in forming or creating a new business. The different variables that come under entrepreneurship are commitment; ambitious, risk taking, confidence, inventive, feedback, hard work, excellence, future oriented, learn from failure and leadership (Zimmerer, 1996).

It is argued that proactive individual is said to "select, create, and influence work situations that increase the likelihood of career success" (Seibert, Kraimer, & Crant, 2001). Proactive personality is one of significant natural features for any individuals to maintain their career achievement in according to the trend of job insecurity. The reason being that a proactive person is not comparatively limited, but actively look for new resources and opportunities and act on them to progress continuously in their career life. (Yeana.T.F, Yahyaa.K.K , Othmana.S.Z , Pangila.F,2013) Proactive employees are more likely to use creativity to influence their working environment, and contributes to greater career satisfaction and the srnse of being valued and contributing members of the organization (Kim, Hon, and Crant 2009). If we view successful entrepreneurs as those "individuals who identify opportunities and start new companies to develop them, then they will need to be able to do more than simply generate useful new ideas. Likewise, if we view entrepreneurial creativity as "the generation and implementation of novel, appropriate ideas to establish a new venture. (Baron 2000)

Most researchers attempted to explore proactive personality and career satisfaction of employees working in an organisation. Most studies have conducted on proactive personality and creativity of individuals, but this study was conducted to determine whether the proactive behaviour and creative minds of entrepreneurs affects their career satisfaction.

### OBJECTIVE OF THE STUDY

- To find out the relationship between the proactive personality and career satisfaction with reference to entrepreneurs.
- To study the relationship between creativity and career satisfaction with reference to entrepreneurs.
- To classify and to find association between the high and low categories of proactive personality and creativity with respect to career satisfaction.

### HYPOTHESES

Proactive personality influences one's ability to adjust to ever-changing work conditions by taking responsibility for career progression and the development of personal networks (Hall and Mirvis, 1995). Career success can be measured both objectively and subjectively. Subjective career success refers to a person's feelings of satisfaction and accomplishment with his/her career (Judge, Cable, Boudreau, & Bretz, 1995). Previous research has directly linked proactive personality and both objective and subjective career success (Seibert.E. S, Crant.M and Kraimer.M.L 2001) For this reason, hypothesis is created:

- **H<sub>1</sub>: There is a significant association between proactive personality and career satisfaction (chi – square)**
- **H<sub>2</sub>: Proactive personality has significant impact on career satisfaction. (Correlation and regression)**  
Thus, to find whether the entrepreneur's creativity have an impact on career satisfaction the following hypothesis is framed,
- **H<sub>3</sub>: There is a significant association between creativity and career satisfaction (chi – square)**
- **H<sub>4</sub>: Creativity has significant impact on career satisfaction. (Correlation and regression)**

### METHODOLOGY

This study is said to be a descriptive research design. A sample of 60 entrepreneurs doing business in various sectors – large, medium, and small were selected for this study. Due to their easy accessibility and proximity to the researcher, convenience sampling technique is used for data collection. This method is. Primary data was collected through survey method using a instrument by -Bateman and Crant's (1993) 10- point likert scale to measure proactive personality (0.779), Career satisfaction was measured with Greenhaus et al. (1990) five item scale at time (0.840) and Zhou and George's creativity scale (2001) (0.859). Through pilot study, by taking in 25 respondents, the reliability of the questionnaire was measured by using Cronbach's alpha. Thus, the overall score for this questionnaire is 0.906. Tools used for data collection are Chi-square, Karl Pearson's correlation and simple linear regression.

### RESULTS

**H<sub>1</sub>: There is a significant association between proactive personality and career satisfaction.** From the above table it can be inferred that the probability value **0.014 is less than 0.05 level of significance**, hence the null hypothesis is rejected, and it is concluded that there is significant relationship between proactive personality and career satisfaction. Further, it can be concluded that most of respondents are have **high proactive personality and thus, they are highly satisfied with their career as entrepreneurs (77.27%)** and also it can be said that respondents who are said to be **low proactive have a low satisfaction in their career as entrepreneurs (56.25%)**. Thus, this above statement indicates that **high proactive personality leads to career satisfaction.**

		Career satisfaction		TOTAL
		Low career satisfaction	High career satisfaction	
Proactive personality	Low proactive	<b>9</b> <b>(56.25%)</b>	<b>7</b> <b>(43.75%)</b>	16
	High proactive	<b>10</b> <b>(22.72%)</b>	<b>34</b> <b>(77.27%)</b>	44

	Total	19	41	60
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	VALUE	df	Significant value
Pearson Chi-Square	6.093 <sup>a</sup>	1	.014

**H<sub>2</sub> states that the proactive personality has an impact on career satisfaction.** From the below table, it can be inferred that the probability value of correlation is **0.000** which is less than **0.05** level of significance. Thus, we reject null hypothesis. It can be concluded that there is relationship between proactive personality and career satisfaction. Further, the correlation value is **0.506**, this indicates that there is **positive and high correlation between the two variables**. It can be concluded that **proactive personality of an entrepreneur influence career satisfaction**. Further, for every **one-unit change in the proactive personality, the career satisfaction increases by 0.505 units**. The regression equation can be written as:  $Y = 0.440 + 0.505X$ , where X is proactive personality and Y is career satisfaction. **The value of correlation coefficient (r) is 0.506, coefficient of determination (r<sup>2</sup>) is 0.256 and adjusted R<sup>2</sup> is 0.243.**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.506 <sup>a</sup>	.256	.243	3.62633

a. Predictors: (Constant), proactive personality

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	262.267	1	262.267	19.944	.000 <sup>b</sup>
	Residual	762.716	58	13.150		
	Total	1024.983	59			

a. Dependent Variable: career satisfaction  
b. Predictors: (Constant), proactive personality

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.640	4.290		.615	.541
	proactive personality	.505	.113	.506	4.466	.000

a. Dependent Variable: career satisfaction

**H<sub>0</sub>: There is a no significant association between creativity and career satisfaction.** From the below table it can be inferred that the probability value **0.237** is higher than **0.05** level of significance, hence the null hypothesis is accepted, and it is concluded that there is no significant relationship between creativity. Further, it can be concluded that even when there is **low creativity, we can see that there is higher career satisfaction (57.89%)** and also when there is **high creativity, there is higher career satisfaction (68.18%)**. Thus, even there is **high or low creativity in entrepreneurs, they are satisfied with their career.**

creativity * career satisfaction cross tabulation		
	Career satisfaction	
	Low career	High career

		satisfaction	satisfaction	TOTAL
Creativity	Low creativity	<b>8</b> <b>(42.10%)</b>	<b>11</b> <b>(57.89%)</b>	19
	High creativity	<b>11</b> <b>(25%)</b>	<b>30</b> <b>(68.18%)</b>	44
	Total	19	41	60

	VALUE	df	Significant value
Pearson Chi-Square	1.400 <sup>a</sup>	1	<b>.237</b>

**H<sub>4</sub> states that creativity has an impact on career satisfaction.** From below table, it can be inferred that the probability value of correlation is **0.003** which is less than **0.05** level of significance. Thus, **we reject null hypothesis.** It can be concluded that there is relationship between creativity and career satisfaction. Further, **the correlation value is 0.377, this indicates that there is positive and low correlation between the two variables.** We can conclude that creativity influences career satisfaction but not in a significant way. Further, for every **one-unit change in the creativity, the career satisfaction increases by 0.327 units.** The regression equation can be written as:  $Y = 7.957 + 0.327X$ , where X is creativity and Y is career satisfaction. **The value of correlation coefficient (r) is 0.377, coefficient of determination (r<sup>2</sup>) is 0.142 and adjusted R<sup>2</sup> is 0.128.**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.377 <sup>a</sup>	.142	.128	3.89315

a. Predictors: (Constant), creativity

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	145.901	1	145.901	9.626	.003 <sup>b</sup>
	Residual	879.082	58	15.157		
	Total	1024.983	59			

a. Dependent Variable: career satisfaction  
b. Predictors: (Constant), creativity

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.957	4.452		1.787	.079
	total creativity scale	.327	.106	.377	3.103	.003

a. Dependent Variable: career satisfaction

### CONCLUSION AND DISCUSSION

This study shows that proactive personality has a direct impact on career satisfaction. However, creativity that showed a mild impact of career satisfaction, it can be concluded that proactive

personality impacts career satisfaction than creativity. This world needs entrepreneurs, for that people must come out of their shell and be proactive. To step out from your job or work is not an easy task, we need to take risk and believe in what is there for them in stores. The proactive personality of entrepreneurs will first identify the opportunities follow by showing initiatives to make changes before acting and persevere until they have reached a closure by bringing about meaningful change. But if the entrepreneur does not have the proactive personality, they will fail to identify the opportunity and lose the chance to make changes. Creativity, on the other hand, also influences career satisfaction. Now a days, creativity has become a buzz word. Thinking differently being creative will make you stand out from the crowd and people love to invest in your idea as well and eventually, it will lead to satisfaction in whatever you do. This study gives the overall conclusion of proactive and creativity, its impact on career satisfaction. Hence, it is proved that proactive personality of entrepreneurs and creativity have an impact on career satisfaction.

#### **LIMITATION AND SCOPE FOR FUTURE STUDY**

Researcher had difficult to collect responses from entrepreneurs via social media because of low response rate. Also, there were significantly more female respondents than male respondents in this study which could have biased the results. Young budding entrepreneurs are majority in number than experienced entrepreneurs. Future direction of the study can be based on bringing in extra-behaviour variable (mediating and moderating role) affecting proactive and career satisfaction, as lot of factors may affect those two variables. It is possible, that the relationship between proactive personality and career success is influenced by intervening extra-role behaviors and future studies can be conducted accordingly.

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