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THE RELATIONSHIP OF ENTREPRENEURIAL TENDENCY WITH PERSONALITY TRAITS AND LIFE SATISFACTION: A RESEARCH IN LOGISTICS SECTOR

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ABSTRACT

Nowadays, entrepreneurship plays an important role in many areas such as economic growth, job creation, and industrial development. The success and sustainability of entrepreneurship are closely related to raising individuals with entrepreneurial personality traits. Entrepreneurial tendency refers to an individual's desire and ambition to engage in entrepreneurial activities, his/her self-confidence in being an entrepreneur, and his/her predisposition to entrepreneurship. In terms of the success of businesses, in addition to having entrepreneurial tendencies, whether individuals have life satisfaction is also a very important factor. Life satisfaction deals with the extent to which individuals are satisfied with their lives as a whole. Entrepreneurial tendencies, personality traits, and life satisfaction of the human factor, which has an important role in terms of achieving the goals of businesses, play an important role. When the literature on the subject is examined, no research examines the three concepts of entrepreneurial tendency, personality traits, and life satisfaction together. Therefore, this study analyzes whether there is a relationship between entrepreneurial tendency personality traits and life satisfaction and tries to reveal the results. In the research, a literature review on the subject was conducted and it was aimed to contribute to both the literature and the business world. In the first part of the study, concepts related to entrepreneurship and entrepreneurial tendency are given, and in the second part, the five-factor personality theory is examined. In the third part, the concepts related to life satisfaction are briefly mentioned. In the last part of the study, field research was conducted with the employees of the logistics sector operating in Hatay province. In this context, a survey was conducted with 363 people between January and February 2019. In the statistical evaluation of the research, reliability, factor loadings, and correlation analyses were analyzed with the SPSS program. As a result of the analysis, it was determined that there was a significant and positive relationship between entrepreneurial tendency and both personality traits and life satisfaction.

Keywords: Entrepreneurship, entrepreneurial tendency, personality traits, life satisfaction.

INTRODUCTION

Changes in information and communication technologies have become an integral part of daily life. In an environment where the business setting is marked by constant complexity and uncertainty, businesses must consider several factors to maintain their competitive edge, ensure success and sustainability, and even survive. These characteristics require companies to act proactively, take risks, and innovate in regard to their target market, products, and technology (Antoncic & Hisrich, 2001). In this regard, the objective and value-neutral entrepreneurial activities that generate value-creation actions to develop fresh ideas for raw materials, services, products, processes, industries, markets, or their combinations are crucial to businesses (Ferdousi, 2012; Altuntaş & Dönmez, 2010; Ağca & Kandemir, 2008). Due to the increasing significance of entrepreneurship, there has been a growing emphasis on individual-based entrepreneurship and the role of individual talent, resulting in the intellectual productivity of individuals becoming increasingly important. Alongside this, the traits of entrepreneurs, who are the key players in this field, have also become a crucial factor in determining success in entrepreneurship. In other words, entrepreneurs have become increasingly influential through their decision-making and operational practices (Yüksel et al., 2015). The significance of entrepreneurship has brought attention to individual-based concepts and personal aptitude, focusing on the productivity of individuals. Therefore, companies that monitor market trends and participate in related activities hold a competitive edge. Entrepreneurship research emphasizes the significance of the entrepreneur's personal performance, which is directly linked to intrapreneurial dimensions like risk-taking, innovation, and opportunity focus (Kuratko & Goldsby, 2004). In order for businesses to be successful, in addition to having entrepreneurial tendencies, whether individuals have life satisfaction is also a very important factor. Life satisfaction deals with the extent to which individuals are satisfied with their lives as a whole. Entrepreneurial tendencies, personality traits, and life satisfaction of the human factor, which has an important role in terms of achieving the goals of businesses, play an important role. When the literature on the subject is examined, there is no research that examines the three concepts of entrepreneurial tendency, personality traits, and life satisfaction together. In this study, it was analyzed whether there is a relationship between entrepreneurial tendency personality traits and life satisfaction, and the results were tried to be revealed. In the research, a literature review on the subject was conducted and it was aimed to contribute to both the literature and the business world. In the first part of the study, concepts related to entrepreneurship are given, and in the second part, the five-factor personality theory is examined. In the third part, the concepts related to life satisfaction are briefly mentioned. In the last part of the study, field research was conducted with the employees of the logistics sector operating in Hatay province.

Entrepreneurship And Entrepreneurial Tendency

In the increasingly competitive global market, some companies adopt growth strategies to survive. However, continuous growth also brings a series of challenges. As firms expand, they become more bureaucratic and slow to adapt to constantly changing market conditions, weakening their ability to react. Therefore, large corporations can recapture activity and innovative behavior through entrepreneurship, which can restore lost

mobility and innovative spirit due to their large scale. This situation makes it crucial for organizations' top management and staff to gain a competitive advantage by adopting entrepreneurial activities (Baruah & Ward, 2015; Kuratko & Hodgetts, 1998; Serikan & Arat, 2013; Fiş & Çetindamar, 2007). When discussing entrepreneurship, it is often solely associated with creating a new organization, starting a new business, or launching a new venture. However, it is increasingly recognized that the entrepreneurial mindset and behaviors of individuals can persist beyond the establishment of a business and offer a significant competitive edge. In nearly all academic definitions of entrepreneurship, there is a consensus on the behaviors associated with entrepreneurs. These include taking initiative, accepting risk and failure, utilizing resources and conditions to create value in social and economic spheres, and embracing risk and failure (Erbatu, 2008). In the traditional sense, an entrepreneur is identified as an individual who creates their own business, combines different production elements, takes on risks, and strives to generate a profit (Emsen, 1996). Individuals with an entrepreneurial mindset can be defined as those possessing vivid imaginations, a penchant for assuming responsibilities towards realizing innovations, creative tendencies, and the capacity to convert their ideas into profitable outcomes for their firms (Ağca & Kurt, 2007; Demir, 2013).

The entrepreneurial tendency is primarily a combination of individual and environmental factors, expressing the individual's determination to pursue their own business. Entrepreneurial tendency refers to an individual's desire, ambition, self-confidence, and predisposition to engage in entrepreneurial activities (Özbozkurt vd., 2019). Entrepreneurial tendency refers to a process that is shaped by the personal qualities of individuals and the environment in which they live. Even if the entrepreneurial tendency is innate, this tendency should definitely be identified, revealed, developed and directed. For this reason, the family has important duties, in other words, the individual should be supported and encouraged by his/her close environment, especially by his/her family. Many factors such as economic, social, political structure, family, education level, and environmental conditions, as well as individual factors such as the need for success, locus of control, creativity, tolerance to uncertainty, risk-taking, independence, innovation, and self-confidence are effective in the emergence of entrepreneurial tendency. In other words, all of the factors that affect the development of the individual from childhood to the end of adulthood are effective in terms of entrepreneurship tendency (Güreşçi, 2014; Kaygın & Güven, 2015; Sadykova & Eleren, 2016; Uğur & Devcar, 2018; Demir et al., 2020; Tefek, 2023).

It is a constituent of entrepreneurial behavior along with dimensions such as autonomy, innovation, risk-taking, proactivity, and a competitive structure (Erbatu, 2008). It is evident that various researchers hold different perspectives on the dimensions of entrepreneurship. The proposed dimensions in these studies suggest that entrepreneurship is a multi-faceted concept, wherein the dimensions are distinct but interconnected. Furthermore, entrepreneurship encompasses activities at both the individual and organizational levels (Meydan, 2011). It is not possible to completely standardize and enumerate the personal traits of entrepreneurs, or distinguish them from the general population. Nevertheless, research investigating entrepreneurship has identified common concepts related to entrepreneurial characteristics. From these concepts, it is possible to summarize the main characteristics that define an entrepreneur under the following

headings (Abishoy et al., 2015; Balaban et al., 2008; Öürücü et al., 2007; Durukan, 2005; Olsen, 1998; Çetin, 1996):

- It must be able to take risks and see risk-taking as part of its existence.
- They should be able to instill confidence in their surroundings.
- Must be able to solve problems efficiently.
- It should be creative and innovative.
- Must have leadership qualities.
- They must be self-confident and resilient to stress.
- They must have vision and imagination.
- The desire for success should be high.
- A good education is an important factor in making the entrepreneur more successful.
- Knowledge of a foreign language is important for communication skills.

Personality Traits

The concept of personality, which has attracted attention for centuries as a part of human social life, started its scientific development in the 1930s when personality psychology was accepted as a scientific discipline separate from other social science fields (McAdams, 1997). The word personality is based on the Latin concept of "persona". Persona means the mask that actors wear on their faces according to the characteristics they represent in classical Roman theater, and this word describes the differences between people (Liebert, 1995). While the concept of personality is defined as individual-specific and permanent characteristics, it is also a combination of genetically inherited temperament and acquired character (Norman, 1963; Akiskal et al., 1983; Mc Adams, 1997). The concept of personality, which has a complex structure, consists of many factors. These factors can be listed as socio-cultural factors, heredity and physical structure factors, family factors, geographical and physical factors, social structure, and social class factors (Erođlu, 1996).

Since the first half of the twentieth century, factor analyses have been conducted to determine the dimensions of personality traits. In these analyses, it was revealed that the number of factors for personality models generally varied between three and seven (Salgado, Viswesvaran, & Öneş, 2001). Goldberg (1981) stated that five strong factors for personality traits emerged in his study and suggested that many personality concepts can be organized theoretically within the framework of these five factors. Many valid personality inventories developed to measure personality traits either measure the five-factor dimensions or are highly correlated with the five-factor dimensions (Selengil, 2004). The five-factor personality model is defined by the dimensions of emotional stability, extraversion, agreeableness, openness, and conscientiousness. These dimensions (Costa & McCrae, 1992; Somer & Goldberg, 1999; Bono et al., 2002; Barrick & Mount, 2003; Yelbođa, 2006) are as follows:

1. Extraversion: It expresses how assertive, dominant, energetic, active, talkative, and enthusiastic people are. Friendly, energetic, cheerful, thrill-seeking, and dominant (high score); distant, calm, introverted, preferring solitude (low score).
2. Openness: A personality dimension that characterizes a person who is intellectually curious and likes to explore new experiences and ideas: creative, analytical, open to other views, sensitive (high score); traditional, conservative, defensive, uninterested (low score)
3. Emotional Stability: People with high emotional stability are self-confident, reassuring, and calm. Relaxed, self-confident, patient, open to criticism, tolerant of stress (high score); anxious, nervous, timid (low score)
4. Agreeableness: High agreeableness indicates that the person has cooperative values and prioritizes positive interpersonal relationships. Humble, cooperative, sincere, understanding (high score); skeptical, headstrong, stubborn, competitive, cautious (low score)
5. Conscientiousness: It shows the degree of motivation, determination, hard work and organization that an individual maintains in achieving a goal. Systematic, determined, achievement-oriented, ambitious, meticulous (high score); unplanned, procrastinating, easily distracted, disorganized (low score).

One of the main reasons why the five-factor model has been so widely accepted among the studies on personality trait models to date is that this model has been scientifically proven to be valid and reliable in revealing human personality (Hough & Öneş, 2001).

Life Satisfaction

The concept of "life satisfaction" (or "happiness" as it is also known), which was first proposed by Neugarten (1961), is one of the topics that many researchers have recently focused on. Concepts such as life satisfaction, happiness, and quality of life have gained importance with the formation of the positive psychology paradigm based on humanistic psychology in the 2000s. The positive psychology paradigm is based on the fact that there are very few studies and theories on the happiness of the individual. Before defining life satisfaction, it would be appropriate to explain the concepts of "life" and "satisfaction". Life is defined as "the period between birth and death" (Seligman et al., 2005; Bakan & Güler, 2017; Çevik & Korkmaz, 2014; Behlau, 2010; Bakan & Amırlı, 2021). Life satisfaction is an individual's cognitive assessment of how he/she evaluates his/her life or how good his/her life is and is measured by overall life satisfaction and satisfaction in life domains (Diener et al., 1985).

Life satisfaction is the cognitive/judgmental dimension of subjective well-being. Individuals compare their own situation according to certain standards. For example, although being healthy is a desirable state, individuals may attribute different values to being healthy. In other words, while being healthy is very important for some, it may not be so important for others. The area considered important for each individual in life satisfaction may differ. Therefore, in order to determine people's life satisfaction, general life evaluations should be considered instead of considering their satisfaction in certain areas (Diener, Emmons, Larsen, & Griffin, 1985). Personality is one of the most important determinants of individuals' life satisfaction (Hayes & Joseph, 2003). Emotional stability, extraversion, and responsibility have a significant effect on life satisfaction (DeNeve & Cooper, 1998).

METHOD**Research Purpose**

The purpose of the research is to reveal whether there is a relationship between the entrepreneurial tendencies of the personnel working in the logistics sector in Hatay province with their personality traits and life satisfaction. Analyzes were carried out for this purpose and the results were tried to be revealed. In the research, a literature review on the subject was conducted and it is expected that this research will contribute to both the literature and the business world. In the light of the findings to be obtained as a result of the study, it is aimed to contribute to the improvement of the personnel policies of the organizations. Since the number of studies examining the relationship between personality traits, entrepreneurial tendencies, and life satisfaction is limited, this study is expected to play an important role in terms of literature.

Hypotheses of the Research

Studies in the literature have tried to reveal whether there is a relationship between entrepreneurial intention and personality traits, and the relationship between personality traits and individuals' entrepreneurial intention and life satisfaction. For this purpose, Zhao and Seibert (2006) examined the effects of personality traits on entrepreneurial intention in their meta-analysis study. As a result of the study, except for the extraversion dimension of the Big Five personality traits, the other four dimensions were found to be effective on entrepreneurial intention. (Yüksel et al., 2015) analyzed the relationship between entrepreneurial personality traits and entrepreneurial tendencies of business management students in their study. According to the findings, the entrepreneurial personality traits of the students participating in the study were revealed as innovativeness, sensitivity, and opportunism.

Envick and Langford (2000) tried to reveal the distinctive characteristics of entrepreneurs and managers through the five-factor personality model. As a result of the study, it was determined that managers are much more mild-mannered and responsible individuals than entrepreneurs within the dimensions of the five-factor personality model. It was determined that managers are more sociable than entrepreneurs, albeit with a low difference, and entrepreneurs are more extroverted and emotionally balanced individuals than managers, again with a low difference. (Akkuş, et al., 2019) investigated the effect of personality traits and dimensions of entrepreneurial personality of young and young-adult individuals on entrepreneurial tendencies in their study. As a result, it was determined that the Extraversion dimension has a significant effect on Entrepreneurial Intention through the Innovativeness dimension. Çetin & Varoğlu (2009) focus on how the personality pattern of the entrepreneur can be by revealing the role of personal characteristics in entrepreneurial activities. In the study, five-factor personality traits, which have proven their psychometric validity in organizational behavior areas such as job satisfaction, leadership, and job performance, were examined. As a result of this theoretical study, in the light of the results obtained in the studies conducted with personality traits in the literature, it is assumed that the entrepreneur may exhibit a personality profile that is extroverted, low in agreeableness, high in self-discipline, low in neuroticism and open to development. In another study, as a result of the analysis, it

was found that there were significant differences between entrepreneurs and salaried employees in extroversion, agreeableness, self-control/responsibility, and openness to development dimensions of personality, while there was no significant difference between the two groups in the emotional balance dimension (Boz et al., 2016). In light of this information, the first hypothesis of the study was formed as follows.

H1: There is a positive and significant relationship between entrepreneurial tendency and personality traits.

When the studies examining life satisfaction and personality traits are examined, it is seen that different results emerge. In the studies conducted, it has been observed that there are no parallel results between some dimensions of personality traits and life satisfaction (Bulut & Yıldız, 2020; Köksal, 2015; Şimşek & Aktaş, 2015). While a negative relationship was found between life satisfaction and emotional instability; a positive relationship was found between extraversion, agreeableness, and conscientiousness; no significant relationship was found between openness to experience and life satisfaction (Bulut & Yıldız, 2020). Şimşek & Aktaş (2015) reported that there was a positive relationship between life satisfaction and extraversion and conscientiousness as a result of a study conducted on public employees. However, they found that there was no significant relationship between agreeableness, emotional instability openness to experience, and life satisfaction. In a study conducted by Toker & Kalıpçı (2017) on university students, it was found that there was a positive relationship between life satisfaction and conscientiousness and extraversion and a negative relationship between emotional instability, while there was no significant relationship between life satisfaction and openness to experience and agreeableness. In light of this information, the second and third hypotheses of the study were formed as follows.

H2: There is a positive and significant relationship between entrepreneurial tendency and life satisfaction.

H3: There is a positive and significant relationship between personality traits and life satisfaction.

Research Model

In order to reveal the relationships between variables, the model in Figure 1 below was created.

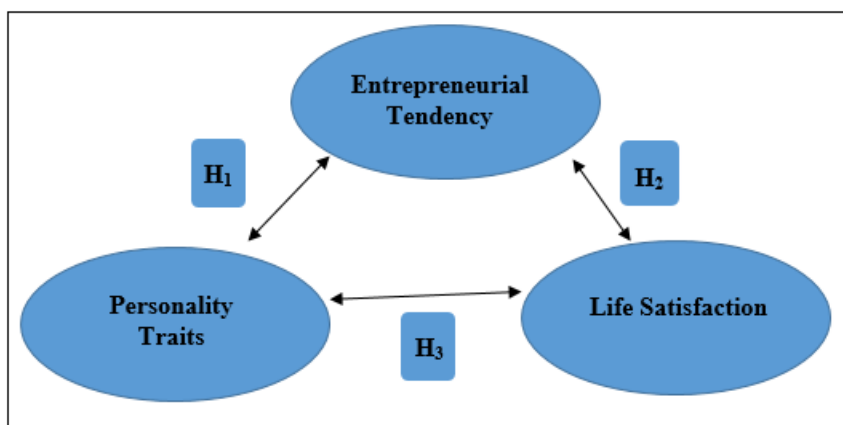


Figure 1. Research Model

Population and Sample of the Study

In order to realize the objectives of the research, a literature review was conducted and the strategies and hypotheses required for the research were determined. The population of the study consists of logistics sector personnel working in Hatay province. Although there are different approaches to sample size, the approach that the sample size should be at least five times the number of items is adopted by researchers (Akan, Yıldırım & Yalçın, 2014; Uğurlu & Aylar, 2017). The data for this study were collected in January and February of 2019. The survey technique was utilized as a data collection method and the prepared questionnaire form was applied online. The survey questions were prepared according to a five-point Likert scale. Personnel were selected by a simple random sampling method. The data obtained from the research can represent the research population at a 95% ($\alpha=.05$) confidence level. The data obtained from 363 questionnaires were analyzed through the SPSS program, and reliability, factor analysis, Pearson correlation analysis, and structural equation modeling were performed.

Research Scales

In the first part of the questionnaire, an entrepreneurial tendency scale consisting of 14 statements was used to measure entrepreneurial tendency. The questions in this section were adapted from the study conducted by Girginer & Uçgun (2004). In the second part of the questionnaire, the Personality Characteristics Scale, the personality scale created by (Somer et al., 2002) based on the 'Five Factor Personality Scale' by Costa and McCrae (1987), was used to determine the personality characteristics of the individuals. The scale consists of a total of 25 questions and 5 sub-dimensions. In the last part of the questionnaire, the life satisfaction scale consisting of five statements developed by Diener, Emmons, Larson & Griffin (1985) and adapted into Turkish by Dağlı and Baysal (2016) was used to measure life satisfaction.

FINDINGS

In this part of the study, the data of the survey study were analyzed statistically. Reliability, factor loadings, and correlation analyses were analyzed with the SPSS program and the results were presented.

Reliability, Validity, and Factor Analyses

Reliability analyses are performed to test whether the scales are reliable. In the results of the analysis, the scale is considered to be reliable when Cronbach's Alpha Value is 0.70. However, when the number of questions in the factor is small, this limit can be accepted as 0.60 and above (Sipahi, Yurtkoru and Çinko, 2008: 89). Kaiser-Meyer-Olkin (KMO) and Bartlett's test values are used to determine the suitability of the data for factor analysis. A KMO sub-value of 0.50 is considered sufficient, and a Sigma value less than 0.05 in Bartlett's test is an indication that the data are suitable for factor analysis. If $KMO \leq 0.50$, it is not possible to factorize the data set (Field, 2000).

Table 1. Analyses Related to the Scales of the Study

Scales	Cronbach's Alpha Values	Kaiser- Mayer-Olkin	Barlett Test	Factor Loadings
Entrepreneurship Tendency	0,81	0,84	$\chi^2 = 3331$ P = 0.003	0,63-0,88
Personality Traits	0,89	0,93	$\chi^2 = 2881$ P = 0.001	0,68-0,87
Life Satisfaction	0,83	0,81	$\chi^2 = 3211$ P = 0.004	0,71-0,85

* P < 0,05

According to the reliability, validity, KMO, and Barlett analysis results of the scales used in the study, the reliability level of the entrepreneurial tendency scale was found to be @=0.81, KMO= 0.84 and Barlett test p=0.003, the reliability level of the personality trait scale was found to be @=0.89, KMO= 0.93 and Barlett test p=0.001, the reliability level of the life satisfaction scale was found to be @=0.83, KMO= 0.81 and Barlett test p=0.004. Therefore, there was no need to remove or modify any questions from the scales used in the study. According to the confirmatory factor analysis results of the entrepreneurial tendency scale, the factor loadings of the scale were between 0.63 and 0.88 and the explained variance was 77%. According to the results of the confirmatory factor analysis of personality traits, the factor loadings of the scale were between 0.68 and 0.87 and the variance explained was 73%. Finally, according to the results of the confirmatory factor analysis of life satisfaction, the factor loadings of the scale were between 0.71 and 0.85 and the explained variance was 79%. For social sciences, it has been stated that when the total explained variance exceeds 60% in multidimensional scales, the result is good (Comrey & Lee, 1992; Hair et al., 2009).

Evaluation of the Demographic Characteristics of the Survey Participants

In this section of the study, demographic information of the business managers who responded to the survey was analyzed.

Table 2. Evaluation of Demographic Characteristics of the Survey Participants

Gender	Frequency	Percentage
Female	77	21,2
Male	286	78,8
Your age	Frequency	Percentage
0-25 years	51	14,1
26-35 years old	136	37,4
36-40 years old	112	30,8
41-45 years old	45	12,5
46-50 years old	15	4,1
Greater than 51	4	1,1
Marital Status	Frequency	Percentage
Married	285	78,6
Single	78	21,4
Education Status	Frequency	Percentage
High School	155	42,7

Associate Degree	111	30,6
Faculty	83	22,8
Master's Degree	14	3,9
Duration of Employment at the Institution	Frequency	Percentage
0-5 years	164	45,2
6-10 years	129	35,5
11-15 years	41	11,3
More than 15 years	29	8,0

According to the results in Table 2, 21.2% of the personnel who responded to the survey questions were female and 78.8% were male. Of the 363 personnel who participated in the survey, 14.1 percent were between the ages of 0-25, 37.4 percent were between the ages of 26- 35, 30.8 percent were between the ages of 36-40, 12.5 percent were between the ages of 41-45, 4.1 percent were between the ages of 46-50 and 1.1 percent were older than 51. According to the results, 78.6 percent of the respondents were married and 21.4 percent were single. It was observed that 42.7 percent of the respondents were high school graduates, 30.6 percent were associate degree graduates, 22.8 percent were faculty graduates and 3.9 percent were master's degree graduates. According to the results of the research, 45.2 percent of the personnel who responded to the survey questions have been working in their organizations between 0-5 years.

Results on the Relationship Between Entrepreneurial Tendency, Personality Traits and Life Satisfaction

In this part of the study, the data on the relationship between the entrepreneurial tendencies of the employees participating in the research and their personality traits and life satisfaction were analyzed.

Table 3. The Relationship of Entrepreneurial Tendency with Personality Traits and Life Satisfaction

Variables	Entrepreneurship Tendency	Personality Traits	Life Satisfaction
Entrepreneurship Tendency	1		
Personality Traits	0,337**	1	
Life Satisfaction	0,486**	0,412**	1

** = $p < 0,05$

Pearson correlation analysis was conducted to measure the relationship between entrepreneurial tendencies personality traits and life satisfaction. According to the results in Table 3, there is a positive and significant relationship of 0.337 points between entrepreneurial tendencies and personality traits ($p < 0.05$). According to these results, the first hypothesis of the study, **H1**: There is a positive and significant relationship between entrepreneurial tendency and personality traits is accepted. When the results of the relationship between entrepreneurial tendency and life satisfaction were analyzed, a positive and significant relationship of 0.486 points was found between entrepreneurial tendency and life satisfaction ($p < 0.05$). Therefore, the second hypothesis of the study, **H2**: There is a positive and significant relationship between entrepreneurial tendency and life satisfaction, is accepted. Finally, the relationship between personality traits and life satisfaction was

analyzed. According to the results in Table 3, there is a positive and significant relationship of 0, 412 points between personality traits and life satisfaction ($p < 0.05$). According to the results of this data, the third and final hypothesis of the study, **H3**: There is a positive and significant relationship between personality traits and life satisfaction is accepted. According to the results of this research, it has been revealed that there is a positive relationship between the entrepreneurial tendencies of the personnel participating in the research and both personality traits and life satisfaction. In addition, it has been revealed that there is a positive relationship between the personality traits and life satisfaction of the personnel participating in the research. In the light of these data, the hypothesis results of the research are shown in the table below.

Table 4. Hypothesis Results

H1: There is a positive and significant relationship between entrepreneurial tendency and personality traits.	Acceptance
H2: There is a positive and significant relationship between entrepreneurial tendency and life satisfaction.	Acceptance
H3: There is a positive and significant relationship between personality traits and life satisfaction.	Acceptance

CONCLUSION AND DISCUSSION

Especially in the increasing global competition conditions we are in, some companies adopt growth strategies in order to survive. However, the continuous growth of businesses also brings along a series of problems. As growing firms become more bureaucratic, they are late in reacting to constantly changing market conditions, and their reactions are weakened. Therefore, large enterprises can regain some activities and innovative behaviors through entrepreneurship that will regain the innovative spirit and mobility that they have lost due to their large scale. In particular, companies with personnel with entrepreneurial personality traits can gain an advantageous position in this regard. Traits such as risk-taking, creativity, determination, work ethic, and communication skills help entrepreneurs to discover new opportunities, overcome obstacles, and achieve sustainable success. However, it should be remembered that each individual has a different combination of personalities and entrepreneurship is a process that results from a complex interaction of these personality traits. At the same time, entrepreneurs' freedom to manage their businesses can increase their life satisfaction and raise their overall level of happiness. Therefore, the impact of personality traits on entrepreneurial disposition and life satisfaction is an important topic that deserves further research and study. According to the results of this research, it has been revealed that there is a positive relationship between the entrepreneurial tendencies of the personnel participating in the research and both their personality traits and life satisfaction. In addition, there is also a positive relationship between personality traits and life satisfaction of the personnel participating in this research. Previous research on this topic also reveals that certain personality traits affect entrepreneurial tendency (Boz et al., 2016; Çetin & Varoğlu, 2009; Envick & Langford, 2000). In particular, some of the "Big Five" personality factors have been closely associated with entrepreneurship (Boz et al., 2016; Çetin & Varoğlu, 2009; Envick & Langford, 2000).

When the studies examining life satisfaction and personality traits are examined, it is seen that different results emerge. In the studies conducted, it has been observed that there are no parallel results between some

dimensions of personality traits and life satisfaction (Bulut & Yıldız, 2020; Köksal, 2015; Şimşek & Aktaş, 2015). It can be said that this is due to the fact that the participants in the study serve in different sectors.

As a result, as a result of the studies on entrepreneurship, it has been revealed that entrepreneurship is a technique for organizations to realize both innovation and institutional renewal, as well as the most important tool for organizations to provide a competitive advantage for organizations and to maintain the existence of organizations in the long term. Therefore, it can be said that the qualities of entrepreneurial employees such as innovation, proactivity, risk-taking, autonomy, and individual network development are extremely important for both public and private sector enterprises in adapting to changing conditions and uncertainty (Berk, 2016). With this goal, it may be possible for businesses to achieve their goals in the long term as a result of directing their employees to trainings, seminars, and conferences on entrepreneurship and supporting the necessary activities to encourage intrapreneurship.

As in every research, there are limitations in this study. The first important limitation is reaching the survey subjects and convincing them to answer the questionnaire. The reason why communication difficulties were encountered from time to time in ensuring the return of the answered questionnaires was due to the overwork intensity of the employees and the physical distance between them. The second limitation of the research is in terms of time. Another limitation of the research is that the research was conducted only in a small number of logistics companies in Hatay province.

SUGGESTIONS

According to the study findings, the number of research investigations analyzing the link between entrepreneurial tendencies, personality traits, and life satisfaction among business personnel is relatively low in comparison to the literature available. To achieve their objectives, it is crucial for businesses to hire staff possessing high entrepreneurial orientation traits. This issue warrants further research, particularly given the varying results of studies on the correlation between personality traits and life satisfaction. Therefore, exploring this topic in various sectors should be considered. Additionally, businesses should encourage intrapreneurship by directing employees to attend training sessions, seminars, and conferences on entrepreneurship and supporting related activities.

Ethics Text

In this article, journal writing rules, publication principles, research and publication ethics rules, and journal ethics rules were followed. Responsibility for all kinds of violations related to the article belongs to the authors. The research was completed in accordance with the rules of publication ethics. The data for this study were collected in January and February of 2019.

Author's Declaration of Contribution: The author's contribution rate is 100%.

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