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DOES ENTREPRENEURIAL FACTOR INFLUENCE CREATIVE IDENTITIES' PERCEPTION?

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Abstract. The interdisciplinary research on the perception of entrepreneurs, managers, leaders, creators, and artists by individuals with and without entrepreneurial identity brings significant conclusions for understanding the way of thinking of entrepreneurs, their internal features, and motivations of their decisions. For this purpose, an international quantitative examination ($n = 160$) was undertaken. The research displayed that individuals with and without entrepreneurial identity perceive entrepreneurs, managers, leaders, creators, and artists statistically similar (the hypotheses were confirmed using the chi-square test of independence devoted to small samples without a normal distribution at $p < 0.001$). The negative verification of the hypotheses was astonishment and should be perceived as a novelty in the investigated area. The novelty can be perceived as an entrepreneurial potential existing in each individual (similar perception of the creative identities) that requires a specific spark and a fuel. The supplementary qualitative analysis of the variances among the 50 features constituting the investigated identities revealed that individuals with and without entrepreneurial identity see particular features of the investigated identities somewhat differently. Analysis of these differences was made, and the most important, the least important, and the most equally perceived were described and illustrated in detail. The results were discussed with the literature on the subject, confirming most other researchers' theses and revealing some contradictions. The conclusions reveal characteristics of an entrepreneur's identity perception by individuals with and without entrepreneurial factors and the meaning of all investigated identities in an entrepreneur's identity. The research outcomes may be used to understand the qualities of entrepreneurial identity and the perception of investigated identities by individuals, groups (with particular underlining of business organizations), and societies dominated by persons with and without entrepreneurial factors. The applicability of the findings is broad, mainly due to the crucial role of entrepreneurship in today's world as potential in each individual. Particular triggers should be catalyzed instead of looking for entrepreneurial individuals. The education process of entrepreneurs should focus on revealing entrepreneurial potential underlining the role of inspiration, and discovering the motifs of entrepreneurial activity.

Keywords: entrepreneur's identity; manager's identity; leader's identity; creator's identity; artist's identity; entrepreneurship; creativity; creativeness; artistry

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Additional disciplines: sociology, psychology, aesthetics, creativity

1. Introduction and theoretical background

As one of the vital components of social capital and economic growth, entrepreneurship is an extensively demanded feature of individuals and groups. Besides entrepreneurs, society requires managers to organize and achieve goals effectively, leaders inspiring people to grow and desire goals, artists who give rest, the possibility of catharsis, and add extra dimensions to everyday life. All the identities mentioned above have one common feature – creativity. That is why entrepreneurs, managers, and leaders are often called creators. The paramount entrepreneurs, managers, leaders, and creators are called artists of their professions (Szostak & Sułkowski, 2020a). It should be underlined that motivation and inspiration play significant roles in self-construction and efficiency in achieving goals by individuals performing these roles in society. Identity changes with time, resulting in identity work (Miscenko et al., 2017). Researchers show opposite conclusions about the leading source of professional success of individuals with these identities: talent or education (Celuch et al., 2017); it seems that a combination of both elements is needed. Also, the distinction between personal (internal) and social (external) context is crucial (Korte, 2018). In these frameworks, perception of the above identities can play a vital role in the management of entrepreneurship among individuals and organizations.

Due to the stringently psychological appearances of identity research, scientists undertake discovering rules helping to include varied identities in management practice. The investigation of the entrepreneur, manager, leader, creator, and artist in one research is crucial because these identities are driving forces of progress and development. They are not evident in distinction by society, and they usually occur not isolated. These identities are mostly merged in twosomes, like artist-manager, artist-leader, manager-entrepreneur (Szostak & Sułkowski, 2021c), or larger assemblies artist-manager-entrepreneur or creator-artist-manager (Szostak & Sułkowski, 2021a). Those complex identities may trigger complications, dilemmas, and tensions (Mathias & Williams, 2017; Mochalova, 2020; Schediwy et al., 2018; Warhurst & Black, 2017) but correspondingly can uncover different dimensions, skills, and potentials for individuals. There is only one condition here: these individuals must control the particular identities using well-described methods like identity work, identity regulation, creativity development, or paradoxical thinking (Antal et al., 2016; Cuganesan, 2017; Szostak & Sułkowski, 2021b).

Researchers face a problem that the individuals – possessing talent, personal characteristics, and deep-rooted professional status in the areas of entrepreneurship, management, leadership, creativity, or artistry – reveal difficulties with the classification of who an entrepreneur is, who a manager is, who a leader is, who a creative person is, and who an artist is. These imprecise “definitions” of the certain identities make possible to separate the scientifically-described complex identities of artists-entrepreneurs (Bass, 2017; Bridgstock, 2012; Szostak & Sułkowski, 2021a) or artists-managers (Elstad & Jansson, 2020; Szostak & Sułkowski, 2020a, 2021c, 2020b). There is not much research trying to compare individual’s perceptions of chosen issues by individuals with and without entrepreneurial identity. On this foundation, the inspection of the differences in perception of the identities of an entrepreneur, manager, leader, creator, and artist by entrepreneurial and nonentrepreneurial individuals may expose supplementary findings to the explored identities.

The subsequent hypotheses were designed for this research: H1) There are differences in perception of the entrepreneur's, manager's, leader's, creator's, and artist's identities between entrepreneurial and nonentrepreneurial individuals. H2) The differences in perception of the entrepreneur's, manager's, leader's, creator's, and artist's identities between entrepreneurial and nonentrepreneurial individuals are not the same and vary in the case of each of the particular identities.

2. Research objective and methodology

To verify the hypotheses, quantitative research was executed using a questionnaire enclosing the dimensions of the examined phenomenon and selected indicators that allow defining the examined phenomenon (Nowak, 2007).

The initial research design was expected to create separated lists of indicators for every studied dimension. Sets of indicators for individual dimensions began to be changed based on the literature on entrepreneurship, management, leadership, creativity, and artistry. The analysis of individual groups of indicators did expose that each of the indicators preferred for different dimensions could portray each of the examined dimensions with benefits to its description. Based on this supposition, a single list of 50 identical indicators was composed and applied to all five observed dimensions. For additional conclusions, the obtained results can be compared with the same indicators for other dimensions.

The survey entitled “Perception of creativity, artistry, entrepreneurship, leadership and managerial abilities” was divided into four segments. There was a list of inquiries (each question connected to a single indicator) divided into thematic sections discussing each analyzed dimension: entrepreneurship (Fillis & Rentschler, 2010; Toscher, 2020), management (Elstad & Jansson, 2020; Lutas et al., 2020), leadership (Jankurová et al., 2017; Raso et al., 2020), creativity (Deresiewicz, 2020; Dufour et al., 2020; Szostak & Sułkowski, 2020a), and artistry (McHugh, 2015; Szostak, 2020). All questions were closed, and a five-point Likert scale was designed for replies: 1. *definitely not*, 2. *rather not*, 3. *hard to say*, 4. *rather yes*, and 5. *definitely yes*. Then, questions were set about the relation of each analyzed dimension to other dimensions. In the third section, the research participants were asked to define their identity concerning each investigated dimension. In the end, questions classifying the respondents were set, i.e., gender, age, education, the valuation of their own identity (as an entrepreneur, manager, leader, creator, and artist).

The nonparametric chi-square test of independence devoted to minor samples that do not have a normal distribution helped verify the hypotheses. The pairs of the observed values were associated with pairs of the expected values for each hypothesis. The p-value of the tests was < 0.001. Data analysis was completed using Microsoft Excel. Because of the minor size of the sample (n = 160), complex statistics were not conducted. This article exhibits only a portion of the conclusions from the complete research.

The research lasted 34 days in December 2020 and January 2021. Questionnaires were disseminated via direct contact and indirect public tools (social networks, group communications to various types of public). Estimation of the number of individuals who were requested to participate in the experiment is approx. 2-3 thousand. Eight hundred seventy-nine people were interested in taking part in the survey, which was estimated by the number of clicking on the link leading to the survey. The total contribution in the examination, involving filling in the questionnaire, was realized by 160 individuals, i.e., 18.2% of those interested in the research. The typical time of filling in the form was 32.5 minutes, and the mean age of a respondent was 38 years.

Individuals with an entrepreneurial identity (answering *rather yes* or *definitely yes*) constituted 38.8% of the respondents. Individuals without an entrepreneurial identity (answering *rather no* or *definitely not*) constituted 51.2% of the respondents. Individuals having problems with the description of their entrepreneurial identity constituted 16.0% of the respondents. Among the respondents: women constituted 42.5% and men 57.5%; individuals with secondary education 15.75%, with higher education (bachelor, master, engineer) 64.57%, with doctoral, postdoctoral, or professor degrees 18.90%. The respondents came from 28 countries: 74% from developed countries and 26% from developing countries (United Nations, 2021); 71.7% from Europe, and 28.3% outside of Europe; 63.8% from post-communist countries (Belarus, Czech Republic – former Czechoslovakia, Kazakhstan, Lithuania, Poland, Russia, Ukraine, Uzbekistan), and 36.2% from countries with no experience of communism (Angola, Argentina, Brazil, Dominican Republic, Germany, Greece, India, Ireland, Italy, Japan, Kenya, Luxembourg, Nepal, Netherlands, Nigeria, Pakistan, Thailand, Turkey, the UK, the USA). 83.77% of respondents named themselves creative individuals (answering *rather yes* or *definitely yes*), and 16.23% named themselves noncreative individuals (answering *rather no* or *definitely not*).

3. Results and discussion

Both hypotheses of the research were established with the intention to confirm significant differences in perception of chosen issues by individuals with and without entrepreneurial identity. These discrepancies would underline commonly perceived differences between entrepreneurial and nonentrepreneurial individuals. Their negative verification was astonishment and should be perceived as a novelty in the investigated area. The novelty can be perceived as an entrepreneurial potential existing in each individual (similar perception of the creative identities) that requires a specific spark and a fuel. The spark is an inspiration of entrepreneurial activity and can be divided into two groups of factors: 1) internal, e.g., basic personality traits, type of creative personality, the complexity of the identity, needs, goals, and dreams of an individual; 2) external, e.g., conditions and circumstances, momentary occasions, expectations of us (Szostak, 2018). The fuel of entrepreneurial activity is motifs of entrepreneurial activity, e.g., fascination with the world, perception of the imperfections of the world, excess creative energy, selfishness, and narcissism, or material necessity (Gołaszewska, 1984; Szostak & Sułkowski, 2020a).

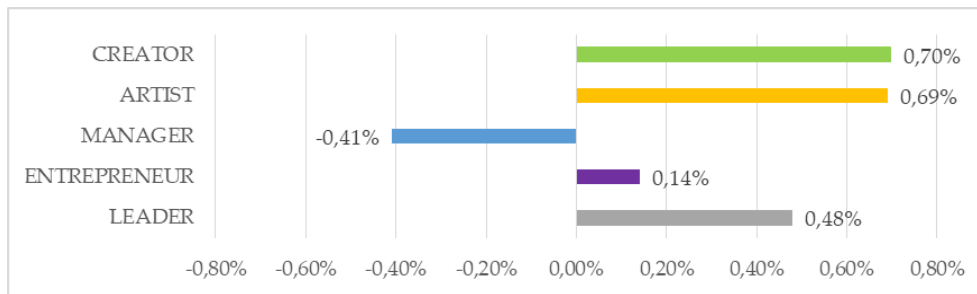


Figure 1. Means of the 50 features of each investigated identity perceived by entrepreneurial individuals in comparison to nonentrepreneurial individuals

Source: own elaboration

The following conclusions were found about the statistic verification of the research hypotheses. H1 (“There are differences in perception of the entrepreneur’s, manager’s, leader’s, creator’s, and artist’s identities between entrepreneurial and nonentrepreneurial individuals”) was verified negatively. The *chi-square* value amounted to: 407.50 for an entrepreneur, 410.55 for a manager, 413.41 for a leader, 396.72 for a creator, and 398.35 for an artist. For the *df* = 49, using the chi-square distribution table, there is a value of 85.3506. It means that the results are statistically significant for the significance level of *p* = 0.001. H2 (“The differences in perception of the entrepreneur’s, manager’s, leader’s, creator’s, and artist’s identities between entrepreneurial and nonentrepreneurial individuals are not the same and vary in the case of each of the particular identities”) was verified negatively. The *chi-square* value = 40.53. For the *df* = 4, using the chi-square distribution table, there is a value of 18.4668. It means that the results are statistically significant for the significance level of *p* = 0.001. In the case of each investigated identity, the means of the 50 features of the identities of an entrepreneur, manager, leader, creator, and artist are lower than 0.7%. The graphical illustration shows Figure 1. Although the basic hypotheses were statistically verified negatively, the qualitative analysis of the in-depth characteristics of the investigated identities between entrepreneurial and nonentrepreneurial individuals reveals interesting outcomes.

3.1. Entrepreneur's identity

The variety of disparities in the answers referring to the entrepreneur’s identity seen by entrepreneurial and nonentrepreneurial individuals displays Figure 2 and Figure 3. The ten most important features of an entrepreneur’s identity perceived by entrepreneurial individuals are (in descending order): patience and persistence in achieving goals, searching for opportunities, responsibility, efficiency, courage, self-confidence, innovation, ability to set goals, focusing on financial profit, a tendency to plan. The ten most important features of an entrepreneur’s identi-

ty perceived by nonentrepreneurial individuals are (in descending order): the ability to set goals, self-confidence, resistance to fails and failures, searching for opportunities, patience and persistence in achieving goals, focusing on financial profit, responsibility, efficiency, courage, a tendency to plan. Perception of the particular 50 investigated features of the entrepreneur's identity by entrepreneurial individuals versus nonentrepreneurial individuals reveals the following conclusions. The ten features of the entrepreneur's identity seen as less critical by entrepreneurial individuals versus nonentrepreneurial individuals are (in descending order): being guided by reason (rationalism), resistance to fails and failures, ability to set goals, ability to analyze, focusing on financial profit, solving problems in a methodical way, logic, self-confidence, observation, inner sense of control, tendency to plan, perfectionism, ability to resolve conflicts, pragmatism, practicality, ability to synthesize and draw conclusions, out of the box thinking, breaking patterns, searching for opportunities, responsibility, courage, efficiency, visualization skills, imagination, ambition, leadership as an autotelic (in itself) value, independence, patience and persistence in achieving goals, interpersonal skills (communicativeness, reading emotions,...

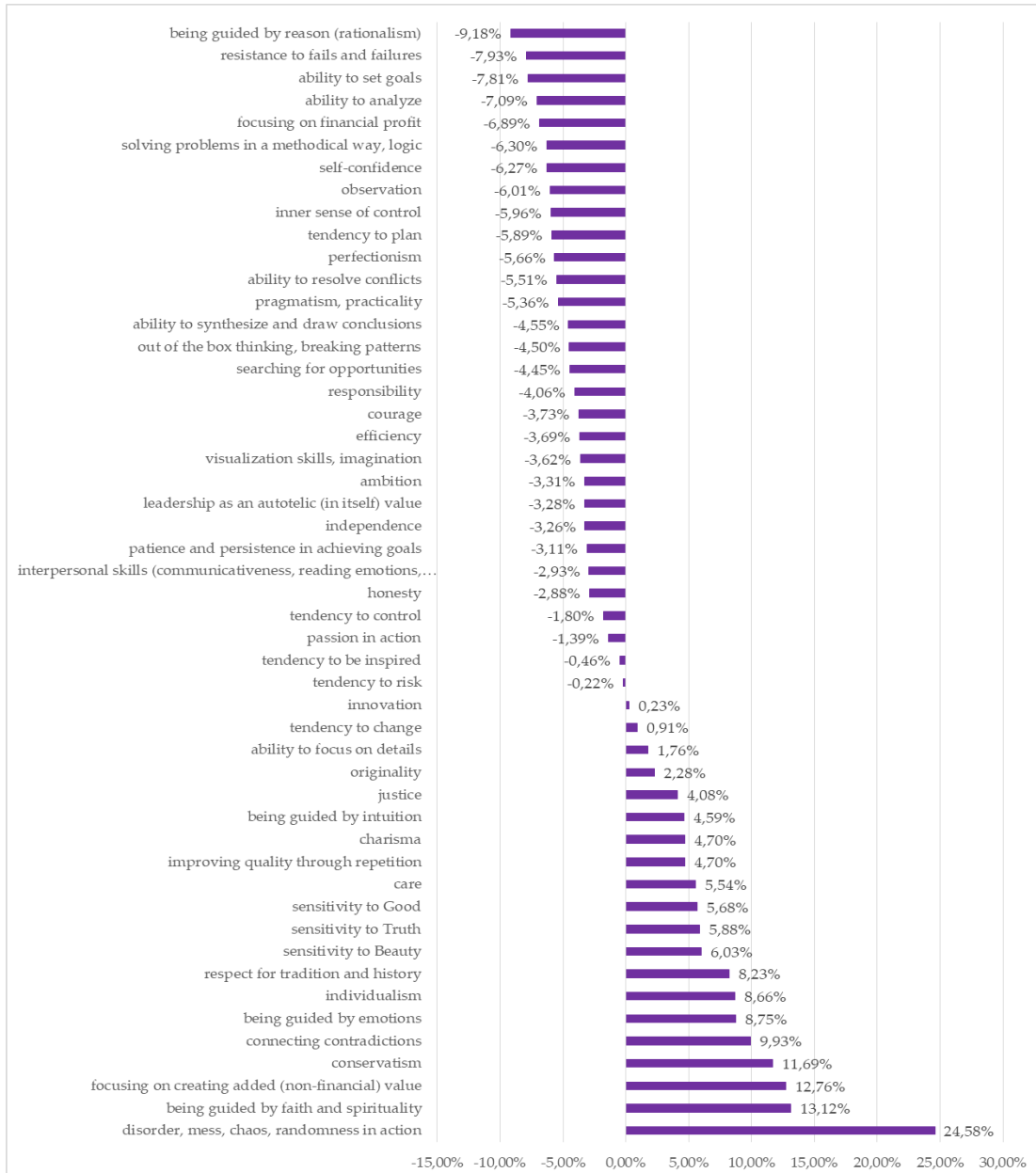


Figure 2. Perception of the 50 features of an entrepreneur's identity by entrepreneurial versus nonentrepreneurial individuals

Source: own elaboration

The ten features of the entrepreneur's identity seen as more critical by entrepreneurial individuals versus nonentrepreneurial individuals are (in ascending order): sensitivity to Truth, sensitivity to Beauty, respect for tradition and history, individualism, being guided by emotions, connecting contradictions, conservatism, focusing on creating added (non-financial) value, being guided by faith and spirituality, disorder (mess, chaos, randomness in action). The ten features of the entrepreneur's identity seen similarly by entrepreneurial individuals and nonentrepreneurial individuals are interpersonal skills (communicativeness, reading emotions, sensitivity to others), honesty, tendency to control, passion in action, tendency to be inspired, tendency to risk, innovation, tendency to change, ability to focus on details, originality.

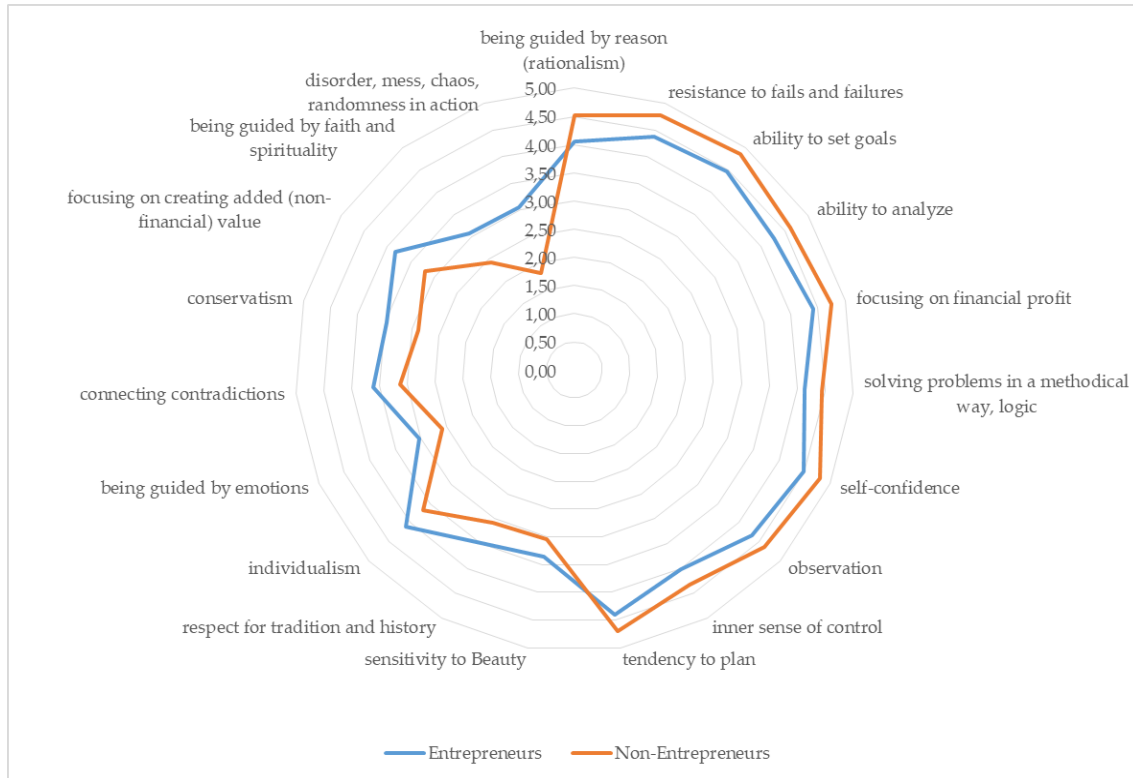


Figure 3. Perception of the most differently assessed features of an entrepreneur's identity by entrepreneurial versus nonentrepreneurial individuals

Source: own elaboration

An entrepreneur's identity is commonly constructed around the subject of two sides of profitability: financial or beyond financial (Saxena, 2019). The research confirms this issue: focusing on financial profit is perceived as a fundamental issue for entrepreneurial individuals (4.41) and nonentrepreneurial individuals (4.75) – the difference is 6.89%. Focusing on creating added (non-financial) value is described as *rather important* by entrepreneurial individuals (3.84) and as *neutral* by nonentrepreneurial individuals (3.20) – the difference is quite significant (12.76%). The literature shows that entrepreneurship and creativity are linked together by motivation, actualization, and innovation (Fillis & Rentschler, 2005, 2010). The research confirms the importance of innovation: both entrepreneurial (4.49) and nonentrepreneurial individuals (4.48) perceive it as a fundamental issue – the difference is negligible (0.23%). Analyses reveal that individual dissimilarities and qualities – like proficiency, individuality, human capital and abilities, cognition – play a vibrant role in the process of an entrepreneur's identity creation (Lewis et al., 2016). In the research, the respondents were asked about the issue of independence (which is analogous to individuality) and confirmed that independence is vital for entrepreneurial (4.16) and nonentrepreneurial

individuals (4.33) – the difference in perception is 3.26%. The issue of observation (which is analogous to cognition) was also confirmed by entrepreneurial (4.32) and nonentrepreneurial individuals (4.63) – the difference in perception is 6.01%. The ethical side of an entrepreneur's identity was researched about honesty (Alrawadieh & Alrawadieh, 2018). The research confirms the importance of honesty: both entrepreneurial (4.08) and nonentrepreneurial individuals (4.23) perceive it as a *rather important* issue – the difference is 2.88%.

3.2. Manager's identity

The whole range of differences in the answers regarding the manager's identity perceived by entrepreneurial and nonentrepreneurial individuals shows Figure 4 and Figure 5.

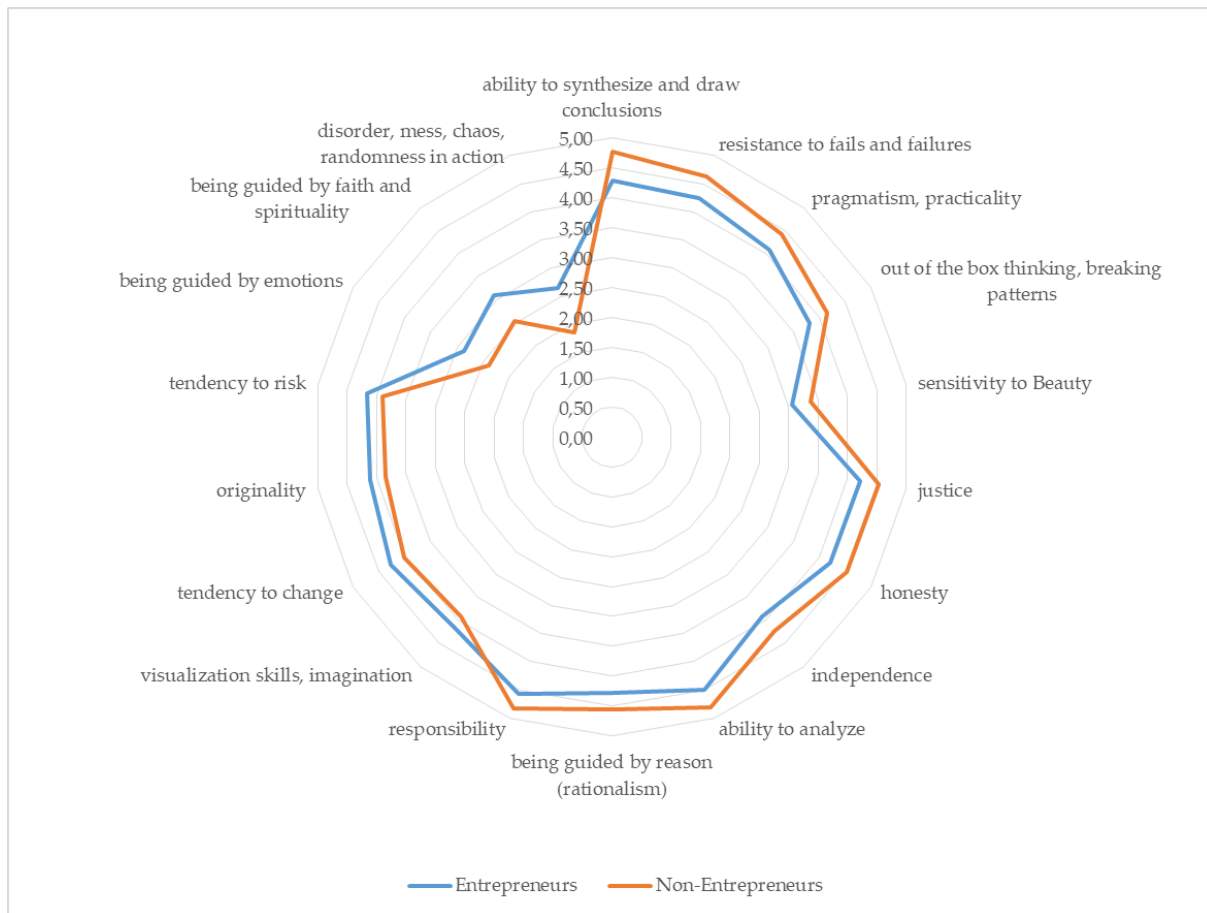


Figure 4. Perception of the most differently assessed features of a manager's identity by entrepreneurial versus nonentrepreneurial individuals.

Source: own elaboration

The ten most important features of a manager's identity perceived by entrepreneurial individuals are (in descending order): efficiency, ability to set goals, a tendency to plan, ambition, responsibility, patience and persistence in achieving goals, ability to resolve conflicts, interpersonal skills (communicativeness, reading emotions, sensitivity to others), self-confidence, ability to analyze. The ten most important features of a manager's identity perceived by nonentrepreneurial individuals are (in descending order): efficiency, responsibility, ability to analyze, ability to synthesize and draw conclusions, ability to set goals, ability to resolve conflicts, a tendency to plan, patience and persistence in achieving goals, self-confidence, interpersonal skills (communicativeness, reading emotions, sensi-

tivity to others). Perception of the particular 50 investigated features of the manager's identity by entrepreneurial individuals versus nonentrepreneurial individuals reveals the following conclusions.

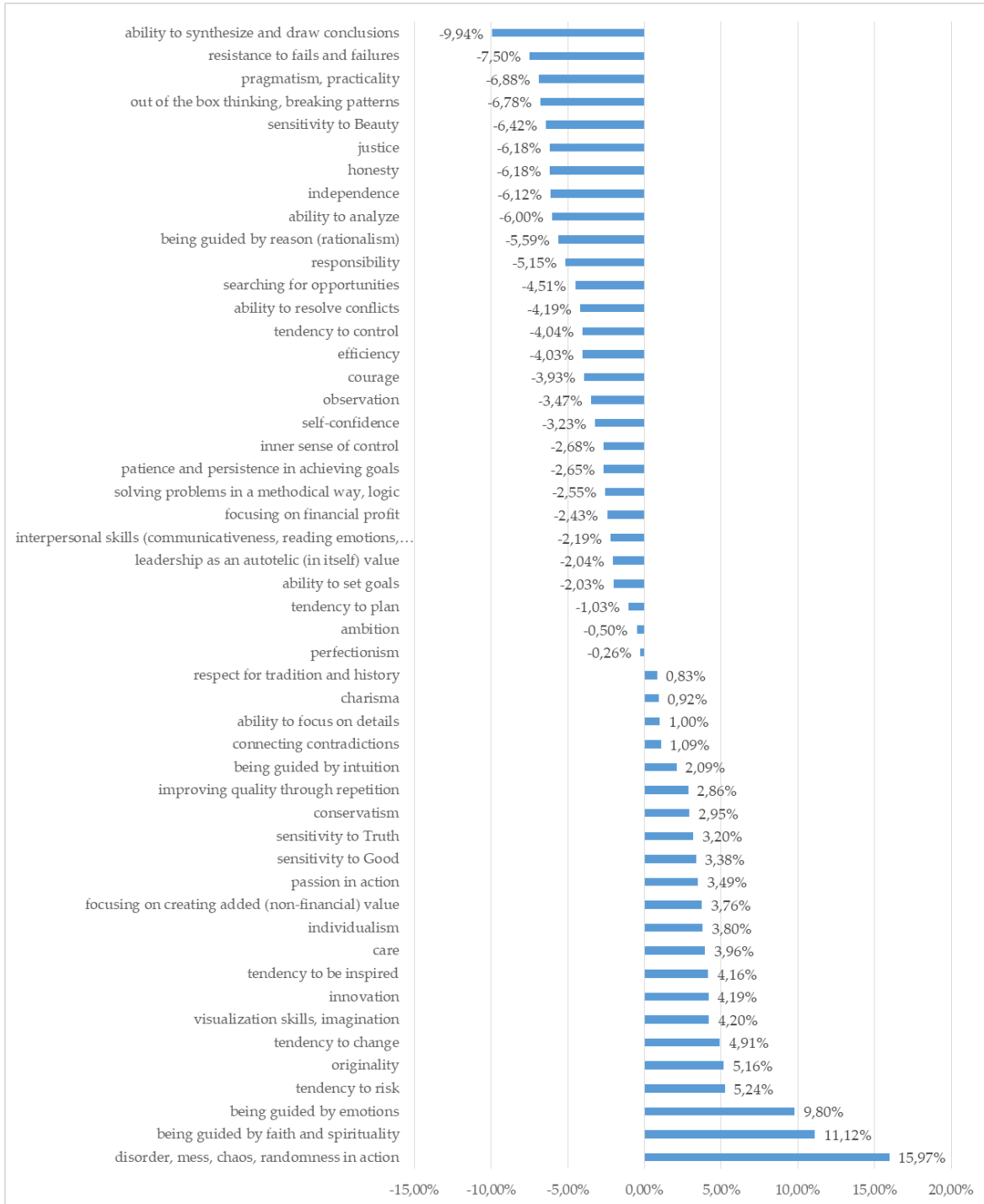


Figure 5. Perception of the 50 features of a manager's identity by entrepreneurial versus nonentrepreneurial individuals

Source: own elaboration

The ten features of the manager's identity seen as less critical by entrepreneurial individuals versus nonentrepreneurial individuals are (in descending order): the ability to synthesize and draw conclusions, resistance to fails and failures, pragmatism (practicality), out of the box thinking (breaking patterns), sensitivity to Beauty, justice, honesty, independence, ability to analyze, being guided by reason (rationalism). The ten features of the manager's identity seen as more critical by nonentrepreneurial individuals versus nonentrepreneurial individuals are (in ascending order): care, tendency to be inspired, innovation, visualization skills (imagination), tendency to change, originality, tendency to risk, being guided by emotions, being guided by faith and spirituality, disorder (mess, chaos, randomness in action). The ten features of the manager's identity seen similarly by entrepreneurial individuals and nonentrepreneurial individuals are leadership as an autotelic (in itself) value, ability to set goals, a tendency to plan, ambition, perfectionism, respect for tradition and history, charisma, ability to focus on details, connecting contradictions, being guided by intuition.

Manager's identity in the writings is expressed as: an organizer, an expert, a political operator, a rational actor (Bulei et al., 2014; Sims, 2003; Watson, 2001, 2009). Being guided by reason (rationalism) was assessed by entrepreneurial individuals as *rather important* (4.27) and by nonentrepreneurial individuals by 5.59% stronger (4.55). As confirmation by negating the importance of organizing skills, it can be found disorder, mess, chaos, and randomness in action as *rather unimportant for entrepreneurial individuals* (2.65) and *not important* (1.85) non-entrepreneurial individuals – the difference is 15.97%. It results in opposite to investigations suggesting that randomness is one of the specific attributes of the manager's identity (Lahmiri et al., 2020).

Based on diverse levels of creativity and efficiency, the following manager's identities may be found: a manager-theoretician, an administrator (an official), a professional, a creative manager (a leader). A manager with high creativity and competence in his domain can be effectively called a management artist; it will also be approved to name the manager as an artist/virtuoso who, completing his ideas, knows how to organize reality according to his intentions (Szostak & Sułkowski, 2020a). Researches based on educational institutions reveal that factors affecting managerial creativity are: innovative leadership attributes, risk tolerance, domain expertise, openness, emotional stability, confidence, action-oriented and professional development (Alsuwaidi & Omar, 2020). The literature underlines the profound influence of managers on their employees' creativity (Williams, 2001), but the level of creativity among managers varies depending on many factors, e.g., gender (Ahmad & Zadeh, 2016). Creativity also has its paradoxes in the form of assumptions and unanswered questions (DeFillippi et al., 2007). The research confirms the importance of creativity among managers. Spreading creativity on analytical elements, it can be stated that: 1) innovation is perceived similarly (difference 0.23%) by both entrepreneurial (4.49) and nonentrepreneurial individuals (4.48); 2) originality is perceived as *rather important* by entrepreneurial (4.11) and nonentrepreneurial individuals (3.85) – the difference is 5.16%; 3) out of the box thinking and breaking patterns was assessed by entrepreneurial individuals as *rather important* (3.81) and by nonentrepreneurial individuals by 6,78% as less crucial (4.15); 4) searching for opportunities is perceived by 4.51% weaker by entrepreneurial individuals (4.32) than by nonentrepreneurial individuals (4.55), but both groups perceive it as *very important*.

Manager's identity is built around profitability: financial or beyond financial (Fiolleau et al., 2020; FitzGibbon, 2021; Gaudette et al., 2020). The research confirms this statement, but it needs to be underlined that focusing on financial profit is much vital (4.38 for entrepreneurial individuals, 4.50 for nonentrepreneurial individuals, difference 2.43%) than focusing on creating added (non-financial) values (3.84 for entrepreneurial individuals, 3.65 for nonentrepreneurial individuals, difference 3.76%).

Between specific attributes of the manager's identity, the literature emphasizes efficiency (Baker et al., 2012; Kohail et al., 2016), independence (McGrath et al., 2019), individualism (Frank et al., 2015), rationalism (Faran & Wijnhoven, 2012), courage (Barratt-Pugh et al., 2013), responsibility (Mikkelsen & Marnewick, 2020), conservatism (Sturdivant et al., 1985). The research confirms the high importance of efficiency (4.65 for entrepreneurial individuals, 4.85 for nonentrepreneurial individuals, difference 4.03%), independence (by analogy 3.92, 4.23,

6.12%), individualism (by analogy 3.81, 3.62, 3.80%), courage (by analogy 4.38, 4.58, 3.93%), responsibility (by analogy 4.57, 4.83, 5.15%). However, conservatism is *rather neutral* for entrepreneurial individuals (3.30) and nonentrepreneurial individuals (3.15) – a difference of 2.95%.

3.3. Leader's identity

The whole range of differences in perception of the leader's identity by entrepreneurial and nonentrepreneurial individuals displays Figure 6 and Figure 7.

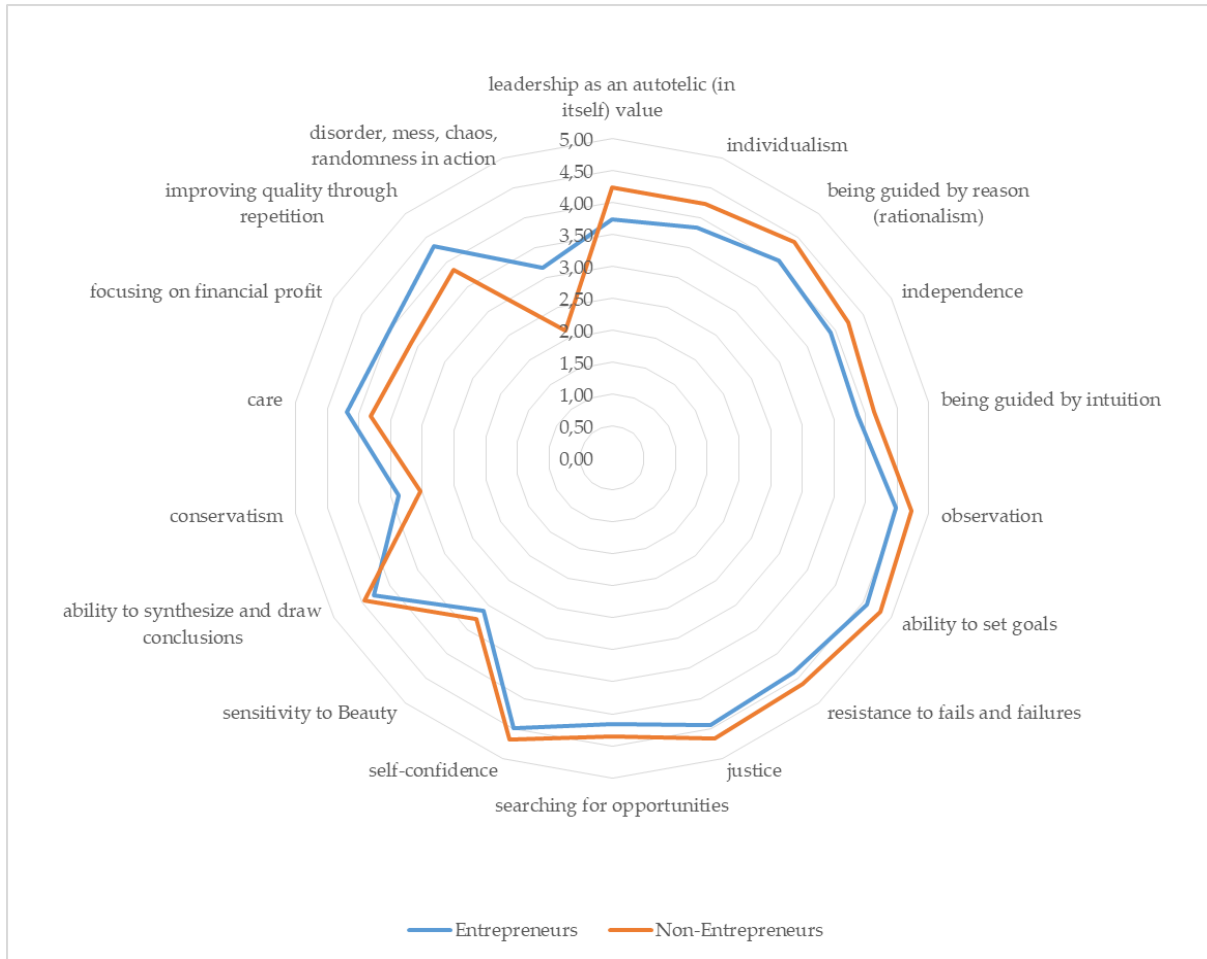


Figure 6. Perception of the most differently assessed features of a leader's identity by entrepreneurial versus nonentrepreneurial individuals

Source: own elaboration

The ten most important features of a leader's identity perceived by entrepreneurial individuals are (in descending order): charisma, ability to resolve conflicts, patience and persistence in achieving goals, responsibility, efficiency, ability to set goals, courage, interpersonal skills (communicativeness, reading emotions, sensitivity to others), self-confidence, observation. The ten most important features of a leader's identity perceived by nonentrepreneurial individuals are (in descending order): charisma, ability to set goals, patience and persistence in achieving goals, observation, ability to resolve conflicts, self-confidence, interpersonal skills (communicativeness, reading emotions, sensitivity to others), responsibility, justice, courage. Perception of the specific 50 explored features of

the leader's identity by entrepreneurial individuals versus nonentrepreneurial individuals reveals the following conclusions.

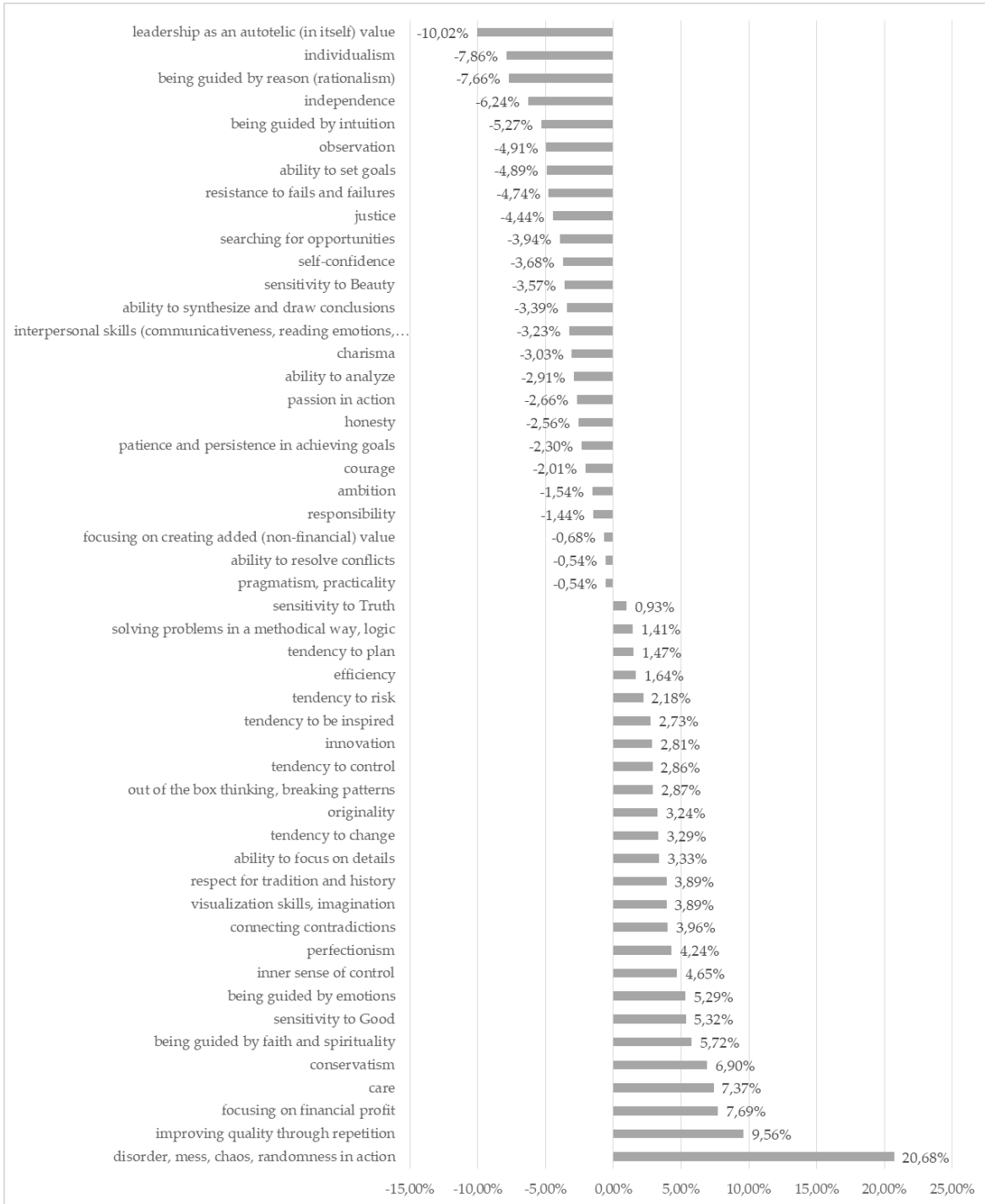


Figure 7. Perception of the 50 features of a leader's identity by entrepreneurial versus nonentrepreneurial individuals

Source: own elaboration

The ten features of the leader's identity seen as less critical by entrepreneurial individuals versus nonentrepreneurial individuals are (in descending order): leadership as an autotelic (in itself) value, individualism, being guided by reason (rationalism), independence, being guided by intuition, observation, ability to set goals, resistance to fails and failures, justice, searching for opportunities. The ten features of the leader's identity seen as more critical by entrepreneurial individuals versus nonentrepreneurial individuals are (in ascending order): perfectionism, inner sense of control, being guided by emotions, sensitivity to Good, being guided by faith and spirituality, conservatism, care, focusing on financial profit, improving quality through repetition, disorder, mess, chaos, randomness in action. The ten features of the leader's identity seen similarly by entrepreneurial individuals and nonentrepreneurial individuals are courage, ambition, responsibility, focusing on creating added (non-financial) value, ability to resolve conflicts, pragmatism (practicality), sensitivity to Truth, solving problems in a methodical way (logic), a tendency to plan, efficiency.

The literature shows that the level of a leader's self-identity influences vision communication with coworkers and subordinates positively (Venus et al., 2019). The narcissistic personality has an essential impact on a leader's identity integration (Chen, 2018). Transformational leadership and procedural justice positively and significantly affect manager trust, and manager trust positively impacts creating a sustainable organizational identity (Erat et al., 2020). The research confirms that justice is a *very important* feature of a leader's identity (4.44 for entrepreneurial individuals, 4.67 for nonentrepreneurial individuals, difference 4.44%). Communicativeness, reading emotions, sensitivity to others as interpersonal skills are crucial both for entrepreneurial individuals (4.51) and nonentrepreneurial individuals (4.68) – a difference of 3.23%.

There are arguments that the leader's values and approach to an organization's identity affect the organization's performance and financial revenues (Adler, 2006; Voss et al., 2006). The research reveals that focusing on financial profit is 7.69% more vital for entrepreneurial individuals (4.00) than for nonentrepreneurial individuals (3.62). In the case of focusing on creating added (non-financial) value, the difference in perception is negligible (0.68%) – entrepreneurial (3.84) and nonentrepreneurial individuals (3.87) assess it as slightly less than *rather important*. Leaders influence, encourage, formulate a vision, motivate, inspire and mobilize followers; they affect their employees but are inspired by their surroundings too; they affect people through their charisma (Jankurová et al., 2017). A leader's identity must be strong enough to face the complex, dynamic, chaotic, and highly subjective, interactional surroundings of current organizations and perspectives (Sutherland, 2013). The research confirms that charisma is vital for entrepreneurial individuals (4.69) and nonentrepreneurial individuals (4.85) – a difference of 3.03%.

The level of surveillance regulates followers' replies to leaders with whom they either do or do not share an identity (O'Donnell et al., 2010). Tendency to control is assessed as *rather important* for entrepreneurial individuals (4.19) and nonentrepreneurial individuals (4.05) – a difference of 2.86%. A leader's effectiveness depends on sharing values by his followers and is negatively linked with compensation inconsistency between a leader and followers (Steffens et al., 2020). The research confirms efficiency as a crucial factor of a leader's identity (4.59 for entrepreneurial individuals, 4.51 for nonentrepreneurial individuals, difference 1.64%).

The issue of leader's moral identity and moral attentiveness as antecedents of perceived ethical leadership and follower moral identity and moral attentiveness as ethical leadership outcomes are described in the literature (Ete et al., 2020; Zhu et al., 2016). The ethical approach and leader's honesty mainly was examined based on decision-making promptness (Van de Calseyde et al., 2020). The research reveals interesting conclusions here. Sensitivity to Truth of a leader, practically without a difference (0.93%), is perceived as a *rather important* factor (4.26 by entrepreneurial individuals, 4.20 by nonentrepreneurial individuals). Leader's sensitivity to Good is more important for entrepreneurial individuals (4.06) than nonentrepreneurial individuals (3.79) – a difference of 5.32%. Leaders' care for entrepreneurial individuals (4.19) in comparison to entrepreneurial individuals (3.82) is per-

ceived with a difference of 7.37%. It can be stated that entrepreneurial individuals behave more ethically than nonentrepreneurial individuals.

Studies emphasize the value of authenticity and high self-concept consistency in a leader’s identity (Steffens et al., 2021; Zheng et al., 2020) and describe the role of rationalism among leaders based on the environment of politics (He & Feng, 2015; Rueda, 2020), religiosity (Pascoe et al., 2019), or higher education institutions (Charteris et al., 2016). The research confirms that a leader’s inner sense of control is *rather important* for entrepreneurial individuals (4.42) and nonentrepreneurial individuals (4.18) – a difference of 4.65%. Also, a leader’s honesty plays a vital role in professional activities (4.33 for entrepreneurial individuals, 4.46 for nonentrepreneurial individuals, a difference of 2.56%).

3.4. Creator's identity

The whole range of differences in the answers about the creator’s identity perceived by entrepreneurial and non-entrepreneurial individuals shows Figure 8 and Figure 9.

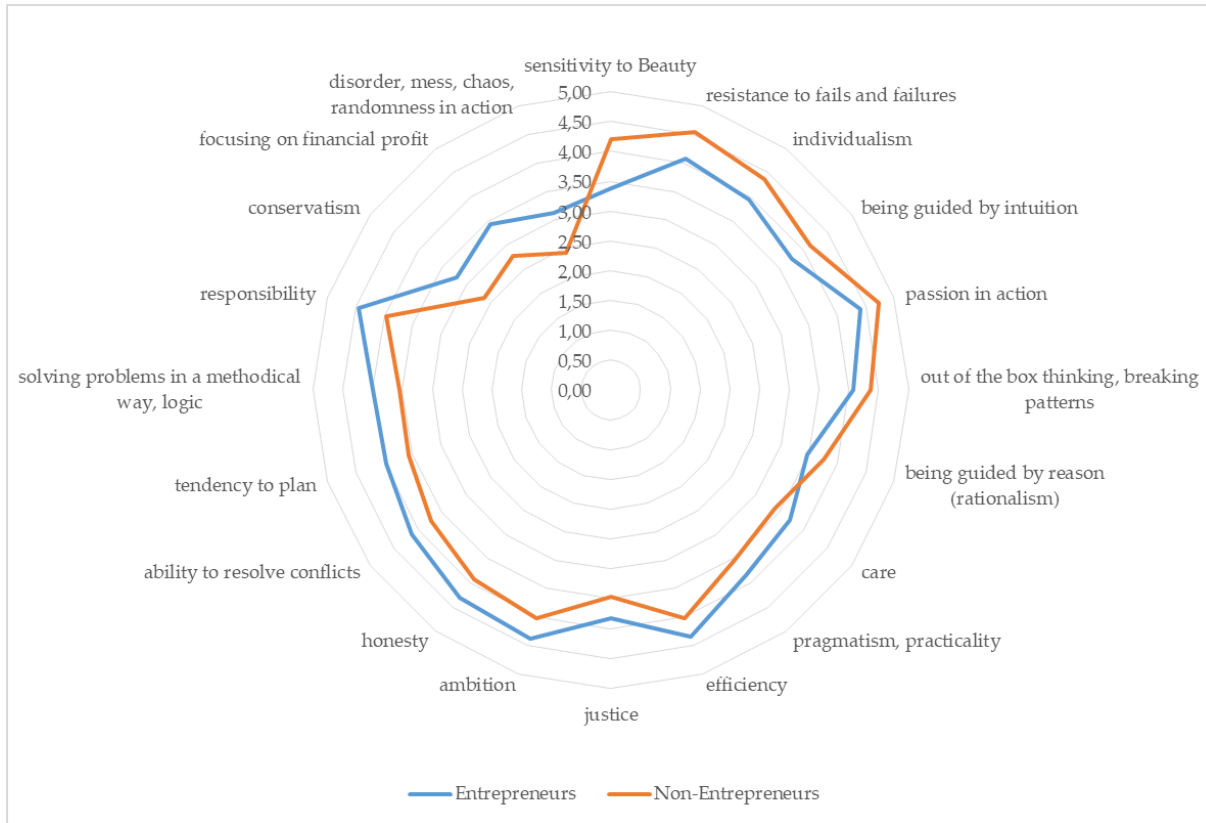


Figure 8. Perception of the most differently assessed features of a creator’s identity by entrepreneurial versus nonentrepreneurial individuals

Source: own elaboration

The ten most important features of a creator’s identity perceived by entrepreneurial individuals are (in descending order): patience and persistence in achieving goals, self-confidence, responsibility, innovation, courage, ability to set goals, originality, passion in action, ambition, visualization skills (imagination). The ten most important features of a creator’s identity perceived by nonentrepreneurial individuals are (in descending order): passion in action, courage, self-confidence, visualization skills (imagination), resistance to fails and failures, originality, ability

to synthesize and draw conclusions, patience and persistence in achieving goals, individualism, innovation. Perception of the particular 50 examined characteristics of the creator's identity by entrepreneurial individuals versus nonentrepreneurial individuals reveals the following conclusions.

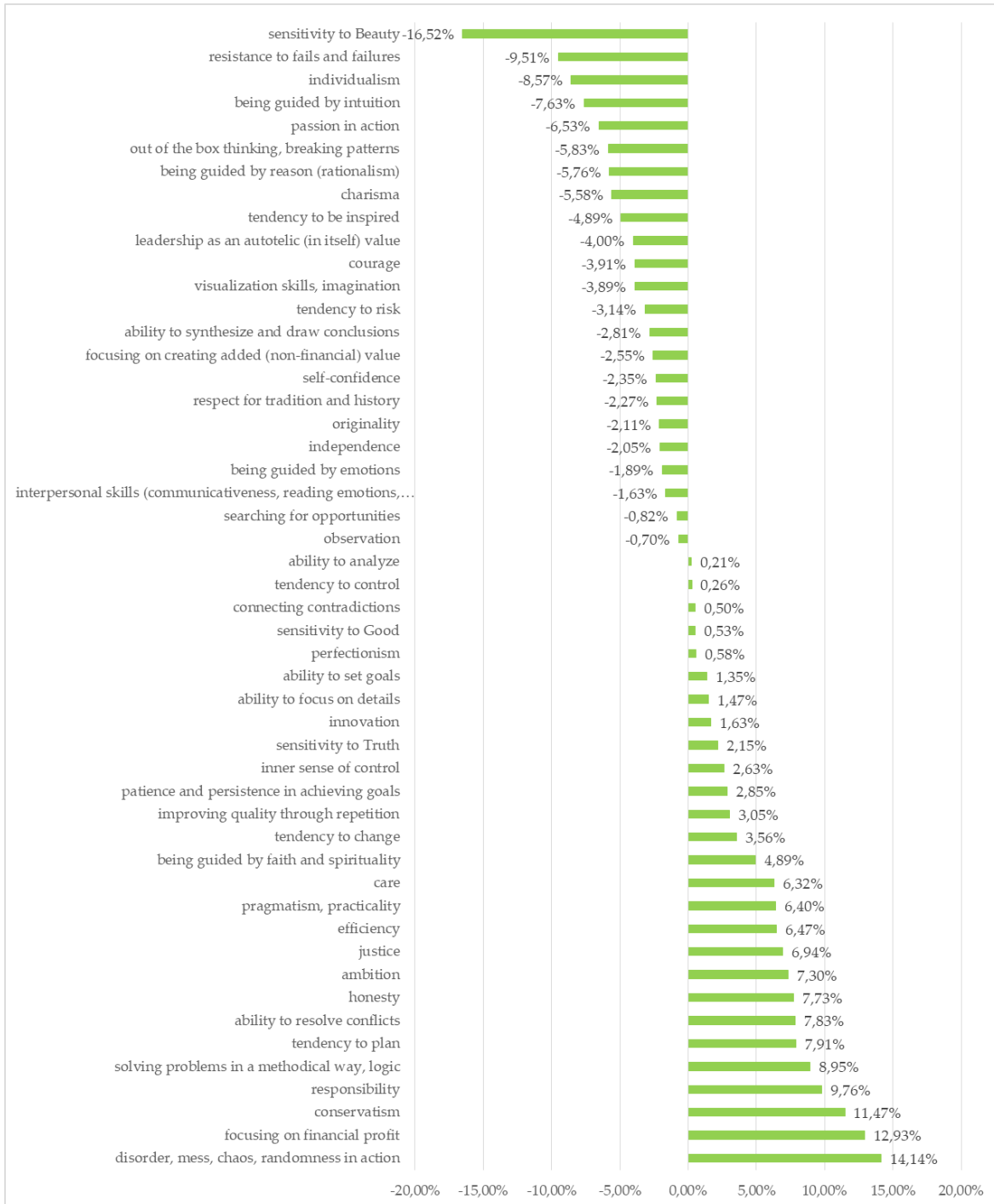


Figure 9. Perception of the 50 features of a creator's identity by entrepreneurial versus nonentrepreneurial individuals

Source: own elaboration

The ten features of the creator's identity seen as less critical by entrepreneurial individuals versus nonentrepreneurial individuals are (in descending order): sensitivity to Beauty, resistance to fails and failures, individualism, being guided by intuition, passion in action, out of the box thinking (breaking patterns), being guided by reason (rationalism), charisma, tendency to be inspired, leadership as an autotelic (in itself) value. The ten features of the creator's identity seen as more critical by entrepreneurial individuals versus nonentrepreneurial individuals are (in ascending order): justice, ambition, honesty, ability to resolve conflicts, a tendency to plan, methodically solving problems (logic), responsibility, conservatism, focusing on financial profit, disorder (mess, chaos, randomness in action). The ten features of the creator's identity seen similarly by entrepreneurial individuals and nonentrepreneurial individuals are: interpersonal skills (communicativeness, reading emotions, sensitivity to others), searching for opportunities, observation, ability to analyze, tendency to control, connecting contradictions, sensitivity to Good, perfectionism, ability to set goals, ability to focus on details.

Creator's identity is primarily explained in the context of individuals dealing with particular areas: profit- or non-profit oriented organization creator (Fauchart & Gruber, 2011; Giacomini et al., 2007), classical arts – e.g., literature creator (Ottery, 2006), music creator (Tillay & Chapman, 2019), new arts – e.g., anime creator (Reysen et al., 2020), social media content creator (Arriagada & Ibáñez, 2020; Maynard, 2021; Mehta & Kaye, 2019), religious institution creator (Jones & Massa, 2013), fake-news or rumor creator (Dong et al., 2019). Academics emphasize the fluctuating contexts and necessity for regulation to these deviations. The research shows that focusing on financial profit (3.44 for entrepreneurial individuals, 2.79 for nonentrepreneurial individuals, difference of 12.93%) is generally less important than creating added (non-financial) value (3.93 for entrepreneurial individuals, 4.05 for nonentrepreneurial individuals, a difference of 2.55%).

Analysis of the creative identity (personality) is the matter of aesthetics where a comprehensive explanation of creative personality in contrast to basic personality, categories of creative personalities, and purposes of creation may be observed (Gołaszewska, 1984; Szostak, 2020; Szostak & Sułkowski, 2020a; Tatarkiewicz, 2015). Among specific characteristics of creators examined by researchers were: motifs of the undertaking of creative endeavors (Gołaszewska, 1984; Szostak & Sułkowski, 2020a), resistance to fails and failures (Leone & Schiavone, 2019), individuality (Ferguson, 2015; Lorenzo-Romero & Constantinides, 2019), courage (Davenport & Redman, 2020), fairness (Thanh & Quang, 2019). Creativity proved its importance in overcoming stressful experiences (Hirschmann et al., 2020), and the creators, through creativity and sharing, build relationships with social sustainability (Pinto et al., 2020). The research confirms the importance of a creator's resistance to fails and failures (4.08 in the case of entrepreneurial individuals and 4.55 in nonentrepreneurial individuals), but it reveals a difference of 9.51% between them. Creator's courage is vital both for entrepreneurial (4.44) and nonentrepreneurial (4.63) individuals (difference of 3.91%). By analogy to a creator's fairness, it can be stated that a creator's sensitivity to Truth (by analogy: 3.92, 3.82, 2.15%) and justice (by analogy: 3.82, 3.47, 6.94%) are *rather important*.

3.5. Artist's identity

The whole spectrum of variances in the answers about the artist's identity seen by entrepreneurial and nonentrepreneurial individuals shows Figure 11 and Figure 10.

The ten most important features of an artist's identity perceived by entrepreneurial individuals are (in descending order): self-confidence, originality, passion in action, visualization skills (imagination), efficiency, patience and persistence in achieving goals, ability to focus on details, innovation, observation, improving quality through repetition. The ten most important features of an artist's identity perceived by nonentrepreneurial individuals are (in descending order): passion in action, patience and persistence in achieving goals, visualization skills (imagination), originality, sensitivity to Beauty, self-confidence, resistance to fails and failures, improving quality through repetition, individualism, observation. Perception of the particular 50 examined attributes of the artist's identity by entrepreneurial individuals versus nonentrepreneurial individuals reveals the following conclusions. The ten fea-

tures of the artist's identity seen as less critical by entrepreneurial individuals versus nonentrepreneurial individuals are (in descending order): resistance to fails and failures, leadership as an autotelic (in itself) value, passion in action, sensitivity to Beauty, charisma, patience and persistence in achieving goals, sensitivity to Truth, visualization skills (imagination), ambition, out of the box thinking, breaking patterns, individualism, searching for opportunities, being guided by intuition, ability to set goals, originality, being guided by reason (rationalism), improving quality through repetition, sensitivity to Good, connecting contradictions, focusing on creating added (non-financial) value, courage, tendency to be inspired, observation, ability to analyze, self-confidence, honesty, tendency to change, solving problems in a methodical way, logic, interpersonal skills (communicativeness, reading emotions,...

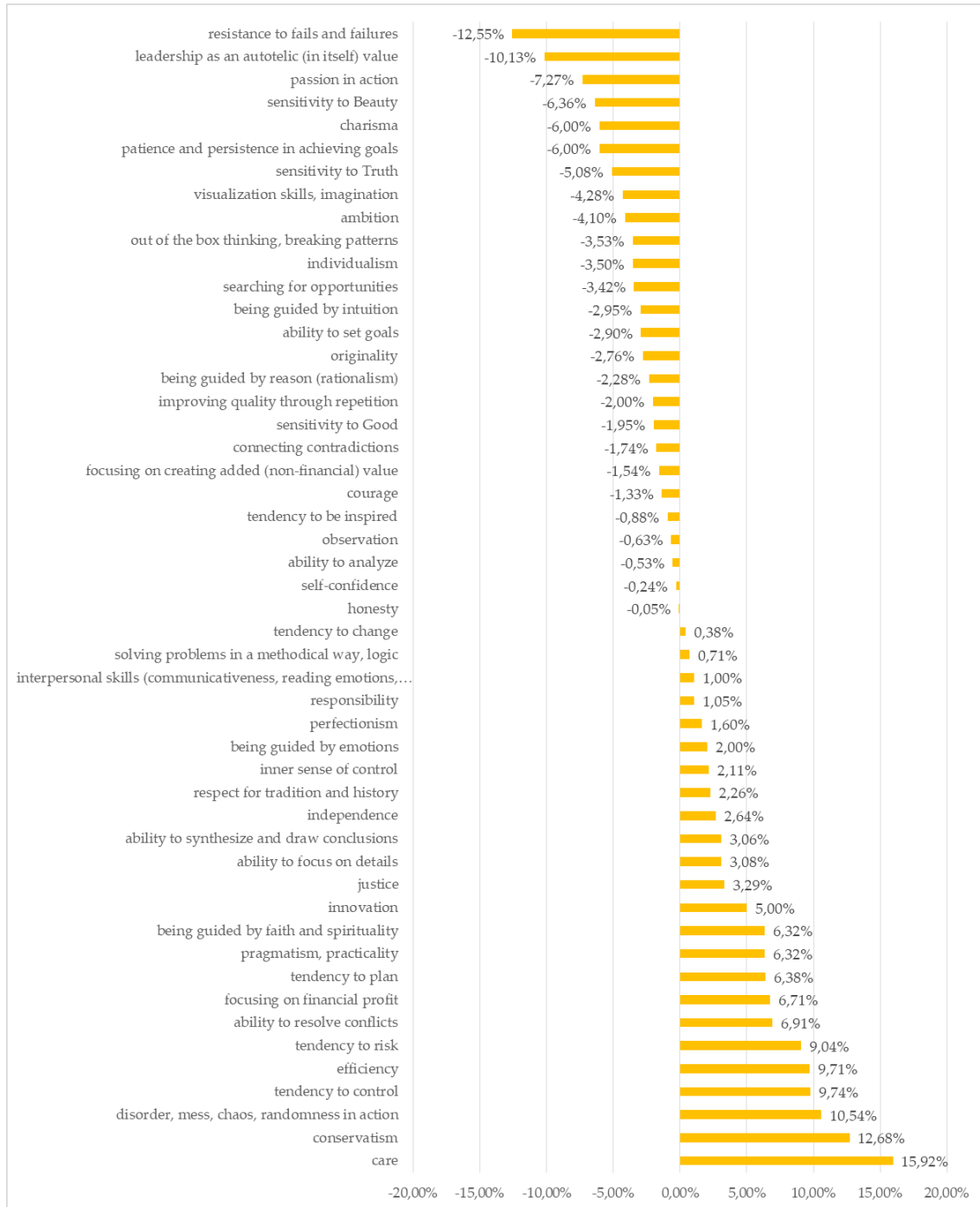


Figure 10. Perception of the 50 features of an artist's identity by entrepreneurial versus nonentrepreneurial individuals

Source: own elaboration

The ten attributes of the artist's identity seen as more critical by entrepreneurial individuals versus nonentrepreneurial individuals are (in ascending order): pragmatism (practicality), tendency to plan, focusing on financial profit, ability to resolve conflicts, a tendency to risk, efficiency, tendency to control, disorder (mess, chaos, randomness in action), conservatism, care. The ten features of the artist's identity seen similarly by entrepreneurial individuals and nonentrepreneurial individuals are courage, tendency to be inspired, observation, ability to analyze, self-confidence, honesty, tendency to change, methodically solving problems (logic), interpersonal skills (communicativeness, reading emotions, sensitivity to others), responsibility.

In the historical perspective, an artist's identity has been described as: an artisan, a genius, a doer, a God's will doer, a master, a holy man in touch with the hidden, a cultural aristocrat, a knowledge worker, a professional, an entrepreneur, an influencer, a freedom maker, a collaborator, a value or idea guardian, a superman (Deresiewicz, 2015, 2020; Hermes et al., 2017; Hocking, 2019; Tatarkiewicz, 2015). By diverse degrees of creativity and efficiency, the artist's identity may be named a conceptualist, a copyist, an artistic craftsman (artisan), and a creator (Szostak & Sułkowski, 2020a). The research describes an artist's possibility of out-of-the-box thinking and breaking patterns as *rather important* for entrepreneurial individuals (3.95) and nonentrepreneurial individuals (4.13) – a difference of 3.53%. An artist's efficiency is perceived with a higher discrepancy (9.71%) between entrepreneurial individuals (4.41) and nonentrepreneurial individuals (3.93).



Figure 11. Perception of the most differently assessed features of an artist's identity by entrepreneurial versus nonentrepreneurial individuals

Source: own elaboration

Artist's identity is described in the situation of the crisis on the meta-level and the level of national identity (Rikou & Chaviara, 2016). The development of an artist's identity reduces symptoms and exposes damaging narratives based on a psychopathological paradigm (Thompson, 2016). The research exposes the highest discrepancy (12.55%) among the investigated features of an artist – resistance to fails and failures: *rather important* for entrepreneurial individuals (3.90) and *very important* (4.53) for nonentrepreneurial individuals. A crisis means problems, and solving problems methodically and logically were described as *neutral* (by analogy: 3.41, 3.38, 0.71%); it can be concluded that more important is the issue of solution than the way of the problems solving. Faced problems need to be resolved; an artist's ability to resolve conflicts is more critical for entrepreneurial individuals (3.82) than for nonentrepreneurial individuals (3.48) – a difference of 6.91%. In the same context, the ability to connect contradictions by an artist is quite similar (difference of 1,74%) perceived by entrepreneurial (3.51) and nonentrepreneurial individuals (3.60) in halfway between *neutral* and *rather important*. Artist's identity appears in numerous supplementary areas of human activity, e.g., among teachers and lecturers (Bremmer et al., 2020; Dahlsen, 2015; Thornton, 2011), managers (Szostak & Sułkowski, 2020a, 2021b, 2021c). Nevertheless, the context is continuously explained as the most critical factor in self-identity and the artist's perception; the state of self-negotiation and identity formation by artists is substantially dependent on context (Luger, 2017). The research shows that ability to synthesize and draw conclusions about the broad context of an artist's activity is described as *rather important* for entrepreneurial individuals (4.13) and nonentrepreneurial individuals (3.98) – a difference of 3.06%.

The artist's identity may profoundly influence society, e.g., children dealing with musicians and artworks (Ey, 2016). Investigations about similarities and differences in artist's identities were also undertaken (Lindholm, 2015). Among particular features of the artist's identity, researchers underline randomness (Wagner, 2020), individualism (Kenning, 2009), sensitivity (Koide et al., 2015), charisma (Senior & Kelly, 2016), honesty (Syrko, 2019), an inclination to plan (Koponen et al., 2018), a tendency to risk (Kleppe, 2017). The research does not confirm that disorder, mess, chaos, randomness in an artist's action are essential: for entrepreneurial individuals, this feature is *neutral* (3.08), and for nonentrepreneurial individuals, this feature is *rather unimportant* (2.55); the difference here is quite clear (10.54%). The research confirms that an artist's individualism is *rather important* for entrepreneurial (4.28) and nonentrepreneurial individuals (4.45) – a difference of 3.50%. Analytically investigating the issue of sensitivity, the research concludes that – among the Platonic triad elements – the most important is sensitivity to Beauty (by analogy: 4.28, 4.60, 6,36%), sensitivity to Good (4.10, 4.20, 1.95%), and sensitivity to Truth (3.85, 4.10, 5.08%). This order is contrary to the basic feature of art – in opposition to kitsch – which bases the most on Truth, then Beauty (Szostak & Sułkowski, 2020b). The research reveals that charisma is slightly more crucial in an artist's identity (4.05, 4.35, 6.00%) than honesty (3.90, 3.90, 0.05%), although both features are perceived as *rather important*. Artist's tendency to plan (3.77, 3.45, 6.38%) is perceived clearly less important than the ability to set goals (4.21, 4.35, 2.90%). Entrepreneurial individuals perceive artist's tendency to risk (4.08) clearly more important than nonentrepreneurial individuals (3.63) – a difference of 9.04%.

Interventions of artists and their arts in the organizational world are a fruitful tool for creativity and innovation development among particular employees and groups, teams (Skoldberg Johansson et al., 2015). Researchers describe an artist's identity as a complex issue where self-defining, choosing an identity, and becoming are separate elements but deeply combined in one piece (Hocking, 2019). According to this research, artist's innovation is more critical for entrepreneurial individuals (4.38) than for nonentrepreneurial individuals (4.13) – a difference of 5.00%.

4. Conclusions

Entrepreneurs define themselves by experience and achievements (4.46, *rather important*), personal characteristics (4.32, *rather important*), self-definition (4.26, *rather important*), actually performed work or occupation (4.14, *rather important*), talent (3.89, *rather important*), and formal education at schools, studies, courses, training

(3.08, *neutral*). Nonentrepreneurial individuals define an entrepreneur by actually performed work and occupation (4.49, in between of *very important* and *rather important*), experience and achievements (4.37, *rather important*), personal characteristics (3.59, *rather important*), talent (3.56, *rather important*), self-definition (3.54, *rather important*), and formal education at schools, studies, courses, training (3.05, *neutral*).

Considering all investigated identities, the subsequent personality dimensions of an entrepreneur's identity play the following roles in the eyes of entrepreneurial individuals: managing (4.59, *very important*), creativity (4.45, *rather important*), leadership (4.41, *rather important*), and artistry (3.43, *neutral*). Nonentrepreneurial individuals see the majority of dimensions quite similar: organizing (4.70, *very important*, a difference of 2.11%), creativity 4.27, *very important*, a difference of 3.58%), and leadership (4.27, a difference of 2.74%); only artistry (2.44, *rather unimportant*) is perceived quite differently – a difference of 19.87%.

The research limitations are: 1) Division of respondents with and without entrepreneurial identity was done based on their self-perception; no external tools to assess the presence of entrepreneurial features were applied. 2) The research was run during the first deep phase of the COVID-19 pandemic (Spring 2020) that could influence respondents' views and opinions. 3) The research sample (n = 160) was somewhat minor compared to the examined problem. 4) Synthetic suppositions cannot be broadly representative due to the density of the experiment problem. 5) Because more than 90% of respondents hold at least a higher degree of education – and because these people are statistically valuable equipped with awareness and perception tools than less educated persons – the deductions should not be automatically spread on the entire society.

Although the results are on a high level of generality and theoretic, the practical value of the research is quite extensive. The following groups may benefit the outcomes of the study. 1) Managers desiring to understand the discrepancies in the perception of the explored identities by groups, organizations, and societies controlled by entrepreneurial and nonentrepreneurial individuals. 2) Individuals (entrepreneurs, managers, leaders, creators, artists) for a) better understanding the diverse levels of their personality with highlighting the matter of complex identity, b) likeness of own identity with the general perception of a particular role by entrepreneurial and nonentrepreneurial individuals. 3) Scientists desiring to explore the similarities and variances between identity and its perception regarding entrepreneurship, organizing, leadership, creativity, and artistry about entrepreneurial and nonentrepreneurial individuals. The applicability of the findings is broad, mainly due to the crucial role of entrepreneurship in today's world. If entrepreneurship is a potential existing in each individual, there is a problem of catalyzing particular triggers, not just looking for entrepreneurial individuals (contrary to nonentrepreneurial ones). The education process of entrepreneurs should be focused on revealing their entrepreneurial potential based on the spark of inspiration and looking to discover the fuel of motifs of entrepreneurial activity.

Potential research questions for future qualitative investigations or the hypothesis for additional quantitative research may be the following. 1) Self-perception of a particular identity may differ from the perception of the identity by groups/society varying on the belonging to the entrepreneurial and nonentrepreneurial group of individuals. 2) Self-perception of identity is analogous to the perception of the identity by a particular group if there is a consistency (entrepreneurial and nonentrepreneurial individuals) between the evaluated identity and people perceiving the identity.

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