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Examination of Entrepreneurship from Humanistic Values Perspective

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ABSTRACT

This study attempts to examine the influence of humanistic values people prefer on their entrepreneurship. The study is a qualitative study and the data were collected and analyzed using this method. Besides, relational screening model was used. The study group is composed of 482 students who were selected with random sampling method among students who attended various faculties at Selcuk University in 2012. In the study, Schwartz List of Values was used to measure individuals' value preferences in their lives. Entrepreneurship Scale, which was developed by Yilmaz and Sünbül (2009), was used to measure their entrepreneurship tendency. In the study, it was revealed that there is a significant relation between humanistic values people prefer and entrepreneurship and, humanistic values explain entrepreneurship tendency.

KEYWORDS

Component; Entrepreneurship; Humanistic Values; Schwartz List of Values

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