

**Values, Personality, Ideology and Sustainability in social and commercial entrepreneurs of
Lima- Peru**

Ángela Vera

Pontificia Universidad Católica de Perú, Perú

Agustín Espinosa

Pontificia Universidad Católica de Perú, Perú

María A. Prialé

Universidad del Pacífico, Perú

Frances Ninahuanca

Universidad del Pacífico, Perú

Abstract:

Purpose – The present study aims to compare personality profiles, values and ideology of social and commercial entrepreneurs of Lima - Peru. Likewise, the dimension of appreciation for sustainable practices, and its capacity to differentiate entrepreneurs from both groups, is analyzed.

Design/methodology/approach – It was developed a comparative-correlational study, using questionnaires involving 321 entrepreneurs: 123 social and 198 commercial entrepreneurs. The analyses carried out to undertake the objectives include: exploratory analyses on which the statistics to be applied were defined, to later perform descriptive, correlational and sample contrasts statistical analyses. Moreover, a pathway analysis was used to analyze the relationships between the study variables in a complex model.

Findings – Some aspects identified in the conceptual review were confirmed, regarding differences observed in the personality and values of the two groups of entrepreneurs. Social entrepreneurs would be more affable and would be guided by self-transcendent values. Additionally, the study finds that both attributes correlate inversely with the ideological position of social dominance. Also, it is observed that the level of appreciation for sustainable practices discriminates (difference) social and commercial entrepreneurs, being higher in the case of the social group.

Originality/value – The study analyzes novel relationships between psychosocial variables that enrich the field of understanding the entrepreneurial phenomenon and contributes the scale of Appreciation for sustainable practices with good discriminating quality. In addition, this study discusses the results in light of the conditions of exclusion and social inequality, present in the Peruvian context.

Keywords Values, personality, ideology, sustainability, social entrepreneurship.