

The Role of Personality in Improving MSME Performance: Ontology, Epistemology, and Axiology Approaches

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Abstract: This research aims to explore the role of personality in improving the performance of SMEs using a philosophical approach through the dimensions of ontology, epistemology, and axiology. The research problems include how personality affects SME performance and how the perspectives of ontology, epistemology, and axiology provide deeper insights into this relationship. The method employed is a Systematic Literature Review (SLR) by analyzing 25 international journal articles that discuss entrepreneurial personality, SME performance, and the underlying philosophical views. The results show that entrepreneurial personalities, such as proactiveness, openness to new experiences, and perseverance, play a significant role in enhancing SME performance. From an ontological perspective, personality is viewed as an entity influencing entrepreneurs' actions and decisions, while epistemology highlights that entrepreneurs' knowledge and experiences are crucial in shaping performance. Axiology emphasizes the ethical and social values underlying entrepreneurial actions in running a business. In conclusion, this study finds that a philosophical approach provides a more holistic understanding of the factors influencing SME performance. The implication of this research is the importance of developing entrepreneurial personalities as an effort to enhance SMEs' competitiveness and sustainability.

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INTRODUCTION

MSMEs are a very important sector in the Indonesian economy, contributing greatly to GDP and job creation. According to Kadin data (2023), MSMEs in Indonesia number more than 64 million units, which account for more than 60% of GDP and more than 97% of labor absorption (Kadin Indonesia, 2023). However, MSMEs in Indonesia face significant challenges, especially in terms of innovation, management, and market access. One factor that is often overlooked is how the personality characteristics of entrepreneurs play a role in overcoming these challenges and encouraging better performance. Previous research has shown that entrepreneurs with certain personalities, such as being proactive and open to experience, are more likely to be successful in improving the performance of their MSMEs (Brandstätter, 2011; Ngek, 2015; Purnomo & Lestari, 2010; Santoro et al., 2020).

The personality of an entrepreneur is often considered a decisive individual factor in decision-making and business management. However, its impact on the performance of MSMEs is still rarely discussed comprehensively in a philosophical context. The ontology, epistemology, and axiology approaches provide a broader framework for understanding the interaction between personality and business performance, emphasizing the importance of entrepreneurs' values, knowledge, and intrinsic traits in business success (Kalenskaya et al., 2017; Kirkley, 2016; Rajagopal, 2021; Yulianto, 2021).

Research highlighting the relationship between entrepreneur personality and MSME performance shows that personal traits such as perseverance, optimism, and openness to experience play an important role in determining business success. Personality can affect how entrepreneurs deal with risks, adapt to market changes, and take advantage of innovation opportunities. For example, research by Zhao and Seibert (2020) shows that entrepreneurs with a high level of openness tend to be more innovative and able to survive longer in a competitive market. This study also emphasizes the importance of integrating ethical and social values in decision-making influenced by personality, which supports an axiological approach in MSME management (Chell et al., 2008; Franco & Prata, 2019; Hemingway, 2013; Leonelli et al., 2022).

The personality of entrepreneurs also affects the epistemological aspect, which is how they acquire and use knowledge in running a business. Epistemology explains how entrepreneurs' knowledge and experience in facing business challenges can strengthen their performance. Research shows that entrepreneurs who have broader knowledge and diverse experiences tend to be better able to make better decisions, which has a direct impact on the performance of MSMEs. Personalities that allow individuals to learn from experience and adapt quickly can improve operational efficiency and overall business success (De Winnaar & Scholtz, 2020; Spulber, 2012; Zainol & Ayadurai, 2011; Zito, 2001).

This research aims to provide deeper insights into how the personality characteristics and knowledge possessed by entrepreneurs can be integrated to support the sustainable development of MSMEs. The selection of the title "The Role of Personality in Improving MSME Performance: Ontology, Epistemology, and Axiology Approaches" is very important to delve deeper into how entrepreneurs' personalities can affect the performance of MSMEs.

METHOD

This study uses the Systematic Literature Review (SLR) approach to identify, evaluate, and synthesize international journal articles that are relevant to the topic of the relationship between personality and MSME performance. This approach involves systematic steps to ensure the

validity, relevance, and quality of the research data analyzed. The first stage is to formulate a research question based on the purpose and formulation of the problem. The research questions that are the focus include: (1) How can the personality dimension ontological affect the essence of MSME performance as an economic and social entity?; (2) What are valid sources of knowledge to understand the relationship between entrepreneurs' personalities and the success of MSMEs in various contexts?; (3) How do personality values such as responsibility, integrity, and risk-taking courage contribute to improving the performance of MSMEs?

The next stage, literature search, was carried out on 5 reliable journal databases, namely Elsevier, Emerald, Taylor & Francis, Springer, and MDPI. The keywords used are personality traits, SME performance, entrepreneurial personality, business success, Big Five Personality Traits, entrepreneurship, psychological factors. Article screening is carried out with inclusion and exclusion criteria. The inclusion criteria are that the article must be published in 2020–2024, be in English, and be accessible. Exclusion criteria are applied to articles that are not relevant to the topic of MSME personality and performance, as well as articles in the form of reviews without empirical data.

After an initial search that resulted in more than 50 articles, a screening was carried out based on the relevance of the title and abstract to the topic, the suitability of the content of the article with the inclusion criteria, and the quality of the journal based on quartile and impact factor. As a result, 25 articles were selected for further analysis. The data from each article is extracted based on the detailed aspects of the article, the main theory, the research variables, and the main result research method. After the data is extracted, synthesis is carried out by descriptive analysis, thematic synthesis, and critical evaluation methods. The results of the study are presented in a descriptive form that relates the findings of various articles to the formulation of the problem.

RESULTS AND DISCUSSION

A total of 25 journal articles successfully passed the screening stage. The list of selected journal articles is presented in the following table:

Table 1. List of Journal Articles Data Filtering Results

No.	Authors, Journals, and DOIs	Main Theory	Research Variables	Research Methods	Key Results	Quartile (Q)	Impact Factor (IF)
1	Adeniji, CG et al. (2024) <i>Sustainability</i> DOI: 10.3390/su16083497	Big Five Personality Traits	Personality (Big Five), Operational Performance and Environment	Survei cross-section, SEM	Openness and prudence improve operational and environmental performance.	Q2	3.889
2	Quas, A. et al. (2024) <i>Venture Capital</i> DOI: 10.1080/13691066.2024.2319359	Personality and Financial Risk-Taking	Big Five Traits, Financial Preferences	Correlational Studies, Startup Data	Extroversion and openness are related to financial risk-taking.	Q1	5.129
3	Hossain, MU et al. (2024) <i>Journal of Social Entrepreneurship</i> DOI: 10.1080/19420676.2021.1936614	The Big Five and Social Intentions	Personality, Social Support (Moderation)	Student Survey, Moderation	Gender moderates the relationship between personality and social intention.	Q2	3.114

4	Nguyen, CTP et al. (2023) <i>JEEE</i> DOI: 10.1108/JEEE-04-2021-0170	The Big Five and Innovation	Big Five Traits, Innovation Performance, Innovation (Mediation)	Quantitative Survey, Mediation	Openness influences innovation through innovation.	Q3	2.598
5	Pandey, DL et al. (2023) <i>Journal of Innovation and Entrepreneurship</i> DOI: 10.1186/s13731-023-00342-8	The Big Five and Social Entrepreneurship Intentions	Extroversion, Openness, Social Intention	Management Surveys, Regression	Significant extroversion on social intentions.	Q2	3.282
6	Runst, P. & Thomä, J. (2023) <i>Small Business Economics</i> DOI: 10.1007/s11187-022-00686-7	Resilience and the Big Five	Personality, Entrepreneurial Resilience	Longitudinal Studies, Statistik Multivariat	Significant caution in resilience to facing crises.	Q1	5.891
7	McLarty, BD et al. (2023) <i>Journal of Small Business</i> DOI: 10.1080/00472778.2021.1883042	Dark Triad	Machiavellianism, Intensi Wirausaha	Psychometric Surveys, Regression	Machiavellianism has a significant effect on entrepreneurial intention.	Q2	3.712
8	Runst, P. & Thomä, J. (2022) <i>Small Business Economics</i> DOI: 10.1007/s11187-021-00509-1	Personality and Innovation	Personality, Innovation Mode	Studi Cross-section	Incremental innovation related to prudence.	Q1	5.891
9	Janowski, A. et al. (2022) <i>Energies</i> DOI: 10.3390/en15134533	Energy and Extroversion	Extroversion, Success	Survei Cross-section	Extroversion is relevant for quick decisions.	Q2	3.252
10	Awwad, MS et al. (2021) <i>Journal of Innovation and Entrepreneurship</i> DOI: 10.1108/APJIE-09-2020-0136	The Big Five and Vigilance	Openness, Entrepreneurship, Vigilance (Mediation)	Student Survey	Vigilance mediates openness and entrepreneurial intent.	Q2	3.282
11	Leonelli, S et al. (2022) <i>Journal of Small Business & Entrepreneurship</i> DOI: 10.1080/08276331.2019.1666339	Entrepreneurial Orientation	Personality, Entrepreneurial Orientation	Survey of MSMEs	Openness increases entrepreneurship orientation in MSMEs.	Q2	2.753
12	Zarnadze, G et al. (2022) <i>Administrative Sciences</i> DOI: 10.3390/admsci12040176	Business Environment	Personality, Entrepreneurial Motivation	Survey of entrepreneurs	The business environment moderates personality relationships and entrepreneurial motivations.	Q2	2.560

13	Luc, PT (2022) <i>Cogent Business & Management</i> DOI: 10.1080/23311975.2022.2137950	Social Entrepreneurship	Big Five, Intensi Sosial	Studi Kuantitatif	Ekstroversi dan keterbukaan memengaruhi intensi sosial secara positif.	Q2	3.114
14	Sobaih, AEE et al. (2022) <i>Journal of Risk and Financial Management</i> DOI: 10.3390/jrfm15120585	Owner-Manager Personality	Personality, Small Business Performance	Survey, SEM	Extroverts improve the performance of small businesses in the hospitality industry.	Q3	2.882
15	Postigo, Á et al. (2021) <i>Personality and Individual Differences</i> DOI: 10.1016/j.paid.2021.110896	General vs Specific Traits	General Personality, Special Personality	Survey, SEM	Special personalities are more predictive of entrepreneurship.	Q1	4.820
16	Yusoff, MNHB et al. (2021) <i>Journal of Theoretical and Applied Electronic Commerce Research</i> DOI: 10.3390/jtaer16050102	E-Commerce Intent	Personality, E-Commerce Intention	Quantitative Survey	Extroversion increases e-commerce intentions in rural areas.	Q1	5.620
17	Coudounaris, DN et al. (2021) <i>Administrative Sciences</i> DOI: 10.3390/admsci11040106	Effectuation vs Causation	The Big Five, the Logic of Decision Making	Studi Cross-section	Openness is related to the logic of effectuation.	Q2	2.560
18	Khan, SN et al. (2021) <i>Environment, Development and Sustainability</i> DOI: 10.1007/s10668-021-01235-0	Sustainability Orientation	Personality, Servant Leadership	Quantitative Survey	Servant leadership moderates sustainability orientation.	Q2	3.219
19	Shimoli, SM et al. (2020) <i>Cogent Business & Management</i> DOI: 10.1080/23311975.2020.1847863	E-Entrepreneurship	Entrepreneurial Personality	Kenyan Student Survey	Extroversion and courage are relevant in the success of e-entrepreneurship.	Q2	3.114
20	López-Núñez, MI et al. (2020) <i>Personality and Individual Differences</i> DOI: 10.1016/j.paid.2020.109962	Nature vs Nurture	Big Five Traits	Studi Cross-section	Personality is influenced by a combination of innate traits and environment.	Q1	4.820
21	Obschonka, M et al. (2020) <i>Small Business Economics</i> DOI: 10.1007/s11187-019-00204-2	Big Data dan Personality	Regional Personality	Big Data Analytics	Openness at the regional level increases entrepreneurship.	Q1	5.891

22	Rashid, L et al. (2020) <i>Technological Forecasting and Social Change</i> DOI: 10.1016/j.techfore.2019.119595	Founder Personality	Personality, Founder's Behavior	Case Studies of Sub-Saharan Africa	Caution is important for the success of a startup.	Q1	6.862
23	Presenza, A et al. (2020) <i>Current Issues in Tourism</i> DOI: 10.1080/13683500.2019.1677572	Entrepreneurial Traits	Startup Founder Personality	Exploratory Analysis	Creativity is important for entrepreneurship in the tourism industry.	Q1	6.578
24	Bandera, C et al. (2020) <i>Journal of Small Business International Council</i> DOI: 10.1080/26437015.2020.1724838	Digital Entrepreneur	Big Five, Digital Entrepreneurship	Quantitative Studies	Openness is relevant in digital entrepreneurship.	Q2	3.720
25	Bazkiaei, HA et al. (2020) <i>Cogent Business & Management</i> DOI: 10.1080/23311975.2020.1801217	Entrepreneurial Education	Entrepreneurial Education, Big Five	University Student Survey	Entrepreneurship education mediates the relationship between personality and intention.	Q2	3.114

The main theories used in journal articles are grouped into 5 types, namely general personality theory, entrepreneurial orientation, social motivation and social entrepreneurship, and specific entrepreneurship. The Big Five dimensions (neuroticism, extroversion, openness, prudence, friendliness) are the main focus in most studies, especially in relation to entrepreneurial intention, sustainability orientation, and innovation performance. For example, extroversion is often found to be positively associated with entrepreneurial intention (López-Núñez et al., 2020; Luc, 2022; Shimoli et al., 2020). Openness is a significant predictor of innovation and the success of MSME internationalization (Runst & Thomä, 2022).

Many studies have focused on the relationship between personality and entrepreneurial orientation and sustainability. Leonelli et al. (2022) found that openness and extroversion increase entrepreneurial orientation in MSMEs (Leonelli et al., 2022). Khan et al. (2021) showed that stewardship leadership moderates sustainability orientation (Khan et al., 2021). Several studies have explored the relationship between personality and social entrepreneurship, especially through the dimensions of social friendliness and efficacy (Hossain et al., 2024). Gender is also found to be an important moderator (Hossain et al., 2024). Other research uses more specific theoretical perspectives, such as the theory of digital entrepreneurship (Bandera & Passerini, 2020) or the Dark Triad Traits (McLarty et al., 2023), which add complexity to the understanding of personality in the context of entrepreneurship.

Based on the results of the analysis, the personality dimension is often associated with entrepreneurial outcomes. Extroversion is very relevant to increase entrepreneurial intention (Presenza et al., 2020). Extroversion also contributes to e-commerce and e-entrepreneurship in rural areas (Yusoff et al., 2021). Openness is the most widely found dimension to support innovation and the success of MSME internationalization (Runst & Thomä, 2022). Personality is also significant for creativity-based entrepreneurship (Presenza et al., 2020). Caution

(conscientiousness) plays a role in rational decision-making and the effectiveness of small business management (Sobaih et al., 2022). Caution is also closely related to business sustainability (Khan et al., 2021). Agreeableness supports the intention of social entrepreneurship and small business collaboration.

Neuroticism usually has a negative relationship with performance indicators such as business stability and risk management. However, in some cases, moderate levels of neuroticism can increase vigilance and risk evaluation. López-Núñez et al. (2020) found that neuroticism can negatively affect the success of an effort if it is not balanced with emotional control abilities. Runst & Thomä (2022) showed that neuroticism can damage the innovation process if not managed properly.

Strengths, Weaknesses, and Limitations of Articles

Some studies utilize experimental designs or quantitative surveys, which provide immediate empirical results. However, there are many studies that face obstacles to cross-sectional design or data limitations that are not able to capture long-term changes. Table 2 presents information regarding the strengths, weaknesses, and limitations of each of the methodological approaches used in these articles.

Table 2 Results of analysis of strengths, weaknesses, and limitations of journal articles

No	Article Identity	Strength	Weakness	Limitations
1	Adeniji, C. G., Salau, O. P., Joel, O. O., Onayemi, O. O., et al. (2024). Personality-traits taxonomy and operational and environmental performance: A cross-sectional analysis of small and medium scale manufacturing enterprises. <i>Sustainability</i> , 16(8), 3497.	<ol style="list-style-type: none"> 1. Focus on practical outcomes such as operational and environmental performance. 2. Using a cross-sectional design that provides broad insights. 	<ol style="list-style-type: none"> 1. Cross-sectional design limits the understanding of causal relationships. 2. A small sample reduces generalizations. 	Focus on just one industry, limiting generalizations in other sectors.
2	Quas, A., Alperovych, Y., & Pendeven, B. L. (2024). The role of personality traits in entrepreneurial finance. <i>Venture Capital</i> , 36(1), 10.1080/13691066.2024.2319359.	Discusses the role of personality in entrepreneurial finance, a very relevant area.	The discussion is limited to financial practices without touching on other factors that affect entrepreneurship.	It does not address the broader economic context or other types of entrepreneurship.
3	Hossain, M. U., Arefin, M. S., & Yukongdi, V. (2024). Personality traits, social self-efficacy, social support, and social entrepreneurial intention: The moderating role of gender. <i>Journal of Social Entrepreneurship</i> , 15(3), 1-15.	<ol style="list-style-type: none"> 1. Including gender as a moderation factor, provides depth of analysis. 2. Using established concepts such as social self-efficacy. 	Focusing only on social entrepreneurship, may be less relevant for other types of entrepreneurship.	The focus on gender may not represent other diversity factors that influence entrepreneurial intentions.
4	Nguyen, C. T. P., Nguyen, D. T., & Nguyen, H. T. (2023). Personality traits and firm innovation performance: The mediation effect of entrepreneurial innovativeness. <i>Journal of Entrepreneurship and Innovation</i> , 19(4), 203-218.	Linking personality to the innovation performance of a company, is very relevant for research on entrepreneurial performance.	Use mediation without exploring disruptive variables that can affect outcomes.	Focusing on innovation may ignore other entrepreneurial dimensions such as leadership or market expansion.
5	Pandey, D. L., Uprety, S. K., & Risal, N. (2023). Personality traits and their impact on the social entrepreneurial intentions of management students: A test of Big Five personality approach. <i>Journal of Innovation and Entrepreneurship</i> , 12(1), 1-10.	Using the widely recognized Big Five framework to study entrepreneurial intentions.	Focus only on students, limiting generalizations to real entrepreneurs.	It can explore more personality models or compare different frameworks.
6	Runst, P., & Thomä, J. (2023). Resilient entrepreneurs? Revisiting the relationship between the Big Five and self-employment. <i>Small Business Economics</i> , 61(4), 223-240.	Discusses resilience, an important trait for entrepreneurs, in relation to the Big Five.	Resilience is a subjective measure that can be difficult to measure consistently.	The sample could be biased towards self-employed individuals, not entrepreneurs in other fields.

7	McLarty, B. D., Skorodzyevskiy, V., et al. (2023). The Dark Triad's incremental influence on entrepreneurial intentions. <i>Journal of Small Business Management</i> , 61(5), 100-112.	Innovative focus on the Dark Triad (Machiavellianism, narcissism, psychopathy) in entrepreneurship.	Negative personality (Dark Triad) can limit the understanding of the positive aspects of entrepreneurship.	Assume that the Dark Triad's nature is always detrimental without exploring the potential benefits of the adaptation.
8	Runst, P., & Thomä, J. (2022). Does personality matter? Small business owners and modes of innovation. <i>Small Business Economics</i> , 57(3), 91-110.	Connecting personality with innovation, providing insights for innovation management.	Can explain more about the type of entrepreneurship other than small business owners.	The type of innovation can be further categorized or expanded to other business sectors.
9	Leonelli, S., Masciarelli, F., & Fontana, F. (2022). The impact of personality traits and abilities on entrepreneurial orientation in SMEs. <i>International Business & Entrepreneurship</i> , 14(4), 201-215.	Taking into account both personality and ability in relation to entrepreneurial orientation in SMEs.	Not fully considering external factors that affect the success of SMEs, such as market conditions.	The focus on SMEs limits the application of results to large companies or startups.
10	Janowski, A, et al. "The trait of extraversion as an energybased determinant of entrepreneur's success—the case of Poland." <i>Energies</i> , 2022	Discuss extraversion as a trait that is often associated with entrepreneurial success.	Focus on just one personality trait, perhaps ignoring the impact of the other traits.	The sample is limited in Poland, which may not reflect global entrepreneurial trends.
11	Zarnadze, G., Dika, I., Çera, G., & Ribeiro, H. N. R. (2022). Personality traits and business environment for entrepreneurial motivation. <i>Administrative Sciences</i> , 12(4), 176.	Analyze how the business environment interacts with personality traits to motivate entrepreneurship.	Environmental factors are discussed extensively and may require a more specific focus for actionable insights.	Environmental factors can be very subjective and difficult to measure.
12	Luc, PT. "The relationships between BigFive personality traits and social entrepreneurship intention." <i>Cogent Business & Management</i> , 2022	A solid foundation on the Big Five to study social entrepreneurial intentions.	Focus on intentions only, not behaviors or tangible results.	Applications are limited to social entrepreneurship only.
13	Sobaih, A. E. E., et al. (2022). The impact of owner-managers' personality traits on their small hospitality enterprise performance in Saudi Arabia. <i>Journal of Risk and Financial</i> , 15(12), 585.	1. Focus on specific sectors (the hospitality industry) that matter. 2. Connect the owner's personality to the performance of the small business.	It focuses only on one country, limited to the cultural context of Saudi Arabia.	The findings may not be generalizable to other sectors or other countries.
14	Postigo, Á., et al. (2021). General versus specific personality traits for predicting entrepreneurship. <i>Personality and Individual Differences</i> , 169, 110.	Comparing general and specific personality traits, providing new insights.	The methodology used can be very specific to a particular population or region.	It does not address external factors that can affect personality or entrepreneurship.
15	Awwad, M. S., & Al-Aseer, R. M. N. (2021). Big five personality traits impact on entrepreneurial intention: The mediating role of entrepreneurial alertness. <i>Journal of Innovation and Entrepreneurship</i> , 10(3), 1-12.	1. Using the Big Five model that has been proven to be valid. 2. Including the role of entrepreneurial awareness.	It does not include external variables such as culture or market conditions that may affect entrepreneurial intentions.	It can further explore the relationship between variables beyond entrepreneurial intent.
16	Yusoff, M. N. H. B., et al. (2021). Psychological traits and intention to use e-commerce among rural micro-entrepreneurs in Malaysia. <i>Journal of Theoretical and Applied Electronic Commerce Research</i> , 16(5), 102.	Examining the intention to use e-commerce in the context of micro-entrepreneurship in rural areas.	It is limited to the rural population in Malaysia, which may not be representative of urban areas or other countries.	Focus on ecommerce, ignoring other factors that affect the success of small businesses.
17	Coudounaris, D. N., & Arvidsson, H. G. S. (2021). Relationships between the Big-5 model and effectuation versus causation logics of entrepreneurs in new ventures: The Estonian IT sector. <i>Administrative Sciences</i> , 11(4), 106.	Analyze the relationship between the Big-5 model and the logic of effectiveness and causality that is relevant in entrepreneurship.	Focus on the IT sector in Estonia, limiting the application to other sectors.	Not considering the broader cultural or regional context in entrepreneurship.
18	Khan, S. N., et al. (2021). The influence of personality traits on sustainability-oriented entrepreneurial intentions: The moderating role of servant leadership. <i>Environment, Development and Sustainability</i> , 23(2), 5-19.	Researching sustainability-oriented entrepreneurial intentions, which are highly relevant to global trends.	Including too many moderation variables can make the results difficult to implement practically.	Can explore more about the broader sector or industry context.

19	Shimoli, S. M., et al. (2020). Entrepreneurship success traits. Do Kenyans possess the desired entrepreneur personality traits for enhanced E-entrepreneurship? <i>Cogent Business & Management</i> , 7(1), 1847863.	1. Focus on digital entrepreneurship, increasing relevance. 2. Case studies on students, which are relevant to the entrepreneurial trends of the younger generation.	Limited to Kenyan students, who may not be representative of the overall employer population.	Can further expand the study to entrepreneurs in other sectors or different countries.
20	Bazkiaei, H. A., et al. (2020). Do entrepreneurial education and big-five personality traits predict entrepreneurial intention among university students? <i>Cogent Business & Management</i> , 7(1), 1801217.	Combining entrepreneurship education with personality traits for prediction of entrepreneurial intentions.	Studies are only conducted on college students, which may not describe entrepreneurial intentions more broadly.	Ignoring external factors such as economic conditions or government policies.
21	López-Núñez, M. I., et al. (2020). Are entrepreneurs born or made? The influence of personality. <i>Personality and Individual Differences</i> , 168, 110.	Analyze "born or made" theories in a more scientific and measurable way.	Research is more theoretical and less practical.	It is limited to the concept of personality and does not address external factors in entrepreneurial success.
22	Obschonka, M., et al. (2020). Big data methods, social media, and the psychology of entrepreneurial regions: Capturing cross-county personality traits and their impact on entrepreneurship in the United States. <i>Small Business Economics</i> , 44(3), 433-445.	Using big data and social media to understand entrepreneurial personalities in the context of the region.	Big data-driven methodologies can be difficult to apply in all countries or regions.	Focusing on the region can ignore the individual factors in entrepreneurship.
23	Rashid, L., et al. (2020). Founder personalities, behaviors and new venture success in Sub-Saharan Africa. <i>Technological Forecasting and Social Change</i> , 155, 119-128.	The focus is on the Sub-Saharan African region which provides a different perspective from general entrepreneurship research.	The sample is limited to specific countries, limiting the generalization of results.	It can further explore the economic or social factors that affect entrepreneurship in this region.
24	Prezenza, A., et al. (2020). Start-up entrepreneurs' personality traits. An exploratory analysis of the Italian tourism industry. <i>Current Issues in Tourism</i> , 23(2), 175-190.	Provides insight into entrepreneurship in the tourism sector, a globally relevant industry.	Focus on one sector (tourism) and a specific country (Italy).	It does not discuss external factors or economic changes that can affect tourism entrepreneurship.
25	Bandera, C., & Passerini, K. (2020). Personality traits and the digital entrepreneur: Much of the same thing or a new breed?. <i>International Council for Small Business</i> , 17(2), 1724838.	Researching the personality of digital entrepreneurs who are increasingly relevant in today's digital era.	It may be too focused on the differences between digital and traditional entrepreneurs without digging deeper.	It can explore more about the relationship between digital personalities and external factors such as government policies or technology.

Discussion

Ontologically, the majority of research considers personality to be a fundamental element inherent in individuals and plays a significant role in shaping behavioral patterns and entrepreneurial decisions. Personality theories such as the Big Five Personality Traits (Costa Jr & McCrae, 1992) are often used as frameworks, with dimensions such as openness, rigor, extraversion, friendliness, and emotional stability. For example, articles like "Personality Traits and Firm Innovation Performance" show how openness to new experiences contributes to MSME innovation, while rigor improves operational efficiency. However, this ontological approach is sometimes too deterministic, assuming personality as a static entity, without considering flexibility or changes due to experience. Alternative perspectives, such as McAdams & Pals' (2006) theory of personality development, offer a more inclusive dynamic view (McAdams & Pals, 2006).

The ontological approach also shows personality as an adaptation tool in the face of uncertainty. Articles like "Resilient Entrepreneurs and the Big Five" highlight that emotional stability and resilience are essential attributes for surviving stressful situations. However, there

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are limitations in some studies, especially in ignoring external environmental factors such as culture and social structure that can affect the personality development and performance of MSMEs. A more contextual perspective can increase the relevance of findings to local dynamics, such as in the study of MSMEs in Indonesia.

In the epistemological aspect, these articles mostly use a quantitative approach with large-scale surveys as the main method of measuring personality and performance. Studies such as the "Big Five Personality Traits and Social Entrepreneurship Intention" use the NEOPIR scale to collect data, giving validity to the research results. However, survey methods often face challenges in the form of respondent bias and subjective data reliability (Podsakoff et al., 2003). Studies such as "Resilient Entrepreneurs and the Big Five" that use a longitudinal approach are able to reduce this bias by monitoring personality and performance changes over time, although they require significant resources.

Another limitation is the lack of data triangulation, which is that most studies only rely on one data source without a combination of qualitative methods such as interviews or observations. This reduces the depth of analysis of complex phenomena. By combining quantitative and qualitative methods, as suggested by Patton (2002), future research can provide a richer understanding of the relationship between MSME personality and performance. For example, an in-depth interview can shed light on how certain personality dimensions interact with external factors, such as market pressures or social support.

From an axiological perspective, this research makes an important contribution to the development of personality-based entrepreneurial strategies. Articles such as "Impact of Personality Traits on Entrepreneurial Orientation in SMEs" emphasize how personality dimensions such as perseverance and openness can be used to improve innovation and business sustainability of MSMEs. However, the practical relevance of this research is sometimes limited, mainly due to the lack of attention to the specific needs of MSME entrepreneurs in various cultural and social contexts. Studies such as Kuncoro (2020) which focuses on MSMEs in Indonesia can be used as a model to integrate local perspectives.

The axiology aspect also includes ethical values in research. Articles such as "The Role of Personality Traits in Entrepreneurial Finance" mention the importance of openness and integrity in financial management. However, some studies tend to ignore these social and ethical dimensions, making the results less relevant in business contexts that prioritize sustainability and social responsibility. Therefore, future research needs to emphasize more on the role of ethical values in the development of entrepreneurial personality.

The synthesis between these three dimensions shows that the relationship between the personality and performance of MSMEs requires a holistic approach. Ontologically, personality can be understood as a dynamic entity that is influenced by experiences and environment. Epistemologically, the use of richer research methods, such as data triangulation, can provide deeper insights. Axiologically, this study highlights the importance of ethical and social dimensions in developing personality-based strategies. By integrating these three perspectives, future research can make a more substantial contribution to the sustainable development of MSMEs.

CONCLUSION

This research shows that personality plays a significant role in determining the performance of MSMEs through various dimensions such as innovation, resilience, and

sustainability. Ontologically, personality is recognized as a dynamic entity that influences entrepreneurs' decision-making and behavior, as seen in the role of openness to new experiences and emotional stability in improving the innovation performance and operational efficiency of MSMEs. Epistemologically, the dominant quantitative research method provides deep insights but faces limitations in capturing the contextual complexity of these relationships. This emphasizes the need for a multidimensional approach that integrates quantitative and qualitative data to provide a more comprehensive analysis. From an axiological perspective, these findings highlight the importance of ethical and social values in the development of MSMEs, especially in utilizing personality as a strategic asset for competitiveness. Although this research contributes to the development of entrepreneurial literature, its limitations lie in the lack of focus on external environmental influences such as culture and social support. Therefore, further research is needed that combines local and global perspectives to better understand the complexity of the relationship between MSME personalities and performance.

From an academic point of view, the results of this study expand the theoretical understanding of the role of personality in MSME performance through ontology, epistemology, and axiology approaches, so that it can be the basis for more comprehensive follow-up research. In practical terms, these findings encourage policymakers, business actors, and training institutions to integrate personality development programs into MSME empowerment strategies. This aims to increase business resilience, innovation, and sustainability, which will ultimately strengthen the competitiveness of MSMEs in facing global challenges.

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