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Psychological characteristics of entrepreneurs working in stress-related conditions

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Abstract. The relevance of the study is due to the growth of stress-related conditions of entrepreneurs' activity in Ukraine in 2020-2023. The purpose of the study is to highlight the results of an examination of emotional intelligence, psychosocial stress, and character accentuations of entrepreneurs working in stress-related conditions. Among the key research methods is the psychosocial stress scale of L. Reeder, emotional intelligence test questionnaire of N. Hall, definition of character accentuations of Leonhard – H. Schmieschek. The professional activities of 90 entrepreneurs in the conditions of COVID-19 and 90 entrepreneurs in the conditions of war in the period 2021-2023 were examined. In both groups, the established high level of emotional intelligence was characterised by the ability to be aware of emotions and feelings, the average – by the potential for development, and the low required development. A strong correlation was identified between "emotional awareness" and "recognition of other people's emotions", which characterised restraint in the manifestation of emotions. Entrepreneurs working in war conditions were identified to have a reduced ability to manage emotions and low self-motivation. It was identified that psychosocial stress was manifested by psychosomatic complaints and impulsive decisions, aggressiveness, intolerance to the opinions of others, and anger. A high level of stress was accompanied by a deterioration in concentration, memory, and performance. It is proved that the tendency to accentuation due to provocative emotional factors increased to accentuation, and pedantry, hyperthymicity, emotionality create the basis for conflicts. It was determined that the pathogenetic path of conflict development was evasion as a specific social behaviour in stress-associated conditions of activity, and ignoring the problem was the basic behaviour in conflict with the desire to avoid acute situations and decisions – "tactics of presence without signs of active intervention". Two types of accentuations associated with the negative impact on the emotional intelligence of businessmen were identified: getting stuck or dysthymia in the first group, which worked during COVID-19, and the dominance of anxious and emotional traits in the second group, members of which had to work in war conditions. It is noted that in both groups, entrepreneurial activity was characterised as "rather dysfunctional and unsatisfactory". The practical importance of the

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study lies in the ability to consider the identified psychological characteristics in providing assistance to entrepreneurs working in stress-related conditions

Keywords: emotions; emotional intelligence; accentuation; entrepreneurial activity; stress

INTRODUCTION

Military aggression caused suffering and led to the death of Ukrainian civilians. The economy is collapsing, and labour market participants are experiencing not only economic but also moral and psychological suffering. All segments of the population were subject to trauma, who in the next decades will have to struggle to overcome the psychological consequences of war. A person's success in the socio-economic field depends on the ability to understand emotional fluctuations, the ability to manage the emotional state, and skillfully use the full emotional spectrum to solve problems and conflicts. Therefore, in responding to the challenges of our time, the concept of emotional intelligence is becoming increasingly relevant in foreign and Ukrainian research, especially in relation to doing business in conditions of increased stress. The assessment and development of emotional intelligence not only contribute to the self-realisation of the individual but is also a component of successful entrepreneurship. The phenomenon of emotional intelligence has been actively examined in recent decades, which is associated with the introduction of the concepts of "emotional intelligence" (Mayer & Salovey, 1993), "emotional-social intelligence" (Bar-On, 2006), "emotional career intelligence" (Goleman, 2021).

In Ukraine, the problem of emotional intelligence is considered in the context of life success (Rakityanska, 2018; Kovalenko, 2020; Prib *et al.*, 2022), the effectiveness of man-to-man professions (Dubyaga, 2018; Kanavets, 2020; Beheza *et al.*, 2022), influence on the adaptive potential of the individual (Romanova & Lisetska, 2020; Raievska & Soliakova, 2022), psychoemotional burnout of the individual in war conditions (Prib *et al.*, 2023), personal resource systems and self-efficacy (Kasianova, 2018), cultural intelligence (Zasekina, 2016), a factor preventing depressive disorders (Zhylin *et al.*, 2022).

The study of the influence of emotional intelligence on entrepreneurial activity is based on the study of genesis and practical achievements in the theory of entrepreneurship. Many researchers examine the features of the formation of the business environment, conditions for support, and factors for promoting the development of entrepreneurship. Thus, D. Goleman (2021) considers emotional intelligence a part of social intelligence and treats it as personal intelligence that involves knowing about oneself and others.

The personal approach in the examination of entrepreneurship allows identifying a special set of characteristics, and character traits of an entrepreneur and explaining and understanding the phenomenon of entrepreneurial activity. They distinguish between social and conventional enterprise and determine that the psychological characteristics of social entrepreneurs have common features, namely: the

highest level of empathy, willingness to take risks, creativity, the need for autonomy and independence, optimism, trust in others, willingness to cooperate and develop social ties, believing in positive social changes, the ability to cope with obstacles on the way to fulfilling their social mission. These ideas can be supplemented by empirical studies of the individual and personal characteristics of the Ukrainian entrepreneurs (Romanova & Lisetskaya, 2020). The process of entrepreneurship is far from limited to solving purely managerial tasks. An entrepreneur as a manager must overcome powerful resistance forces that require intellectual and emotional effort. The latter are aimed at understanding one's own psychological characteristics, establishing business relationships, and obtaining resources for organising a business (Prib & Gromova, 2019).

Therefore, it can be noted that the palette of research on the problem of emotional intelligence covers a rich range of areas. However, the aspect of the influence of psychological characteristics on the emotional intelligence of entrepreneurs working in stress-associated conditions is insufficiently examined, and the diversity of views of researchers determines further scientific research in this area.

The purpose of the study is to identify the relationship between psychosocial stress, character accentuations, and the level of emotional intelligence in entrepreneurs working in stress-related business conditions.

LITERATURE REVIEW

One of the first publications on emotional intelligence is the paper by D. Mayer and P. Salovey (1993), where the authors interpreted emotional intelligence as a construct consisting of three abilities: identification and expression of emotions; regulation of emotions; the use of emotional information in analysis and in professional activities. Subsequently, researchers defined emotional intelligence as the ability to process emotional information (the ability to determine the meaning of emotions) (Mayer & Salovey, 1997), and the model of emotional intelligence noted the hierarchical components that are characteristic of a person in the ability to recognise their own emotions and those of other people (Mayer *et al.*, 2004). In turn, R. Bar-On (2000) states that emotional intelligence is a set of cognitive capabilities, competencies, and skills that demonstrate a person's ability to overcome the difficulties of the social environment. D. Goleman (2021) describes emotional intelligence as an opportunity to immerse oneself in emotions to understand and feel them, for rational analysis, decision-making, and effective actions.

L. Zasekina (2016), arguing that a person cannot have a large number of different intellects, proposed a model

of emotional intelligence, in which she justified the structures and specific features of the national mental space of carriers of different cultures, prototypes of categories and ethnic stereotypes that “ensure effective activity in a multicultural environment, are at the socio-cultural level of intelligence, which is represented by universal categories of human cognition.”

Psychological markers of emotional intelligence are one's own feelings, which acquire special importance in the emotional field. Feelings are the experience of a person regarding their own attitude to themselves, what they do, learn, and feel for other people. In conventional views, the criteria for the formation of the emotional field are cognitive, emotional-value, behavioural, and social. Indicators of the cognitive criterion include a person's awareness of the content and components of the emotional field, the features of its manifestations. In turn, the emotional value criterion includes the level of emotional maturity, and the indicators of the behavioural criterion include understanding the emotions of others (Dmytriuk, 2010).

In the study of emotional intelligence D. Goleman (2021) states that emotional intelligence provides the ability to process information related to emotions and use emotions to facilitate various cognitive activities, such as thinking and problem-solving and using changes in the mood to cope with a particular task. Emotional intelligence provides an opportunity to be attentive to the smallest changes within and around the person, manage emotional manifestations, both one's own and inherent in other people; it allows using emotions, even negative ones, for one's own purposes and to achieve the set goal.

Psychological features that affect the emotional intelligence of a person include individual psychological characteristics, namely character accentuations. In particular, this applies to entrepreneurs who work in stress-related conditions. Admittedly, the character of entrepreneurs as individuals directly affects their behaviour in various situations, acquires certain personal characteristics during life and determines actions in a certain way.

A. Lychko (2009) identified the degrees of expression of accentuations, such as: a) explicit accentuation – an extreme version of the norm, where accentuated character traits are expressed throughout life, and compensation does not occur even in the absence of mental traumas; b) hidden accentuation – a common version of the norm, where accentuated character traits are manifested mainly in mental traumas, but do not lead to chronic maladaptation.

It is known that with accentuations, a person may show increased vulnerability to certain stressful factors and simultaneous resistance to others. A weak link in a person's character is most often identified only in those difficult situations that necessarily require the active functioning of this particular link. All other difficulties that do not concern the vulnerable points of the individual's character, they can endure without tension and breakdowns, without creating any troubles for either the environment or the person themselves. Although accentuations do not belong to

pathology, under extremely unfavourable circumstances they can still lead to changes in the behaviour of the individual, to psychopathology, but reducing it to pathology is not advisable (Begeza, 2021).

The problems of character accentuations and behavioural features in psychology have been examined quite properly. Researchers have widely investigated the accentuation of the personality and choice of profession, socio-psychological support for the professional activity of an individual in a team. However, insufficient research has been conducted on the analysis of accentuations of the character of entrepreneurs and their impact on the emotional intelligence of entrepreneurs working in stressful conditions.

MATERIALS AND METHODS

Subject to informed consent, 180 entrepreneurs were comprehensively surveyed based on the private enterprise “Inform-Consulting”, Kyiv. The study was conducted in compliance with the principles of ethics of the American Psychological Association (2017); the “Code of ethics” and the “Regulations on academic integrity” of the Academy of Labour, Social Relations, and Tourism (2016; 2018). The study analyses: the age parameters of respondents, socio-demographic characteristics (education, living conditions, credit obligations), health status for bad habits, and subjective assessment of relationships in the team and with partners. A comparative analysis of the results of the study was conducted between a group of entrepreneurs whose stress-associated conditions of activity defined professional activity in the conditions of COVID-19 – the study group 1 (SG1) (N = 90), the study period 2021, and a group of entrepreneurs whose stress-associated conditions of activity defined professional activity in the conditions of war – the study group (SG2) (N = 90), the study period 2022–2023. This stage was performed using the “Psychosocial stress scale by L. Reeder” (Raygorodskiy, 2001), a test questionnaire of emotional intelligence by N. Hall (Yatsiuk, 2019), “Methods for determining the accentuation of the character of K. Leonhard – G. Shmishek” (Leonhard, 1976; Raygorodskiy, 2001). Analysis, processing, and calculation of percentage characteristics and correlation coefficients were performed using SPSS 10.0.5 for Windows (Landau & Everitt, 2004).

In general, the surveyed entrepreneurs in the sample are represented evenly across all age ranges. In addition, entrepreneurs were statistically evenly distributed by age when comparing men and women in all age ranges in both study groups (± 5 years).

According to certain socio-demographic indicators, entrepreneurs were distributed as follows: among SG1, 35.6% of men and 37.8% of women had secondary education, among SG2, respectively, men – 40.0%, women – 37.8%. 33.3% of men and 31.1% of women had secondary special education in SG1, 26.7% of men and 28.9% of women, respectively, in SG2. 31.1% of men and 31.1% of women had higher and incomplete higher education in SG1, 33.3% of men and 33.3% of women, respectively, in SG2 ($p \leq 0.05$).

According to the design, within the framework of intra-group and inter-group analysis, a study of the presence and depth of psychosocial stress in entrepreneurs was conducted. This stage is aimed at identifying factors that provoke – “provoking factors” the occurrence of psychosocial problems in entrepreneurs working in conditions of increased stress-related conditions. These factors were also considered as “stimulating factors”, that is, those that became an incentive to overcome the emotional, cognitive, and behavioural consequences of exposure to stress-associated conditions. Considering that in the study entrepreneurs had two types of stress-associated conditions: the first – professional activity in the conditions of COVID-19 and the second – professional activity in the conditions of war, the whole complex of psychosocial assessment was based on the search for destructive and protective variants of relationships in each of the types.

RESULTS AND DISCUSSION

According to certain economic indicators, entrepreneurs are represented unevenly, namely: 38.9% of men and 42.2% of women had satisfactory living conditions (their own housing) among SG1, 11.1% of men and 7.8% of women had unsatisfactory living conditions. Among SG2, 27.8% of men and 38.9% of women had satisfactory living conditions, while 22.2% of men and 11.1% of women had unsatisfactory living conditions ($p \leq 0.05$). According to the indicator “availability of credit obligations” among men SG1, 35.5% had credit obligations, 14.4% did not. Among SG1 women, 33.3% had credit obligations, while 16.7% did not. Among SG2, respectively, among men, 43.3% had credit obligations, 6.7% did not. Among SG2 women, 38.9% had credit obligations, 11.1% did not. Summarising, it can be noted that in general, in both groups, men and women had equal credit obligations ($p \leq 0.05$).

In general, SG1 and SG2 are evenly represented in terms of health and the presence of bad habits. Thus, 40.0% of men and 37.8% of women defined their “state of health” as satisfactory, and 10.0% and 12.2% defined it as unsatisfactory, respectively. Among SG2, 33.3% of men and 31.1%

of women identified it as satisfactory. As unsatisfactory, respectively, 16.7% of men and 18.9% of women ($p \leq 0.05$). The presence of “bad habits” in SG1 was confirmed by 27.8% of men and 16.7% of women, 22.2% of men and 33.3% of women denied it. Among SG2, 35.6% of men and 23.3% of women, respectively, confirmed the presence of bad habits, 14.4% of men and 26.7% of women denied it ($p \leq 0.05$).

It was identified that completely “absent” and “bad” relations in the interaction of entrepreneurs and the team are not identified. The relations of entrepreneurs in the team in both groups were evenly distributed in the categories of “normal”, “good”, and “harmonious”. Relationships with partners were identified to be more complex. Thus, in both groups, the level of relations was identified as “bad”, in SG1 in 6.6%, in SG2 – 15.6% ($p \leq 0.05$). “Harmonious” relationships with partners were also identified substantially less (SG1 – 26.7%, SG2 – 17.8%) compared to relationships in the team (SG1 – 46.7%, SG2 – 51.1%). This distribution indicates the relative preservation of emotional relationships in the SG1 and SG2 collectives in comparison with partnerships, where their violation/destruction prevails in the SG2 group. This distribution indicates various psychological subjective mechanisms of disruptions of the emotional functioning of the team and emotional relationships with partners, which led to an objective study using a standardised test.

Combinations of emotional, cognitive, and behavioural relationships as consequences of exposure to stress-related conditions are complex and change over time. Based on the results of the examination according to the design within the framework of intra-group and inter-group analysis, entrepreneurs were qualified for variants of emotional, cognitive, and behavioural consequences of exposure to stress-associated conditions:

A. Entrepreneurs with continuous activity – emotional, cognitive, and behavioural responses are impaired, but not destroyed.

B. Entrepreneurs with impaired activity – deformed emotional, cognitive, and behavioural responses.

The results of distributing the assessment of entrepreneurs by the level of psychosocial stress are shown in Fig. 1.

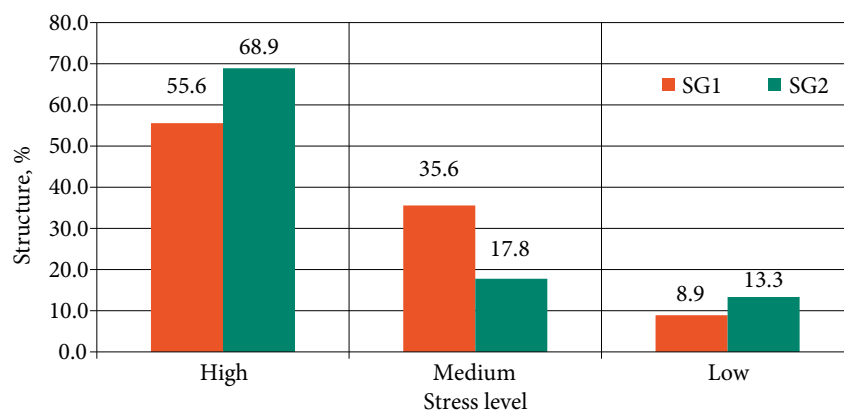


Figure 1. Distribution of the assessment of entrepreneurs by the level of psychosocial stress

Notes: $p < 0.05$

From the data in Figure 1 it can be seen that among entrepreneurs of both groups, in general, similar indicators of psychosocial stress were identified both in terms of its level and percentage. This distribution of psychosocial stress levels among entrepreneurs is not unexpected and highlights the generality of emotional problems that arise.

Entrepreneurs have identified the following emotional, cognitive, and behavioural consequences of stress-associated conditions (usually typical for people in a stressful situation), indicating a high level of stress: psychosomatic complaints, general anxiety and dissatisfaction with life due to changes in the social (more often material) status associated with a decrease in the “volume of business”, internal fuss, making impulsive, hasty, thoughtless decisions. In the team and with business partners, entrepreneurs noted their own irritability, aggressiveness, intolerance to the opinions of others, and attacks of unjustified anger. Similar results were obtained by experts of the World Health Organisation, & International Labour Organisation (2022), the study of which highlights workload, high pace of work, substantial lack of time, and poor communication among psychosocial risks. The authors note that psychosocial risk factors can be identified in all industries and professions, but there are typical professions associated with stress and a higher likelihood of mental health problems. For example, if the job involves a lot of emotional stress or potentially traumatic events occur more often. Such activities include the “gig economy” – a free market system, typical features of which are temporary positions and hiring independent employees by organisations to perform short-term tasks. Agreeing with this opinion, it is worth noting that entrepreneurs with a high level of stress subjectively established

a deterioration in concentration and memory, a decrease in performance, uncontrolled emotions, and a loss of desire to work and achieve results.

Emotional intelligence was considered the ability to understand relationships, represent emotions, manage the emotional field, and, as a component, it is an important condition for the professional activity of entrepreneurs. The analysis is based on the study of D. Goleman (2021), who notes that “success in life depends not so much on logical intelligence as on the ability to manage emotions”. Emotional intelligence provides control over one’s own emotions, and the ability to use intuition, sociability, resilience, and calmness in stressful situations. According to the study by J.D. Mayer *et al.* (2004), emotional intelligence is defined by the main four components of the ability: to perceive and feel emotions; to direct emotions to the help of the mind; understand how a particular emotion is expressed; and the ability to convey emotions. Therefore, it can be noted that emotional intelligence is the ability of an entrepreneur to recognise and understand their own and other people’s emotions and feelings, use and control them in their decisions and actions. Emotional intelligence creates three areas: the most accurate recognition of your one’s own and other people’s emotions, managing emotions, and strategic use of emotions in forming motivation and solving problems. It can be argued that emotional intelligence is the ability to understand and interpret the relationships of a person represented in emotions, the ability to manage the emotional field when making decisions. Results of the assessment of the level of emotional intelligence in entrepreneurs by the method of “Diagnostics of emotional intelligence” by N. Hall are presented in Table 1.

Table 1. Results of the assessment of the level of emotional intelligence in entrepreneurs using the method of “Diagnostics of emotional intelligence”

Scales	N	Level of emotional intelligence in SG1, %, n=90					
		High	Medium		Low		
		%	N	%	N	%	
Emotional awareness	17	18.9	39	43.3	34	37.8	
Controlling emotions	14	15.6	42	46.7	34	37.8	
Self-motivation	18	20.0	40	44.4	32	35.6	
Empathy	16	17.8	41	45.6	33	36.7	
Understanding the emotions of others	13	14.4	35	38.9	42	46.7	
Scales		Level of emotional intelligence in SG2, %, n=90					
Emotional awareness	27	30.0	45	50.0	18	20.0	
Controlling emotions	24	26.7	47	52.2	19	21.1	
Self-motivation	24	26.7	46	51.1	20	22.2	
Empathy	25	27.8	48	53.3	17	18.9	
Understanding the emotions of others	25	27.8	47	52.2	18	20.0	

Notes: χ^2 – 25.7; reliability of discrepancies between group indicators $p < 0.05$

The distribution of the examined entrepreneurs by the integral indicator of emotional intelligence is shown in Fig. 2. It is determined that depending on the type of stress-associated conditions of activity, entrepreneurs apply various mechanisms of psychological protection against the influence of traumatic factors in their professional activities.

Summarising, it can be noted that emotional intelligence is the main component in achieving successful self-fulfilment. It activates and increases the mental competence and reflexivity of entrepreneurs. Among the examined SG1 and SG2, it was determined that when an entrepreneur is aware of their own emotions and is guided by

them in a constructive way, this increases their intellectual capabilities, erudition, contributes to the establishment of

productive interaction in the team and with partners, and the development of personality in general.

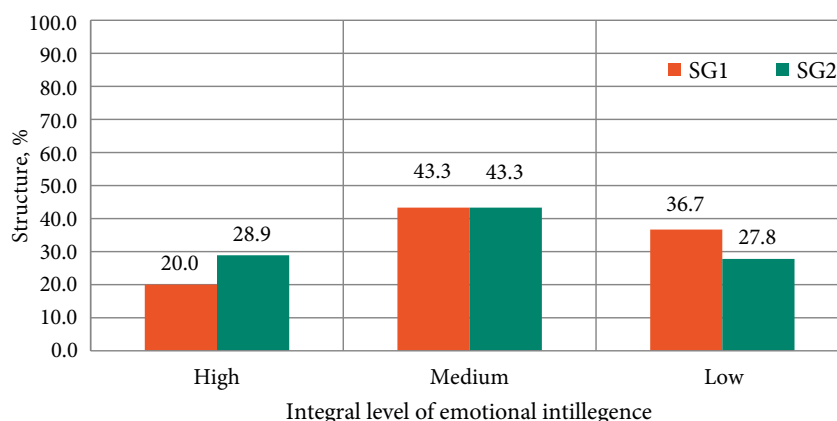


Figure 2. Distribution of the examined entrepreneurs by the integral indicator of emotional intelligence

Notes: $p < 0.05$

It was established that a substantial correlation between the indicators of emotional intelligence in the examined entrepreneurs SG1 was as follows: between the scale of “emotional awareness” and “recognition of other people’s emotions”, which, in the opinion of the authors of this study, means that the quality and accuracy of recognition of other people’s emotions depends on the level of emotional awareness of entrepreneurs ($p < 0.05$). The “managing their own emotions” and “self-motivation” scales also had a substantial correlation, indicating that entrepreneurs were unable to manage their own emotions, and also had a low level on the self-motivation scale ($p < 0.05$). In SG2 entrepreneurs, the relationship between the scales of “emotional awareness” and “recognition of other people’s emotions” was identified, which indicates that “emotionally uninformed” entrepreneurs were not able to recognise other people’s emotions ($p < 0.05$). The relationship between the “emotional awareness” and “empathy” scales was also identified, which indicated that “emotionally uninformed” entrepreneurs are not capable of empathy and high self-motivation ($p < 0.05$). The results obtained coincide with the results of research by the International Labour Organisation (2020), which indicates that the pandemic has destroyed labour markets, increased instability and caused a large-scale reorganisation of enterprises, created new psychosocial risks for employees in the form of emotional exhaustion, reduced motivation, emotional “insensitivity”. In turn, the impact of negative states as a result of the war is confirmed by an examination of the psychological state of Ukrainians by the sociological company Gradus Research (2022), which indicates that more than 70% of Ukrainians experience stress or severe nervousness, but only 2% seek psychological help. Among the negative conditions, the authors note anxiety and tension (50%), bad mood (45%), poor sleep (41%), and irritation and anger (38%). In general, noting that the results of these studies are confirmed by the results, it of this study the examined entrepreneurs SG1 had a high level of restraint in the manifestation of their

own emotions, but entrepreneurs SG2 were able to much better identify the emotions of the environment, recognise and maintain an emotional state, show and demonstrate their feelings ($p < 0.05$).

The study of character accentuations in entrepreneurs identified the presence of personality traits that can lead to impaired activity under the influence of stress-associated conditions and affect the reduction of emotional intelligence to an medium or low level. Character accentuations, as an extreme variant of mental health, create the ground for both neurotic and psychopathic changes, which basically disrupt spiritual and moral self-regulation. The results obtained allowed determining the psychological originality of the main substructures of temperament and character of the examined persons. Individual psychological characteristics of entrepreneurs working in stress-related conditions were evaluated by determining the types of personality accentuation and the possible level of neurotic disorders.

Individual psychological characteristics were established using the method of determining the accentuations of personality of K. Leonhard – G. Shmishek (Leonhard, 1976; Raygorodskiy, 2001). Based on the results of the study, discrepancies were established in the occurrence of identified psychological personality traits in entrepreneurs, which is reflected in the profile of personal accentuations (traits) in entrepreneurs by structure in Figure 3.

The data in Fig. 3 demonstrates that in general, the distribution of the examined entrepreneurs according to the identified accentuated features is quite uniform between the groups. According to the authors of this study, this is due to the fact that such personality traits are not inherent in most entrepreneurs and are not a fixed behavioural model.

For example, for the exalted type, it is inherent to be in an extremely agitated state, inspired, sublime feeling; for the emotive type, to show soft-heartedness, timidity, compassion; for the pedantic type, indecision, conscientiousness, hypochondria, fear of non-compliance with the Me-ideals.

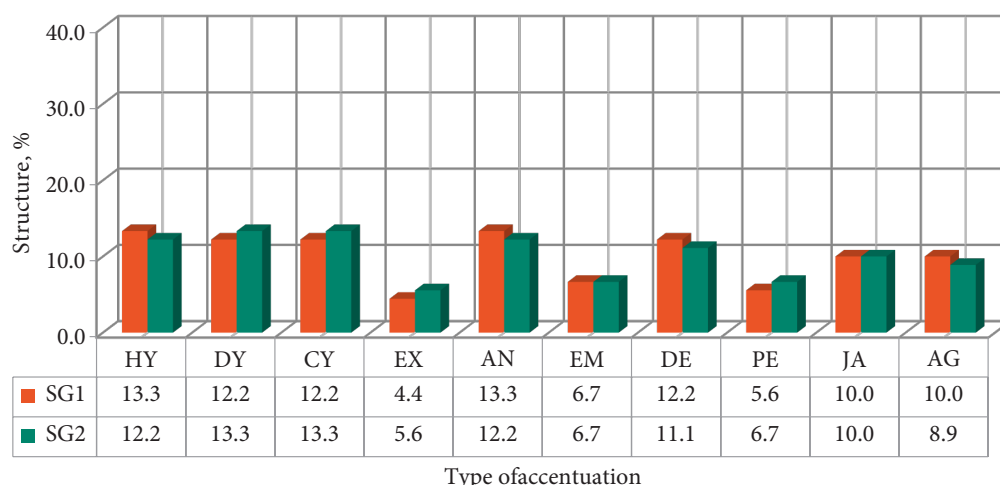


Figure 3. Profile of personal accentuations (traits) in entrepreneurs by structure, %

Notes: HY – hyperthymicity; DY – dysthymicity; CY – cyclothymicity; EX – exaltation; AN – anxiety; EM – emotionality; DE – demonstrativeness; PE – pedantry; JA – jamming; AG – agitation; $p < 0.05$

Further, discrepancies were established in the degree of severity (in points and percentages) of identified

psychological personality traits in entrepreneurs by gender. The data obtained are shown in Table 2.

Table 2. Profile of personal accentuations (traits) among entrepreneurs (by average score)

Group	Level in points	Scales									
		DE	JA	PE	AG	HY	DY	AN	EX	EM	CY
		Avg. score	Avg. score	Avg. score	Avg. score	Avg. score	Avg. score	Avg. score	Avg. score	Avg. score	Avg. score
SG1-M, n = 45	< 12	7	9	7	9	10	10	6	7	10	7
	12-19	16	16	17	18	16	16	18	17	15	14
	20-24	23	23	20	24	22	21	22	22	24	21
SG1-W, n = 45	< 12	8	9	10	9	11	11	9	8	11	7
	12-19	12	18	17	18	19	16	17	15	15	16
	20-24	21	23	22	21	23	24	21	22	23	21
SG2-M, n = 45	< 12	7	10	8	7	8	9	9	8	10	5
	12-19	15	17	18	15	17	17	19	15	18	17
	20-24	20	22	19	23	23	23	21	20	22	21
SG2-W, n = 45	< 12	7	12	8	8	8	9	9	8	7	7
	12-19	12	19	17	19	12	16	15	19	15	14
	20-24	22	23	21	22	23	23	23	21	22	24

Notes: M – men; W – women; HY – hyperthymicity; DY – dysthymicity; CY – cyclothymicity; EX – exaltation; AN – anxiety; EM – emotionality; DE – demonstrativeness; PE – pedantry; JA – jamming; AG – agitation; $p < 0.05$

The data in Table 2 shows that the distribution of male and female entrepreneurs according to the average score on the scales among the surveyed groups SG1-M, SG1-W, SG2-M, and SG2-W is variable and differs in discrepancies, which may indicate the possible influence of the severity of personal emphasis on the level of emotional intelligence and, in general, on doing business in stress-associated conditions of activity.

The tendency to a certain type of accentuation (level in points 12-19) was identified in entrepreneurs of SG1-M: demonstrativeness (12.0%), jamming (10.0%), agitation (10.0%), hyperthymicity (13.0%), exaltation (4.0%), emotionality (7.0%), cyclothymicity (12.0%).

SG1-W entrepreneurs have a similar picture, respectively: demonstrativeness (11.8.0%), jamming (9.5%), agitation (9.00%), hyperthymicity (13.0%), exaltation (5.0%), cyclothymicity (12.0%) ($p < 0.001$). In SG2-M entrepreneurs, the following distribution was identified as a trend among accentuation traits: pedantry (6.5%), hyperthymicity (12.0%), dysthymicity (13.0%), anxiety (12.0%), exaltation (6.0%), emotionality (6.0%), cyclothymicity (13.0%). In entrepreneurs of SG2-W, among the accentuation traits were: pedantry (7.0%), hyperthymicity (13.0%), dysthymicity (13.0%), anxiety (13.0%), exaltation (6.0%), emotionality (7.0%), cyclothymicity (14.0%) ($p < 0.001$).

The established "tendencies to accentuation" in the presence of provoking emotional factors can increase to accentuation. Notably, the identified tendencies to accentuation, such as pedantry, hyperthymicity, emotionality, sometimes created the basis for conflicts in the team and with partners. In psychotherapeutic correction, such entrepreneurs need to be assisted in solving existing psychological problems.

The presence of accentuation (level in points 20-24) was identified in entrepreneurs of SG1-M, where among the features prevailed: demonstrativeness (13.0%), jamming (11.0%), agitation (12.0%), hyperthymicity (10.0%), exaltation (12.0%), cyclothymicity (10.0%). SG1-W entrepreneurs have a similar picture, respectively: demonstrativeness (11.0%), jamming (12.0%), agitation (13.0%), hyperthymicity (12.0%), exaltation (11.0%), emotionality (12.0%), cyclothymicity (12.0%) ($p < 0.001$). Among the existing accentuation traits, SG2-M entrepreneurs were dominated by: pedantry (5.0%), dysthymicity (10.0%), anxiety (12.0%). SG2-W entrepreneurs have a similar picture, respectively: pedantry (6.0%), dysthymicity (12.0%), anxiety (13.0%) ($p < 0.001$).

A comparison of SG1 and SG2 showed that the distribution of male and female entrepreneurs examined in the range of 20-24 points is generally uniform. This indicates common types of accentuations ($p < 0.001$). In general, the distribution of entrepreneurs examined is not unexpected. Using the analysis of the entrepreneurial "path" in relations with the team and business partners, the general "pathogenetic" ways of conflict development in stress-associated conditions of activity are outlined. It can be noted that in both groups, such a conflict was formed based on stable accentuated reactions of the individual and evasion behaviour (coping strategy), which is partly a specific form of social behaviour in a situation of uncertainty, namely in stress-associated conditions of activity. The basis of this behaviour was the passivity of entrepreneurs in a conflict situation with postponing intervention until "better times" or ignoring the problem. Such entrepreneurs were characterised by the desire to avoid acute decision-making situations, did not discuss issues that are the subject of business disputes. In other words, while maintaining neutrality and not disclosing their views and attitudes to the problem, they were characterised by "tactics of presence without signs of active intervention."

Considering the stress-associated conditions of activity, it can be noted that men and women of all groups with a high probability of accentuation according to the demonstrative type were characterised by a tendency to embellish themselves, artistry, and emotional lability ($p < 0.001$). 50.0% of SG1 and 46.0% of SG2 did not show a tendency to conflict ($p < 0.001$), respectively, 58.0% and 62.0% showed egocentrism and inadequate self-evaluation of their own actions in stress-associated activity conditions ($p < 0.001$). SG1 and SG2 entrepreneurs with established excitable accentuation were characterised by weak emotional control. They showed increased impulsivity – 18.0% ($p < 0.001$), conflict (25.0%) ($p < 0.001$), reduced motivation to do

business (30.0%) ($p < 0.001$), reduced responsibility for their own obligations (35.0%) ($p < 0.001$). The subjects of the study with hyperthymic accentuation were characterised by a disruption of the sense of distance in the team and with partners (40.0%) ($p < 0.001$), unpredictable outbursts of anger, and increased irritability (42.0%) ($p < 0.001$).

The study of both groups with the emotive type of accentuation was characterised by a reduced ability to verbally express feelings, moods, and worries (40.0% and 45.0%, respectively) ($p < 0.001$), and internal fear of the thoughts of others towards them (36.0% and 52.0%, respectively) ($p < 0.001$).

According to the results of the study, two variants of accentuation types in entrepreneurs SG1 and SG2 were identified, which in stress-associated conditions of activity had a reducing effect on emotional intelligence.

Option 1. Predominance of jamming or dysthymic traits identified in SG1. Leading in the formation of relationships in the team and with partners identified a tendency to get jammed or stuck in affect. Entrepreneurs were characterised as pedantic and vindictive. Against the background of "increased resentment", obsessions of distrust of the team or partner, manifestations of outbursts of affect and aggression appeared. The established accentuation of the dysthymic type was manifested by a gloomy view of things, fatigue, a tendency to a bad mood, and pessimism. Entrepreneurs showed exhaustion in communication and preferred to be alone, and their feelings of anxiety were manifested by a high level of self-doubt. The entrepreneurial activity was characterised as "dysfunctional" and "unsatisfactory".

Option 2. The predominance of anxious and emotional traits in the majority was identified in SG2. Leading in the formation of relationships in the team and with partners is a tendency to mood disorders. Often, anxiety was associated with the possible loss of the team, partners, and business in general. Entrepreneurs quickly got tired and exhausted, tried to be alone, downplayed their own abilities, avoided responsibility and trouble for themselves, the team and their partners, and could not contain fear and anxiety. The established emphasis on the emotive type was manifested by a negative assessment of entrepreneurial activity now and in the future. In general, psychologically, entrepreneurs noted and agreed with "weakness" and sometimes helplessness. The sensitivity of emotive individuals was manifested in variants of reactive depression. The entrepreneurial activity was characterised as "rather dysfunctional and unsatisfactory".

Such tendencies to accentuation as demonstrativeness, pedantry, hyperthymicity, cyclothymicity, exaltation, and agitation also create the basis for the conflict of entrepreneurs in the team and with partners in stress-associated conditions of activity. The results obtained are confirmed by the study "Personality traits and entrepreneurial intentions", which indicates that the need for achievement, risk tolerance, and entrepreneurial vigilance are parameters of personal character traits that affect the development of entrepreneurial activity and encourage or restrain the intentions of entrepreneurship (Karabulut, 2016). Agreeing with the arguments about the positive influence of personal

character traits on the development of entrepreneurial activity, the reaction of the entrepreneur's personality is diverse and manifests itself in the form of demonstrative behaviour (prone to artistry, posturing, emotional lability, to conflict with the traits of egocentrism and inadequate assessment of their own actions). In addition, entrepreneurs with hyperthymic accentuation are characterised by a lack of a sense of distance, increased irritability, and outbursts of anger.

CONCLUSIONS

Psychological manifestations of high levels of stress in entrepreneurs are the emotional, cognitive, and behavioural consequences of stress-related conditions. Entrepreneurs with high levels of stress recorded a deterioration in concentration and memory, decreased performance, uncontrolled emotions, and loss of desire to work and achieve results. The assessment of emotional intelligence in both groups established a high level of it with sufficient skills to be aware of their emotions and feelings, to feel responsible for their own emotional state; with a medium level – the potential for development, and with a low – a need for its development ($p < 0.05$).

It was identified that the quality and accuracy of recognising other people's emotions depends on the level of emotional awareness. Entrepreneurs had a high level of restraint in expressing emotions ($p < 0.05$). Entrepreneurs working in war conditions showed emotional ignorance and low empathy ($p < 0.05$), but sometimes they were able to better identify the emotions of others ($p < 0.05$). In both groups, entrepreneurial activity was characterised as "rather dysfunctional and unsatisfactory".

It is proved that "tendencies to accentuation" in the presence of provoking emotional factors can increase to accentuation, and pedantry, hyperthymicity, and emotionality can create the basis for conflicts ($p < 0.001$). Pathogenetic ways of conflict development are the presence of stable accentuated reactions of the individual and evasion behaviour in a situation of uncertainty (passivity, ignoring, and postponing problems). There are two types of accentuations that affected and reduced emotional intelligence in stress-

associated conditions of activity: I – the predominance of jamming or dysthymic traits in the group that worked in COVID-19; II – the predominance of anxious and emotional traits in entrepreneurs working in war conditions.

The scientific originality of the study is the establishment of new relationships between indicators of psychosocial stress, features of an accentuated personality and indicators of emotional intelligence in entrepreneurs who conduct business in stress-associated conditions. The prospects for further research are the scientific search for psychological features of coping strategies in entrepreneurs working in stress-associated conditions and their possible impact on the effectiveness of the programme for the development of emotional intelligence in entrepreneurs.

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CONFLICT OF INTEREST

Data supporting the conclusions of this study are available upon request from the author. The data are not publicly available due to restrictions that contain information that may compromise the privacy of study participants. There is no conflict of interest in financial, commercial, legal, or professional relations with other organisations.

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Психологічні особливості підприємців, які працюють у стрес-асоційованих умовах

Анотація. Актуальність дослідження зумовлено зростанням у 2020-2023 рр. стрес-асоційованих умов діяльності підприємців в Україні. Мета статті – висвітлити результати дослідження емоційного інтелекту, психосоціального стресу, акцентуацій характеру підприємців, які працюють у стрес-асоційованих умовах. Серед ключових методик дослідження – шкала психосоціального стресу L. Reeder, тестовий опитувальник емоційного інтелекту N. Hall, визначення акцентуацій характеру K. Leonhard – H. Schmieschek. Досліджено професійну діяльність 90 підприємців в умовах COVID-19 та 90 підприємців в умовах війни у період 2021-2023 рр. В обох групах встановлено високий рівень емоційного інтелекту характеризувався вміннями усвідомлювати емоції та почуття, середній – потенціалом розвитку, а низький потребував розвитку. Виявлено міцний кореляційний взаємозв'язок між «емоційною обізнаністю» і «розпізнаванням емоцій інших людей», що характеризувало стриманість у прояві емоцій. У підприємців, що працюють в умовах війни, виявлено знижену здатність управляти емоціями та низьку самомотивацію. З'ясовано, що психосоціальний стрес проявлявся психосоматичними скаргами та імпульсивними рішеннями, агресивністю, нетерпимістю до думки оточення, гнівом. Високий рівень стресу супроводжувався погіршенням концентрації уваги, пам'яті, працездатності. Доведено, що тенденції до акцентуацій за провокативних емоційних чинників посилювалися до акцентуації, а педантичність, гіпертимність, емотивність створюють підґрунтя для конфліктів. Визначено, що патогенетичним шляхом розвитку конфлікту ставало ухилення як специфічна соціальна поведінка в стрес-асоційованих умовах діяльності, а ігнорування проблеми було базовою поведінкою у конфлікті з бажанням уникнути гострих ситуацій та рішень – «тактика присутності без ознак активного втручання». Визначено два типи акцентуацій, пов'язаних з негативним впливом на емоційний інтелект бізнесменів: застрявання або дистимія в першій групі, яка працювала під час COVID-19, і домінування тривожних та емотивних рис у другій групі, учасникам якої довелося працювати в умовах війни. Зазначено, що в обох групах підприємницька діяльність характеризувалася як «скоріше неблагополучна та незадовільна». Практичне значення дослідження полягає в можливості врахувати виявлені психологічні особливості в наданні допомоги підприємцям, які працюють у стрес-асоційованих умовах

Ключові слова: емоції; емоційний інтелект; акцентуація; підприємницька діяльність; стресогенність