

Abstract

The objectives of this research are to study the relationship of Entrepreneur's temperament, entrepreneurial orientation, human capital, and success in Frozen Food Business (marine product) and to find the prediction equation to predict entrepreneurial success in this business. The samples of this study were 33 entrepreneurs in frozen food business, locating in Bangkok, Samuthsakorn, Samuthprakarn, and Samuthsongkarm. Each entrepreneur started his/her business before 2002 and had registered in to Thai Frozen Foods Association (TFFZ). All entrepreneurs have been continuously doing their business. Accidental sampling and Snowball Sampling techniques were also used in the study. The measurement instruments used in this study were the individual structured interview and questionnaires. Statistical analysis tools including frequency, percentage, mean, standard deviation, Pearson's product moment correlation, Stepwise multiple regression analysis, t-test independent, One-way ANOVA and Least Significant Difference (LSD) were used.

The results of the study were all dimensions of temperament as pleasure, arousal, and dominance, entrepreneurial orientation in innovativeness orientation, risk taking orientation, stability and learning orientation, and achievement orientation and human capital in education years and experience in management positively correlated with success of the business. However, a significant relationship between autonomy orientation, competitive aggressiveness orientation, and skill with success was not found. In addition, we found that entrepreneurial orientation in autonomy orientation, innovativeness orientation, competitive aggressiveness orientation, and stability and learning orientation positively correlated with experience in management. The relationship between all dimensions of temperament and entrepreneurial orientation in autonomy orientation, innovativeness orientation, stability and learning orientation, and achievement orientation was a positive relationship. However, a significant relationship between human capital and all dimensions of temperament was not found. Finally, we also found that both achievement orientation and stability and learning orientation could predict the entrepreneurial success at 48.2 percents.