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Abstract

The promotion of entrepreneurship is one way of solving the problem of poverty, income gap, and unemployment in Thailand. To know the characteristics or traits of successful entrepreneurs is an essential factor for the promotion. The purpose of this study was to compare the opinions of selected outstanding award winning alumni about the characteristics of successful entrepreneurs. The subjects were 170 outstanding alumni who were selected by the DOVE during 1986 to 1991, consisting of 15 persons in commerce/business administration, 43 persons in agriculture, 44 persons in homeeconomics, 66 persons in trade and industry, and 7 persons in arts and crafts. Subjects gave their opinions by rating on a Likert - type questionnaire, scaled from one to five, very low to very high. Analysis of variance (ANOVA) statistics, percentages, average, standard deviation, and least significant difference (LSD) were computed using the statistic package for the social sciences (SPSS)

Results revealed the top ten characteristics of entrepreneurs in order are as follows ; enthusiasm, perseverance, luck or fortune in business, self-confidence, technical/vocational skill and knowledge ability, responsibility, honesty, creativity, resourcefulness, and knowledge and information seeking. From the comparison of opinions of

these 5 groups of experts, it was found that there are six traits which are significant different at 0.05 level, i.e. time management, human relations, emotional control, responsiveness to suggestions and criticisms, proper use of language for communication, and technical knowledge and services.