

Intimate Relationship Communication and Relationship Satisfaction in Entrepreneurial Success - the Mediating Role of Self-efficacy and Achievement Motivation

Abstract for the General Public

The scientific research to date is in agreement that the psychological factor plays an important role in explaining entrepreneurial success. Given that psychological traits most often originate in the family system, it seems reasonable that models explaining entrepreneurial success should also include the family factor in their structure. Therefore, while tracing the importance of the family the entrepreneur comes from seems important, analyzing the impact of intimate relationships (marriage/cohabitation) on entrepreneurial success is equally vital. Is the relational factor (intimate relationship) a significant variable in the explanatory mechanism of entrepreneurial success? And if so, should it (the relational factor) be considered a “facilitator” or a hindrance to entrepreneurial success? These questions inspired the development of a model, the verification of which will allow for a more complete understanding of the mechanism of the influence of intimate relationships on entrepreneurial success. The proposed model assumes that the intimate relationship (i.e., relationship quality/satisfaction, relationship communication) strengthens or weakens those psychological traits which are important for entrepreneurial success. These traits include self-efficacy and achievement motivation, variables whose predictive value for entrepreneurial success has been demonstrated in many publications. To be more precise, the model assumes that communication (support, commitment) together with a satisfying intimate relationship can strengthen self-efficacy, which in turn can increase achievement motivation, which ultimately leads to greater business achievements (entrepreneurial success). The research will cover entrepreneurs from the SME sector who operate in Poland and who remain in an intimate relationship (marriage/cohabitation). The choice of this study group is dictated primarily by the fact of small enterprises fail often - despite many forms of support (subsidies, training, etc.).

To sum up, the implementation of this project (and thus the comparison of different “pathways” of influence of the intimate relationship) will contribute to a better and more complete understanding of the mechanism of achieving entrepreneurial success, which in the current pandemic crisis (and economic crisis) is particularly important - and urgent. Uncovering the impact of intimate relationships’ influence on entrepreneurial success could help design psychological workshops. The purpose of those workshops would be to strengthen/develop those dimensions of the relationships which affect achieving entrepreneurial success. The interdisciplinary character of the project will also broaden the knowledge of both entrepreneurship and psychology.