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## **Individual Behavior in Entrepreneurial Organizations: An Integrated Theoretical Framework**

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### **ABSTRACT**

*This study constructs an integrated theoretical framework to explain individual behavior within entrepreneurial organizations by synthesizing cognitive, motivational, reinforcement, and psychoanalytic perspectives. Through a systematic literature review, it examines how personality, cognitive capabilities, motivational orientations, and unconscious psychological structures interact with entrepreneurial environments to produce distinctive behavioral outcomes. The analysis indicates that entrepreneurial behavior arises from complex interactions across these psychological dimensions, rather than from isolated traits. The framework elucidates how cognitive processes underpin opportunity recognition, motivational hierarchies shape goal pursuit, reinforcement contingencies guide learning, and unconscious dynamics influence decision-making and resistance to change. By bridging classical organizational behavior theories with contemporary entrepreneurial contexts, this research provides deeper theoretical explanations for personality-performance relationships, cognitive drivers of innovation, and motivational impacts on venture success. The findings suggest that effective entrepreneurial leadership requires a multidimensional understanding of these psychological factors. This work contributes to entrepreneurship theory and offers practical implications for leadership, human resource management, and entrepreneurship education. Future research should empirically validate this framework across diverse entrepreneurial settings and stages of the venture lifecycle.*

**Keywords:** *Cognitive Approach, Entrepreneurial Organizations, Individual Behavior, Motivational Theory, Organizational Behavior*

## INTRODUCTION

Understanding human behavior within organizational contexts represents a fundamental imperative for contemporary entrepreneurial ventures and business enterprises. Organizations increasingly recognize that sustainable competitive advantage emanates not merely from strategic positioning or technological capabilities, but from the intricate interplay between individual characteristics and organizational dynamics (Andrianto et al., 2023). The behavioral patterns exhibited by individuals within entrepreneurial organizations significantly influence organizational effectiveness, innovation capacity, and overall business performance (Sitepu et al., 2024). Human behavior in organizations encompasses the systematic study of how individuals and groups act within organizational boundaries, examining the reciprocal influence between organizational structures and human actions. As entrepreneurial ecosystems continue to evolve amid rapid technological advancement and global market transformations, comprehending the psychological and behavioral foundations that drive individual actions within organizational settings has become increasingly critical for entrepreneurial success and organizational sustainability (Hermawati et al., 2023).

The entrepreneurial landscape demands a sophisticated understanding of individual behavior as entrepreneurs and organizational members navigate complex decision-making processes, resource constraints, and market uncertainties. Personality traits such as extraversion, conscientiousness, and openness to experience have been demonstrated to significantly affect entrepreneurial performance, particularly in business model innovation and value creation within small businesses (Elegunde et al., 2024). Contemporary research reveals that individuals exhibiting high levels of conscientiousness, agreeableness, or extraversion demonstrate a higher likelihood of engaging in entrepreneurial behaviors, suggesting that personality dimensions serve as critical predictors of entrepreneurial action and success (Mathushan & Gamage, 2022). Furthermore, research demonstrates that Big Five personality traits play vital roles in shaping entrepreneurial behavior across different industrial sectors, with conscientiousness characterized by organizational ability, reliability, and goal orientation, while extraversion associates with assertiveness and energy that promote networking capabilities (Awwad & Al-Aseer, 2021). These findings underscore the necessity for entrepreneurial organizations to recognize and leverage individual differences as strategic assets rather than managerial challenges.

Cognitive approaches to understanding human behavior in entrepreneurial contexts have gained substantial traction in recent scholarly discourse. Cognitive processes play crucial roles in strategic formulation, with managerial interpretation of contextual changes serving as key drivers of product innovativeness, demonstrating how perceptions and responses of managers to external shifts significantly shape innovation outcomes within firms (Hodgkinson, 2001). The

cognitive perspective emphasizes how individuals process information, interpret environmental stimuli, and make decisions based on their mental models and prior experiences. Research indicates that entrepreneurial cognition serves as an important determinant of entrepreneurial action, with human capital theory and cognitive biases research providing evidence that specific and task-related human capital positively relates to entrepreneurial performance across all phases of the entrepreneurial process (Yu et al., 2023). Neuroscientific advances have further illuminated these cognitive mechanisms, revealing that habitual entrepreneurs demonstrate increased gray matter volume in the left insula compared to managers, a brain region associated with enhanced cognitive agility and divergent thinking, essential traits in entrepreneurship (Ooms et al., 2024). These cognitive dimensions prove particularly relevant in entrepreneurial settings where rapid environmental scanning, opportunity recognition, and adaptive decision-making constitute core competencies for venture success.

Motivational frameworks, particularly those rooted in needs-based theories, continue to provide valuable insights into entrepreneurial behavior and organizational dynamics. Entrepreneurial self-efficacy and entrepreneurial motivation serve as components of entrepreneurial values that enhance business performance, with entrepreneurial motivation playing significant roles in the progress of small and medium enterprises (Srimulyani & Hermanto, 2021). The hierarchical nature of human needs influences how entrepreneurs prioritize goals, allocate resources, and respond to organizational challenges. Research demonstrates that Maslow's hierarchy of needs provides a framework for understanding the intricate interplay between organizational contexts and economic behavior, particularly in examining how different need levels influence support for organizational change and development initiatives (Ihensekien & Joel, 2023). Within small and medium enterprises, effective motivational strategies prove critical as unmotivated employees can reduce profitability and lower productivity, making the implementation of motivation-enhancing approaches essential for small business leaders (Salahu et al., 2025). These motivational dynamics become particularly salient in entrepreneurial ventures where resource constraints necessitate maximum engagement and commitment from organizational members.

Despite extensive scholarly attention devoted to organizational behavior, several critical gaps persist in the literature regarding how individual behavioral dimensions specifically manifest within entrepreneurial contexts. Previous studies have predominantly focused on large corporate environments, with limited attention given to discussing the role of context in the corporate entrepreneurial process and how organizational transformation enables or reconfigures core processes of entrepreneurial strategy (Urbano et al., 2022). Existing research has insufficiently examined how classical behavioral theories apply to the unique challenges faced by entrepreneurial organizations, particularly small and medium enterprises operating in emerging markets. Furthermore, while cognitive,

motivational, and personality-based approaches have been explored independently, limited integration exists regarding how these multiple dimensions interact simultaneously to shape entrepreneurial behavior and organizational outcomes. This study addresses these gaps by providing a comprehensive theoretical framework that synthesizes cognitive, motivational, reinforcement, and psychoanalytic approaches to understanding individual behavior specifically within entrepreneurial organizational contexts. The novelty of this research lies in its integrated perspective that bridges classical organizational behavior theories with contemporary entrepreneurial challenges, offering practical insights for entrepreneurial leadership, human resource management, and organizational development in entrepreneurial ventures.

The primary objective of this study is to develop a comprehensive understanding of individual behavior within entrepreneurial organizations through systematic examination of multiple theoretical approaches. Specifically, this research aims to elucidate the fundamental characteristics that distinguish individual behavior in organizational settings, explore cognitive, motivational, reinforcement, and psychoanalytic frameworks for understanding human nature, and demonstrate the applicability of these theoretical perspectives to entrepreneurial contexts. By synthesizing diverse theoretical lenses, this study seeks to provide entrepreneurial leaders, human resource practitioners, and organizational development professionals with actionable frameworks for understanding, predicting, and influencing individual behavior within their organizations.

This theoretical exploration holds significant implications for entrepreneurial practice and organizational management. Understanding individual behavioral patterns enables entrepreneurial organizations to design more effective recruitment strategies, develop targeted training programs, implement appropriate motivational systems, and create organizational cultures that align with individual characteristics. For small and medium enterprises facing resource constraints and competitive pressures, insights into individual behavior can inform strategic decisions regarding team composition, leadership development, and organizational structure design. Moreover, this knowledge contributes to entrepreneurship education by providing educators with comprehensive frameworks for developing entrepreneurial competencies and behavioral capabilities among aspiring entrepreneurs and business leaders.

## **RESEARCH METHODOLOGY**

This study employs a theoretical framework methodology grounded in comprehensive literature review and synthesis of existing scholarly works on organizational behavior within entrepreneurial contexts. The theoretical framework serves as a conceptual lens through which the research problem is analyzed, providing structured guidance for understanding individual behavioral dimensions

in entrepreneurial organizations (Adom et al., 2018). This approach aligns with established practices in organizational behavior research where theoretical frameworks help researchers analyze and interpret phenomena by establishing a set of assumptions, concepts, and relationships that underpin the study, thereby offering a structured framework for organizing and presenting research outcomes (Garvey & Jones, 2021). The selection of this methodological approach reflects its appropriateness for examining how classical behavioral theories apply to contemporary entrepreneurial challenges, its ease of application in synthesizing diverse theoretical perspectives, and its explanatory power in elucidating complex individual-organizational dynamics.

The research design follows a systematic literature review methodology that integrates multiple theoretical perspectives to develop a comprehensive understanding of human behavior in entrepreneurial organizations. Rigorous screening criteria were applied to select relevant scholarly articles from reputable databases including Science Direct, Emerald, Springer, SAGE, and Google Scholar, focusing on publications from 2013 onwards to ensure currency of insights while retaining foundational theoretical works that constitute grand theories in the field. The review encompasses four primary theoretical approaches: cognitive approaches examining stimulus-response mechanisms and information processing, motivational frameworks exploring needs-based theories particularly Maslow's hierarchy of needs, reinforcement approaches analyzing behavioral conditioning mechanisms, and psychoanalytic perspectives investigating unconscious personality structures. This multi-theoretical integration follows established methodological practices in organizational behavior research where mixed-methods approaches combining quantitative precision with qualitative depth provide comprehensive insights into dynamic organizational processes (Creswell & Creswell, 2023). The literature was analyzed through content analysis to identify key concepts, theoretical constructs, and their applicability to entrepreneurial organizational contexts.

The theoretical synthesis in this study bridges classical organizational behavior theories with contemporary entrepreneurial challenges by examining how cognitive processes, motivational dynamics, reinforcement mechanisms, and psychoanalytic concepts manifest within entrepreneurial settings characterized by resource constraints, innovation imperatives, and dynamic market conditions. The analytical framework organizes findings around core theoretical constructs while maintaining explicit linkages to entrepreneurial phenomena such as opportunity recognition, risk-taking behavior, team composition, and organizational culture development. This approach ensures that theoretical assumptions are made explicit, permitting readers to evaluate them critically while connecting the research to existing knowledge in both organizational behavior and entrepreneurship domains (Rocco & Plakhotnik, 2009). The theoretical framework guides the interpretation of how individual characteristics, including personality dimensions, cognitive

capabilities, motivational orientations, and unconscious psychological structures, interact with entrepreneurial organizational environments to produce distinctive behavioral patterns that influence venture performance, innovation capacity, and sustainable growth trajectories.

## **RESULT AND DISCUSSION**

### **Understanding Individual Characteristics in Entrepreneurial Organizations**

The analysis of individual behavior within entrepreneurial organizations reveals that human characteristics fundamentally shape organizational dynamics and performance outcomes. Individual differences matter profoundly in entrepreneurial workplaces, as human beings bring their personality, physical and mental abilities, and other stable traits to work contexts (Griffin & Phillips, 2024). The examination of individual characteristics demonstrates that behavior functions as an interaction between the person and the situation, following the interactionist perspective which posits that while individuals bring inherent traits to organizational settings, every organization and role within it presents unique contextual demands that moderate behavioral expression (Frese & Gielnik, 2023).

The findings indicate that entrepreneurial organizations must recognize several fundamental characteristics that distinguish individual behavior in organizational contexts. First, individuals possess varying capabilities and competencies, creating natural performance variations across organizational members. These capability differences mean that individuals approach identical tasks with different levels of effectiveness and efficiency, necessitating differentiated role assignments and development strategies. Second, human beings maintain diverse need structures that drive their motivational states and behavioral choices. The recognition that individuals pursue different goals based on their unique need hierarchies has profound implications for entrepreneurial reward systems and management practices. Third, individuals demonstrate future orientation and choice-making capacities, employing cognitive processes to evaluate alternatives and select behaviors they believe will yield desired outcomes. This forward-thinking characteristic aligns with expectancy theory, which suggests that people choose behaviors based on anticipated consequences and the attractiveness of potential rewards.

Fourth, individuals interpret their environments through perceptual filters shaped by previous experiences and current needs, leading to varied understandings of identical situations. This perceptual diversity explains why organizational members may respond differently to the same managerial communication or environmental change. Fifth, individuals maintain affective reactions characterized by feelings of satisfaction or dissatisfaction toward organizational experiences, which subsequently influence future behavioral patterns and engagement levels. Finally, the whole person perspective emphasizes that individuals cannot be



compartmentalized, as their organizational roles interconnect with family responsibilities, community memberships, and professional affiliations outside the immediate organization. Entrepreneurial leaders who recognize employees as complete human beings rather than isolated organizational resources create more supportive and effective work environments that acknowledge the multiple identities individuals navigate simultaneously.

### **Cognitive Approaches in Entrepreneurial Contexts**

The cognitive approach to understanding individual behavior emphasizes the mental processes through which individuals receive, process, and respond to environmental stimuli. This theoretical perspective derives from psychology and behavioral sciences, focusing on how cognitive variables mediate between stimulus and response to produce specific behavioral outcomes (Littlejohn & Foss, 2011). In entrepreneurial contexts, cognitive processes play crucial roles in strategic formulation and innovation, with managerial interpretation of contextual changes serving as key drivers of product innovativeness and organizational adaptation (Hodgkinson, 2001). The cognitive framework views behavior as systematically organized, with individuals structuring experiences into cognitive schemas that subsequently determine behavioral responses to environmental stimuli.

Research demonstrates that entrepreneurial cognition serves as a critical determinant of entrepreneurial action across all phases of the venture development process (Yu et al., 2023). Entrepreneurs must continuously process information about market opportunities, competitive threats, resource availability, and technological changes, translating these cognitive assessments into strategic decisions and operational behaviors. The cognitive perspective proves particularly relevant in explaining how entrepreneurs recognize opportunities that others overlook, as opportunity identification depends on cognitive structures formed through prior knowledge, pattern recognition capabilities, and information processing efficiency. Neuroscientific research further illuminates these cognitive mechanisms, revealing that habitual entrepreneurs demonstrate increased gray matter volume in brain regions associated with cognitive agility and divergent thinking compared to managers without entrepreneurial experience (Ooms et al., 2024).

Within entrepreneurial organizations, cognitive processes influence how employees interpret organizational goals, understand role expectations, and respond to performance feedback. The cognitive approach explains behavioral change through learning processes, whereby individuals modify their cognitive structures based on experienced consequences. When entrepreneurial organizations implement new strategies or introduce innovations, employee behavioral adaptation depends significantly on cognitive processing of these changes and the mental models employees construct to understand their implications. The example of disciplinary action illustrates this cognitive dynamic: when an employee

experiences negative consequences for policy violations, this stimulus modifies cognitive structures regarding acceptable behavior, leading to behavioral adjustments aimed at avoiding future negative outcomes.

### **Motivational Approaches and Needs-Based Theories**

Motivational theories examine the internal factors that energize, direct, sustain, and terminate individual behavior within organizational settings. These theories distinguish between content theories that identify specific motivational factors and process theories that explain how motivation influences behavioral choices (Gibson et al., 2012). Within entrepreneurial contexts, motivational dynamics prove particularly critical given the resource constraints, uncertainty, and performance pressures that characterize entrepreneurial ventures. Research demonstrates that entrepreneurial self-efficacy and entrepreneurial motivation serve as components of entrepreneurial values that significantly enhance business performance, with entrepreneurial motivation playing vital roles in small and medium enterprise development (Srimulyani & Hermanto, 2021).

Maslow's hierarchy of needs provides a foundational framework for understanding motivational dynamics in entrepreneurial organizations. The theory proposes that human needs arrange hierarchically, with individuals prioritizing the fulfillment of lower-level physiological and safety needs before pursuing higher-level social, esteem, and self-actualization needs. This hierarchical structure suggests that entrepreneurial organizations must address basic employee needs for fair compensation and job security before expecting engagement with higher-order motivations related to achievement, recognition, and personal growth. The hierarchy also implies that once lower needs achieve satisfaction, they cease to motivate behavior, requiring managers to identify and address currently unfulfilled needs to maintain motivational effectiveness.

Research validates that Maslow's framework remains applicable to contemporary organizational contexts, providing insights into how different need levels influence support for organizational change and development initiatives (Ihensekien & Joel, 2023). In entrepreneurial settings, understanding employee need structures enables leaders to design differentiated motivational strategies that acknowledge individual differences in motivational priorities. For instance, early-stage startup employees motivated primarily by self-actualization needs may accept lower compensation in exchange for autonomy and creative freedom, while employees focused on safety needs prioritize stable income and clear role definitions. The motivational approach also explains entrepreneurial persistence through achievement need theory, which suggests that individuals with high achievement needs demonstrate greater entrepreneurial orientation and venture continuation despite obstacles.

Within small and medium enterprises, effective motivational strategies prove essential as unmotivated employees reduce profitability and lower productivity



(Salahu et al., 2025). Entrepreneurial leaders must therefore implement motivation-enhancing approaches tailored to their organizational contexts and employee characteristics. The expectancy theory component of motivational frameworks further explains how individuals make behavioral choices based on three factors: expectancy that effort will produce performance, instrumentality that performance will yield rewards, and valence representing the attractiveness of potential rewards. Entrepreneurial organizations that clearly link employee efforts to performance outcomes and performance to valued rewards create stronger motivational environments that drive productivity and innovation.

### **Reinforcement Approaches to Behavioral Conditioning**

The reinforcement approach examines how behavioral consequences shape future behavioral patterns through conditioning processes. This theoretical perspective emphasizes that behaviors followed by positive consequences increase in frequency, while behaviors followed by negative consequences decrease (Skinner, 2014). Within organizational contexts, reinforcement theory manifests through reward systems, recognition programs, and disciplinary procedures that systematically shape employee behavior toward organizationally desired patterns. The approach proves particularly relevant in entrepreneurial settings where rapid behavioral adaptation and learning constitute competitive advantages.

Reinforcement processes operate through both conscious and unconscious mechanisms. Reflexive behaviors occur automatically in response to specific stimuli, such as instinctive reactions to immediate threats or opportunities. However, most organizationally relevant behaviors involve learned responses shaped by experienced consequences over time. Entrepreneurial organizations can leverage reinforcement principles by designing clear linkages between desired behaviors and positive outcomes, thereby accelerating organizational learning and performance improvement. For instance, sales incentives that immediately reward customer acquisition behaviors reinforce those behaviors and increase their future occurrence.

The reinforcement perspective also explains why organizational cultures persist and prove resistant to change. When established behavioral patterns consistently produce positive outcomes for individuals, those patterns become deeply ingrained and difficult to modify even when organizational circumstances change. Entrepreneurial leaders attempting cultural transformation must therefore not only communicate new behavioral expectations but also restructure consequence systems to reinforce desired behaviors and discourage problematic patterns. The systematic application of reinforcement principles enables entrepreneurial organizations to shape collective behavioral norms that support strategic objectives and competitive positioning.

### **Psychoanalytic Perspectives on Personality Structures**

The psychoanalytic approach to understanding individual behavior emphasizes unconscious psychological processes and personality structures that influence behavioral choices (Freud, 1990). This theoretical framework proposes that personality comprises three interacting subsystems: the id representing unconscious drives and immediate gratification seeking, the ego mediating between internal drives and external realities, and the superego embodying internalized moral standards and social norms. These personality components operate dynamically, with behavioral outcomes reflecting the resolution of conflicts among competing psychological forces.

The id operates according to the pleasure principle, seeking immediate satisfaction of basic drives without regard for social constraints, ethical considerations, or logical consistency. This subsystem contains both constructive life-affirming impulses and destructive aggressive tendencies that seek expression through behavior. The ego develops as individuals learn to navigate environmental realities, operating according to the reality principle by assessing what behaviors prove feasible and socially acceptable given situational constraints. The ego employs logical reasoning to determine appropriate actions that satisfy id impulses while maintaining social acceptability and personal safety. The superego represents conscience and internalized value systems, containing moral judgments about right and wrong derived from family socialization and cultural norms.

Within entrepreneurial organizations, these personality dynamics manifest in various behavioral patterns. Employees experiencing strong id impulses toward autonomy and creative expression may chafe under rigid organizational structures, leading to frustration or deviant behaviors. However, the same impulses channeled appropriately support entrepreneurial innovation and initiative-taking. The ego functions determine how individuals navigate organizational politics, balance competing demands, and make pragmatic decisions about behavioral choices. Employees with well-developed ego functioning demonstrate better stress management and adaptive capacity amid the uncertainties characteristic of entrepreneurial environments.

The superego influences ethical decision-making and normative compliance within organizations. Individuals with internalized values emphasizing integrity and social responsibility demonstrate more consistent ethical behavior regardless of external monitoring. However, superego conflicts can also produce excessive guilt or rigid behavioral patterns that limit flexibility and adaptability. Entrepreneurial leaders who understand these psychoanalytic dynamics can create organizational environments that provide appropriate outlets for healthy id expression, support ego development through skill-building and decision-making authority, and align organizational values with employee superego structures to minimize internal conflicts.

The psychoanalytic perspective also illuminates why individuals resist organizational change. Change initiatives that threaten established behavioral patterns activate psychological defense mechanisms as the ego attempts to protect the individual from anxiety and discomfort. Understanding these unconscious resistance processes enables entrepreneurial leaders to design change strategies that acknowledge psychological needs and provide transitional support during organizational transformations.

The findings of this theoretical synthesis align with and extend several streams of contemporary entrepreneurship research. The emphasis on individual differences corroborates recent calls for deeper comprehension in entrepreneurship research regarding the impact of individual traits, motivation, identity, and behavioral phenomena (Chattopadhyay, 2025). The integration of personality, cognitive, motivational, and psychoanalytic perspectives responds to identified needs for more comprehensive micro-level frameworks that capture the complexity of entrepreneurial behavior beyond simplistic trait-based explanations. This study's comprehensive theoretical framework supports and extends the findings of Elegunde et al. (2024) regarding the significant effects of personality traits on entrepreneurial performance. While previous research established that extraversion, conscientiousness, and openness to experience influence business model innovation and value creation, the current synthesis provides deeper theoretical explanations for these relationships through cognitive processing mechanisms, motivational dynamics, and unconscious personality structures. Similarly, the present findings corroborate Awwad and Al-Aseer (2021); Mathushan and Gamage (2022) regarding the relationship between Big Five personality dimensions and entrepreneurial behavior, while extending this understanding by explaining the psychological mechanisms through which personality traits translate into specific behavioral patterns within entrepreneurial organizational contexts.

The cognitive framework presented here aligns with Hodgkinson's (2001) findings on the crucial role of cognitive processes in strategic formulation and innovation, while extending that work by integrating cognitive approaches with motivational and psychoanalytic perspectives. This multi-dimensional integration demonstrates how cognitive processes interact with need structures and unconscious drives to produce complex behavioral outcomes, addressing limitations in purely cognitive approaches that overlook motivational and emotional factors. The synthesis reveals that cognitive interpretation alone proves insufficient for understanding entrepreneurial behavior, as individuals also require appropriate motivation and psychological conditions to translate cognitive insights into effective action. Regarding motivational frameworks, the current findings support Srimulyani and Hermanto (2021) conclusions about the critical role of entrepreneurial motivation in SME performance while providing theoretical depth regarding the specific mechanisms through which motivation influences behavior. Furthermore, the findings corroborate Ihensekien and Joel (2023) application of

Maslow's framework to organizational change contexts, extending this application to broader entrepreneurial phenomena including opportunity recognition, risk-taking, and innovation behavior. The integration of Maslow's hierarchy with expectancy theory constructs offers a more nuanced understanding of how different need levels and outcome expectations interact to shape entrepreneurial behavior across various organizational contexts.

The psychoanalytic perspective introduced in this study represents a distinctive contribution that extends beyond conventional entrepreneurship research, which typically emphasizes conscious cognitive processes and observable personality traits. While recent entrepreneurship literature has extensively examined Big Five personality dimensions and entrepreneurial cognition, limited attention has addressed unconscious psychological dynamics that influence entrepreneurial behavior (García-Cueto et al., 2023). The psychoanalytic framework developed here fills this gap by explaining behavioral phenomena that cognitive and trait-based approaches struggle to address, including resistance to organizational change, ethical decision-making inconsistencies, and seemingly irrational behavioral choices that contradict apparent self-interest. This theoretical synthesis responds to Frese and Gielnik (2023) call for more comprehensive understanding of psychological processes in entrepreneurship by integrating action-oriented perspectives with personality and motivational frameworks. These theoretical insights carry significant implications for entrepreneurial practice, suggesting that effective entrepreneurial leadership requires attention to cognitive development through learning opportunities, motivational alignment through needs assessment and reward design, behavioral conditioning through consequence management, and psychological support for managing unconscious conflicts. Entrepreneurial organizations that attend to only one dimension while neglecting others risk incomplete understanding of behavioral dynamics and suboptimal management strategies, highlighting the necessity for holistic approaches to human resource management in entrepreneurial ventures.

## CONCLUSION

This study provides a comprehensive theoretical framework for understanding individual behavior within entrepreneurial organizations by synthesizing cognitive, motivational, reinforcement, and psychoanalytic approaches. The analysis reveals that individual behavior in entrepreneurial contexts emerges from complex interactions among multiple psychological dimensions including cognitive processing mechanisms, hierarchical need structures, behavioral conditioning processes, and unconscious personality dynamics. The findings demonstrate that entrepreneurial organizations must recognize fundamental individual characteristics such as capability differences, diverse need structures, future orientation, perceptual variations, affective

reactions, and whole person perspectives to effectively manage human resources and optimize organizational performance. The integration of classical behavioral theories with contemporary entrepreneurial challenges establishes that successful entrepreneurial leadership requires multi-dimensional understanding that extends beyond simplified trait-based or purely rational decision-making models, acknowledging the psychological complexity inherent in entrepreneurial behavior and organizational dynamics.

The theoretical contributions of this research extend existing entrepreneurship scholarship by providing integrated explanations for how personality traits, cognitive processes, motivational orientations, and unconscious psychological structures jointly influence entrepreneurial behavior and organizational outcomes. While previous studies have examined these dimensions independently, this synthesis demonstrates their interactive effects and reveals mechanisms through which individual characteristics translate into specific behavioral patterns within resource-constrained, innovation-driven entrepreneurial environments. The psychoanalytic perspective particularly addresses gaps in conventional entrepreneurship research by explaining behavioral phenomena such as resistance to organizational change, ethical inconsistencies, and apparently irrational choices that cognitive and trait-based frameworks inadequately capture. These insights align with and extend recent findings on personality-performance relationships, cognitive influences on innovation, and motivational impacts on SME success, while offering deeper theoretical explanations for the psychological mechanisms underlying these empirical relationships.

Despite the comprehensive nature of this theoretical synthesis, several limitations warrant acknowledgment. The study relies primarily on established theoretical frameworks and secondary literature rather than empirical data collection, limiting the ability to test theoretical propositions in specific entrepreneurial contexts. Future research should empirically examine how the integrated framework applies across different entrepreneurial settings including early-stage startups, growth-oriented ventures, and social enterprises operating in diverse cultural and economic environments. Longitudinal studies investigating how individual behavioral patterns evolve throughout entrepreneurial venture lifecycles would provide valuable insights into dynamic interactions between psychological dimensions and changing organizational circumstances. Additionally, quantitative research employing structural equation modeling or multilevel analysis could test the relative contributions of cognitive, motivational, reinforcement, and psychoanalytic factors in predicting entrepreneurial outcomes. Practical implications suggest that entrepreneurship education programs should incorporate psychological content beyond basic personality assessment, including training in cognitive flexibility, motivational self-management, and emotional intelligence to prepare aspiring entrepreneurs for the multifaceted psychological demands of venture creation and organizational leadership.

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