

# The Impact of Entrepreneurship on Value Creation: A Case of Unique

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## ABSTRACT

Understanding entrepreneurship is important to competitive advantage and value creation for businesses in the highly competitive environment. Prior research about entrepreneurship mostly focused on personalities of entrepreneurs. Nowadays the literature of entrepreneurship turns into discussion on two stages of opportunity identification and opportunity exploitation. However, little research examines what personality of an entrepreneur may be changed during the two stages. This paper draws on a single case of Unique Optical Industrial Corporation to explore the change of the entrepreneur's personality over the two stages. The findings show that the personalities of proactiveness, judgements, autonomy, and achievement motivation appeared in the first stage of opportunity identification. In contrast, the personalities of patriotism, honor, and mission orientation demonstrated in the second stage of opportunity exploitation. Implications for research and practices are presented.

Keywords : entrepreneurship; personal characteristic; value creation

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