

The DNA of Successful Gen Z Entrepreneurs

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Abstract:

The journey and success of a company are profoundly shaped by the entrepreneur's personality. Qualitative research with a phenomenological approach was used to identify the personality model of successful Gen Z entrepreneurs in developing countries such as Indonesia. Through in-depth interviews with 6 business owners, it was revealed that all informants had personalities related to entrepreneurial traits, entrepreneurial behavior, and entrepreneurial skills. This combination enables them to compete and innovate in a dynamic market and drive sustainable economic growth. According to the research, Gen Z entrepreneurs thrive in collaborative environments, are creative and community-focused, flexible, aware of their target market, and attentive to the needs and preferences of their customer. These findings contribute to designing programs and policies that support entrepreneurship development among the younger generation to encourage innovation, collaboration, and sustainable economic growth.

Keywords: Entrepreneurship, Gen Z, Entrepreneur Traits, Entrepreneurial Personality Model

Introduction

Indonesia is currently facing a population expansion, often known as a demographic bonus. The defining feature of this state is that there are more persons in the community who are of producing age (between the ages of 15 and 64) than there are people who are of non-productive age (between the ages of 0 and 14 and over 65) (Sutikno, 2020). According to the findings of the 2020 Population Census, which was conducted from February to September 2020, Gen Z—the generation born between 1997 and 2012—accounted for 75.49 million, or 27.94% of Indonesia's total population (Badan Pusat Statistik, 2020). This data validates forecasts that the number of persons in the productive age group will rise extremely quickly in 2030, even reaching a historical high. This increase in productive age will lead to higher labor force participation, which in turn will boost economic growth. Gen Z will likely have a significant impact on Indonesia's economic growth both now and in the future (Arum Zahrani, *et al* 2023)

However, the industrial revolution is also affecting Indonesia. The rise of technological advancements during the industrial revolution caused significant changes in the industrial world and had a global impact on social, economic, and cultural situations (Fajariah & Suryo, 2020). The world is currently experiencing the fifth industrial revolution, or industrial revolution 5.0, which promotes automation systems that allow for increased productivity and efficiency in all human activity processes (such as buying and selling, transportation, and trade transactions). These systems can also lead to disruption in a number of fields that influence future economic development globally and increase employment opportunities (Yordan Rendis Suherman *et al.*, 2023). The fifth industrial revolution brings challenges to many facets of human existence. The employment sector is one of them, encompassing the alteration of skills, jobs, and society. Human resource development is one crucial aspect that needs to be ready for the challenges of the Industrial Revolution 5.0. To create exceptional human resources that can grow proactively and be globally competitive, human resource development is crucial (Hartati, 2020)

Indonesia wants to restructure its economy, society, and governance in order to escape the Middle-Income Trap and emerge as a developed nation with a high per capita income. President Joko Widodo introduced the National Long Term Development Plan (RPJPN) 2025–2045 with the goal of creating "Golden Indonesia 2045" in order to achieve this. Realizing this goal calls for astute execution and astute leadership from strong leaders who possess guts, bravery, and a sharp sense of problem-solving. Due to their

broad access to and understanding of economic, technological, social, and environmental challenges, Generation Z has a great deal of potential to lead and encourage entrepreneurship and innovation that advances sustainable development goals (Sukeni et al., 2023). Therefore, it is critical that developing nations like Indonesia make investments in the development of their human resources in order to foster equitable and sustainable economic growth as well as produce a generation that is highly innovative, competitive, and capable of facing global problems.

Entrepreneurship has the potential to create profitable human resources. Any nation hoping to compete in the global economy must prioritize entrepreneurship. The Global Entrepreneurship Monitor (GEM) has been researching the connection between economic development and entrepreneurship since 1999. The findings indicate that entrepreneurship can lead to job creation (Grivokostopoulou et al., 2019). With their initiatives to bring about change, innovation, the creation of jobs, and greater affluence, entrepreneurs contribute significantly to the economic advancement of a nation. Therefore, a high and increasing number of entrepreneurs is a defining characteristic of all industrialized economies. Entrepreneurs are responsible for creating innovative business plans, introducing advanced production techniques, exploring new markets, and implementing transformative leadership and organizational strategies (Wiklund et al., 2019). In reality, however, Indonesia's entrepreneurship ratio is currently only 3.47%, or around 9 million people, of the country's total population; this percentage has improved from 3.3% in 2019 (Otoritas Jasa Keuangan, 2022). Indonesia must have a minimum entrepreneurial ratio of 4% of the total population in order to achieve one of the requirements for moving towards a Golden Indonesia in 2045, which is the size of the entrepreneurial ratio (Moerdijat, 2023). In comparison, Singapore has an entrepreneurship rate of 8.6% of the total population. Nearby countries such as Malaysia and Thailand have an entrepreneurship ratio of around 4%, while industrialized nations like the United States and those in Europe have much higher rates, exceeding 10-12% (Meliani & Panduwinata, 2022). If the proportion of entrepreneurs does not increase, the economy will not strengthen, and Indonesia will not be able to achieve developed nation status. Therefore, it is crucial to prepare the next generation of creative and innovative entrepreneurs by expanding educational opportunities to cultivate entrepreneurial traits, making funding more accessible, and enacting laws that support the growth of small businesses

A nation's degree of technological proficiency also determines whether it is classified as developed or developing since a nation with sophisticated technology will also have other advantages, such economic dominance. Therefore, increasing the proportion of entrepreneurship and enhancing technological proficiency need to go hand in hand. Cutting-edge technology will boost the creativity and productivity of entrepreneurs, while the growth of entrepreneurship will encourage the adoption of the latest technologies (Chibuike Daraojimba et al., 2023). The rise of online transportation companies, the development of drones, social media applications, biotechnology, and nanotechnology are a few examples of the effects of the integration of human activities with information technology and the economy, and they all serve to highlight how fundamentally the digital world has changed human life (Rosyadi, 2018). The Fifth Industrial Revolution has sparked technological advancements that have drastically altered people's lives and created disruptive effects. One of the outcomes of this disruption is the emergence of a new market pattern that significantly differs from the previous one. New business models have been created as a result of these modifications to market models (Rahimallah, 2022). Attention must be positively directed toward the forces driving the growth of the Gen Z entrepreneurial system, such as the rise of start-up companies, the trend of online businesses, and other evolving business opportunities that align with changing societal norms.

Entrepreneur, which literally translates to "to run" in French. Already in 1730, the term 'entrepreneur' was already in use to describe a self-employed individual known for their risk tolerance (Mellor, 2012). When analyzing the mentality of an entrepreneur, certain traits and attitudes consistently appear, even though an exact profile for an entrepreneurial personality model has not been conclusively identified. (Ajheng Mulamukti A. Pratiwi et al., 2022) research shown that traits like risk-taking, inventiveness, locus of control, drive for success, self-efficacy, and ambiguity tolerance might help an entrepreneur succeed in managing his company. According to research (Luan Nguyen et al., 2021), Gen Z entrepreneurship is influenced by the traits of taking risks and having faith in oneself. The sustainability of business development has been found to be positively and significantly impacted by entrepreneurial activity in a number of prior research (Faisal et al., 2022).

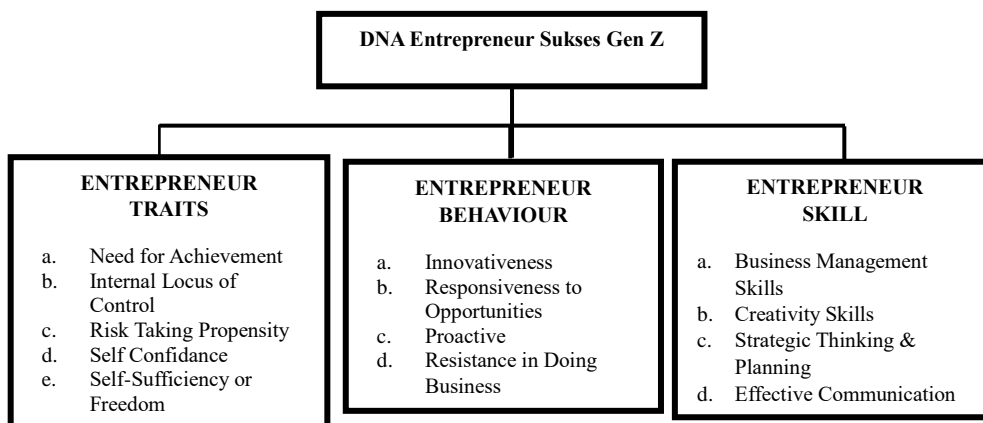
Previous studies have illuminated the traits that can contribute to an entrepreneur's success and the ability to distinguish individuals as entrepreneurs based on their entrepreneurial behavior. However, there is

still a significant gap in research that thoroughly explores the personality model formed by the combination of entrepreneurial traits, behaviors, and skills and skills that enable individuals to become successful and relevant entrepreneurs who align with societal needs patterns. Additionally, it's crucial to conduct comprehensive research on successful entrepreneurial models in developing countries like Indonesia. Consequently, scholars are interested in studying the successful entrepreneurial personality model of Gen Z in developing nations such as Indonesia.

Theoretical Review

The grand theory in this research uses personality theories. Personality theories are a part of psychology that aim to explain a series of characteristics, behaviors, and unique patterns that define an individual. These theories examine individual differences due to psychological forces and seek to describe, document, and explain the mental processes that affect an individual's functioning (Syawal, 2018). The main theories within personality theories include psychoanalytic theory, social psychoanalytic theory, behavioristic theory, humanistic theory, and trait theory (Arnianti, 2021). The first part, psychoanalytic theory, was developed by Sigmund Freud. He argued that an individual's personality is formed from the interaction between innate instincts and the environment, especially during childhood. Freud believed that personality consists of three components: the id, ego, and superego. The second part, social psychoanalytic theory, originates from several contemporary theories, such as social learning theory, which incorporates psychoanalytic thinking to explain the influence of social interactions on personality. The third part, behavioristic theory, also known as behaviorist theory, emphasizes the role of experience and environmental conditioning in shaping personality. This theory states that personality is an accumulation of environmental experiences and that behavior is determined by external stimuli and reinforcement. The fourth part, humanistic theory, emphasizes free will and individual experiences in personality development. The final part, trait theory, discusses personality as consisting of basic traits that vary among individuals. This theory is well-known for the Big Five Model, which includes agreeableness, conscientiousness, extraversion, neuroticism, and openness to experience. This theory posits that an individual's personality is relatively stable throughout life and shows consistent behavior patterns based on their dominant traits. In this research, the researcher takes two parts of personality theory, namely behavioristic theory and trait theory, and adds indicators of entrepreneurial skills as a basis for developing the research. The research framework can be seen more clearly in Figure 1.

Figure 1. Conceptual Frameworks



Methods

Design and Approach

This study utilizes a phenomenological approach along with a qualitative descriptive research methodology. Qualitative research in the social sciences adopts a natural paradigm based on phenomenological theory to ensure that the data generated is authentic, directly gathered from research respondents (Patton, 2015). The research utilizes a phenomenological approach to investigate how individuals subjectively experience and interpret their experiences, offering insights into the meaning of a phenomenon (Hasbiansyah, 2008). This method allows reality to unfold naturally through open-ended questioning, providing research subjects with the opportunity to articulate various dimensions of their life experiences related to an event or phenomenon.

The phenomenological approach aims to uncover the fundamental meanings and essences of events, experiences, or realities as perceived by the research subjects (Yusanto, 2020).

Using a qualitative descriptive method with a phenomenological approach, this research begins by focusing on and examining the phenomenon to be studied, exploring various subjective aspects and behaviors of the research subjects. It then proceeds with a data mining process related to how the research subjects interpret the meaning of the phenomenon under study. Through this approach, researchers aim to describe the personality model of successful Gen Z entrepreneurs in developing countries, with the ultimate goal of formulating a comprehensive statement.

Data Collection and Participants

This research collects primary data through in-depth interviews with an entrepreneur running a business in Indonesia, specifically focusing on its development on the island of Bali. Three key factors guided the selection of developing nations for the study, First, Bali is one of the most popular tourist destinations in the world. It boasts a vibrant and varied business environment, making it an ideal place to examine the attitudes and actions of young entrepreneurs. Second, Bali offers a unique opportunity to learn how Gen Z develops and manages their enterprises in a competitive and inventive environment. A lot of young entrepreneurs from varied backgrounds come to Bali to take advantage of opportunities in the tourism industry and associated sectors. Third, because Bali is a developing nation with distinct opportunities and difficulties from other areas, this research may better explore the ways in which local context, culture, and economic dynamics shape the success and personality of Gen Z entrepreneurs. Researchers used a purposive method sampling to select the most suitable individuals who can answer the research questions (Campbell et al., 2020).

According to (Campbell et al., 2020), the selection of participants ought to be based on their credentials, skills, and knowledge of the sector. Thus, in addition to the fact that the informants are business owners who operate in developing nations, the selection of informants was done based on a number of criteria, including starting from the Z generation age range (1997–2012), entrepreneurs who have opened branches, expanded their businesses, added new business areas, and/or have more than 10,000 Instagram followers. The author selected the minimum of 10,000 Instagram followers in reference to one of the prerequisites for a business to be eligible for Blue Tick verification on the platform (RECTmedia, 2023). Researchers conduct in-depth interviews to explore the usual habits of the study group and the factors that influence them. Because in-depth interviews are flexible and allow researchers to ask additional questions, this is made possible. Stated differently, comprehensive interviews may uncover information not intended or considered in advance. To confirm and enhance the information gleaned from interviews, researchers also employed secondary data in the form of each respondent's own social media and marketplace screenshot archives. Researchers can gain a more comprehensive understanding of the informants' actions and abilities in operating and promoting their businesses using digital capabilities thanks to this secondary data. Through Instagram and WhatsApp Direct Messages, among other social media messaging apps, the researchers sent invites to the participants. At first, this request received responses from 7 company owners. One person, however, canceled the appointment because he was unable to give enough notice and was worried about protecting the confidentiality of the company plan that was being executed. In the end, six people said they would want to take part in the research (Table 1). Six of the informants are business owners who started their ventures on their own as Gen Zers, and one of the informants is a business owner who manages a company that he inherited from his parents. Throughout the study, all participant names were kept anonymous. The purpose of the interview questions is to get the best possible responses on the goals and questions of the study.

Table 1. Data Participants

Participant	Business	Status
IA	Society and Culture Website	Self Employment
IS	Bali Fashion Accessories	Heritage Business
IM	Food and Beverage	Self Employment
IU	Construction	Self Employment
IW	Clothing	Self Employment
IP	Nail Salon	Self Employment

Data Analysis

In this study, the researcher started the data analysis process by summarizing, picking the key points, concentrating on what matters, searching for themes, and exploring them. Findings are the primary objective of qualitative research. Thus, when performing data reduction, the researcher will specifically take into account any findings from this study that are deemed novel or unusual and do not yet exhibit a pattern. Following data reduction, the researcher presents the data by assembling all of the information gathered in order to make inferences and take appropriate action. This can be done in the form of a succinct summary. The researcher's final stage in data analysis is to make inferences or confirm. Any conclusion reached at this stage of data collecting is still provisional and subject to revision should additional compelling evidence not be discovered. Nonetheless, the conclusion drawn can be regarded as trustworthy provided the supporting data is valid and compatible with the original finding. In qualitative research, a conclusion is a novel finding that hasn't been discovered before. These findings can be in the form of an image or description of an object that was previously unclear and becomes clear after being researched. In this research, researchers used the technique of verifying the validity of source triangulation data. Through triangulation techniques with sources, researchers compare the results of observations through interviews with informants, compare them with the results of observations through interviews with resource staff and compare the results of interviews with archived social media screenshots of informants.

Result

"Generation Z: Between Ambition, Control, Risk, Confidence and Independence in Entrepreneurship"

The entrepreneurial qualities of Generation Z are characterized by high achievement, self-control, risk-taking bravery, self-assurance, and independence. These elements help people overcome obstacles and succeed in their commercial ventures. The participants showed a strong drive for success, a strong achievement orientation, and tenacity and perseverance in achieving their business goals. Their sense of accomplishment and self-satisfaction motivates them to keep getting better. As stated by IM, "...award is every opportunity I have to explore many things, for example by joining the pitching business." Furthermore, IP stated "from childhood I had the dream of becoming a businessman, so whatever could be sold, I sold at that time." Informants IW and IA further explained the achievements that encouraged them to develop further "I feel I have personal satisfaction, like being appreciated when I see people using and liking the products I make" (IW), "my first self-reward was buying a cellphone, because for me "The existence of tools that support me makes me even more enthusiastic about creating content" (IA). According to a number of earlier studies, entrepreneurs with strong achievement needs also make a concerted effort to succeed in their company endeavors and performance (Auer Antoncic & Antoncic, 2018)

Considering that all participants are Gen Z, which is synonymous with the digital generation who have almost unlimited information at their fingertips, it is not surprising that they feel more empowered and able to control their own decisions, as stated by IU, "Initially I started a business as a broker, but because I'm sure I can do it and with hard work I can build a construction company." IP stated the same thing. "To be able to become a businessman, in my opinion, the most important thing is to motivate yourself first," and this is confirmed by IM and IA's statements as follows, "I always believe that everyone is born with good luck" (IM), "everyone can dream, earlier "Not everyone can act, so Duru's motivation is the main thing" (IA). According to (Hamzah & Othman, 2023) research, a number of earlier studies have also demonstrated the significance of internal locus of control in promoting favorable company outcomes, personal fulfillment, and long-term entrepreneurial conduct.

The primary attribute of participants is their willingness to take calculated risks. In order to increase their potential for profit, they are willing to accept uncertainty and make an effort to learn from every setback as stated by IS "yes, I have to be prepared to lose my youth, I try to make the most of all the time, money and energy I have and always learn from every problems that arise" and was further clarified by IM's statement, "..., yes, the term I dare to burn money at the beginning for a bigger marketing budget" added by IP, "I would rather take the risk to solve my own business problems than work for someone else ". According to earlier studies, taking calculated risks is a crucial component of an entrepreneurial mindset in developing nations (Hamzah & Othman, 2023). Astuti's (2019) research also shown that an entrepreneur's risk-taking daring is a personality attribute (Astuti et al., 2019). Participants in this study often possess the

capacity to influence the market and make business decisions that align with their personal beliefs and identity, since Gen Z is recognized for having strong self-confidence and the bravery to express themselves. As IW stated, "My daughter really likes fashion and I happen to have modeled for pageants, so what I wear is usually what people like." A similar but more profound statement was stated by IU "...when we are able to know ourselves first, then we know where we can develop and be appreciated." According to a number of earlier research, an entrepreneurial mindset is also developed from a strong sense of self-confidence and creativity through large social networks, according to a number of earlier research (Anggarini, 2022). They provide for flexibility in decision-making and foster an environment at work that adapts to changing company needs. The primary driving force behind their commercial operations is their independence in creation and their freedom to act. According to IP's statement "it's the same, it's tiring but I choose to work with time flexibility so I can work while on holiday out of town and open a booth like that there", added by IS "... I run a business without planning a certain pattern of rules, so I'm open to being flexible." Another informant explained his efforts to create a work environment that is more flexible and responsive to changing business dynamics. IM stated "I trust the managers at each outlet, and until now I have not set a daily target for sales". According to earlier studies, Gen Z is motivated by entrepreneurial qualities such as independence in creativity and freedom of action (Rahayu et al., 2023)

"Behavioral Characteristics of Generation Z Entrepreneurs: Innovation, Responsiveness to Opportunities, Proactivity, and Resilience in Business"

The majority of Gen Z entrepreneurs in attendance understand the significance of innovation as the cornerstone of company, which encompasses diversification of the enterprise, adaptation to market changes, and product creation. As stated by IS, "...how do we develop the existing components around us by looking at what customers want" and made clearer by IM's statement, "Innovation is the core of a business itself", added by IW "every business that wants to grow must aware of change." According to earlier studies, innovation behavior is a crucial factor in the development of fresh approaches to business analysis and behavior in the digital ecosystem, enabling millennial entrepreneurs to keep setting the standard for innovative and adaptable solutions in the contemporary business environment (Saura et al., 2023). When talking about an entrepreneur's personality, one trait that frequently comes up is their capacity to swiftly and efficiently identify, assess, and take advantage of business possibilities. as stated by IM, "think first about who wants to be our target market, then identify the habits that meet customer needs," added by IP, "So initially I invited this investor to make a podcast, then I offered him to become an investor for my new business" and this was reinforced by IW's statement, "I use the principle of observe, imitate, modify, I study the risks first and then take the opportunities". Research has also revealed the importance of response to opportunity in influencing entrepreneurial sustainability (Datta et al., 2020). The source also disclosed the manner in which proactive measures are used to generate and seize opportunities as stated by IU "so at that time there weren't many platforms on social media, so I just created a platform to look for boarding houses, houses, rentals like that and it's still running to this day." IM further stated that "for my future business goals, I always make a roadmap for what I want to do for a year" and this was made clear by IA's statement "initiatives are the way to run a business". A proactive personality gives rise to a tendency to have the behavior of taking initiative, creating opportunities and continuing to strive until substantial change is achieved (Prastiwi et al., 2023). Several respondents expressed their ability to adapt and survive in the face of business challenges, as stated by IW, "the worst thing was when TikTokshop closed, so I was forced to reduce prices for impromptu sales in offline stores," added IU, "Wow, if a construction business like this loses, it's normal for the numbers to be high Again, this is where you need your own ability to survive." Every participant has a unique strategy for thriving in their own sectors of the economy. Successful Gen Z company owners typically have a positive psychological mindset through resilience and optimism, according to research by (Cagarman & Stiftung, 2023)

"Business Strategy and Digital Skills: The Key to Generation Z Entrepreneurial Success"

A number of participants in this study have expressed the significance of business management competencies in overseeing human resources. These competencies encompass overseeing and assessing business procedures, comprehending group dynamics, and cultivating leadership abilities. as stated by IM "from what I have learned, joining the pitching business is difficult when we "Running a business that is already running is about how we manage human resources itself," the same thing was also conveyed by IP

"I'm more interested in learning how to manage human resources, I admit it's difficult, especially since all my employees are girls." Another respondent expressed a different thing, where financial management is an integral part of successful business management, as stated by IA "in running a business, it is necessary to pay attention to differentiating factors in the form of relationship factors, time factors and added value as a reference for future business strategies." This statement is supported by IU, "Right now I am focusing on learning about financial management to maintain balance and long-term business continuity." Prior studies have indicated that there exists a local wisdom that aligns values with entrepreneurial skills when it comes to enhancing business management abilities. These values are carried down from generation to generation and include job ethics, business concepts, social interaction styles, and problem-solving techniques (Komara & Adiraharja, 2020).

Gen Z entrepreneurs are concerned about creativity. The participants acknowledged using creativity for problem-solving in business, trend-following, and content creation. As explained by IS, "we can face each competitor with uniqueness that arises from the creativity of each business", explained by IW, "in addition to creating content about products, I often insert content about stories about my life as a housewife and entrepreneur, it's like a day in my life", and IM "I always try to follow trends with modifications that really suit my business concept" and added by IU "I think one of the creativity of an entrepreneur is being creative in solving problems". According to earlier studies, every management challenge calls for original thinking (Diawati et al., 2023)

Entrepreneurs from generation Z who serve as informants stress the value of adaptability and flexibility in business strategy. They think that the secret to sustaining and boosting corporate success is the capacity to quickly adjust to shifting market conditions and trends. Informant IP stated "usually I just do it as I go along, there are new opportunities, I learn there is a problem and immediately look for a solution" added by IA "I usually use mind maps then I do evaluation tests and follow the latest trends of course" and explained by IW "because the trend continues "So, planning and strategies are made as flexible as possible following the latest fashion trends." According to (Rahmasari, 2023), the implementation of business adaption strategies is crucial for sustaining and enhancing organizational success in the digital era. Customer loyalty, the development of a healthy work culture, and a harmonious work environment are the foundations of long-term business viability (Wardhana, 2024). As stated by informant IA "communication is our root in business negotiations". The same thing was stated by IU "of course there are issues that are important just the way of communication and negotiation" and IS "yes of course service through good communication is the most important thing I instill in the staff" and was confirmed by IP's statement "wah, this is number 1, whether it's communicating with clients or fellow staff." Gen Z also referred to as the "digital generation," is a group of people who actively use a range of digital tools and platforms to generate original concepts and inventive solutions. As told by the IS informant, "I usually make modern bun tutorial content, use accessories, then later I will include a yellow basket link for co", added by the IW informant, "nowadays, there is a lot of hype about daily life content, so I create and package it using everyday language and subtly integrate marketing. It turns out people prefer marketing that isn't too rigid, you know" and IU "... the building started from the start, I shot it using a drone, then edited it from the 3D rendering process to finishing and I posted it on TikTok, IG, FB and I have YouTube too."

Discussion

The findings of this study indicated that the six informants demonstrated a diverse range of entrepreneurial traits, behaviors, and skills, each uniquely expressed in various contexts. Each informant shows these qualities; some are inherent, while others cultivate their entrepreneurial skills through practical experience and the process of starting a business. The development of a business to achieve its goals is influenced by the personality of the entrepreneur (Paat & Sirine, 2023). Successful Gen Z business owners demonstrate key traits like attitude, character, knowledge, intelligence, and consistency in their business operations. The capacity of Generation Z to create flexible and adaptable business plans and to use digital abilities in the development and operation of their businesses is a major factor in their success as entrepreneurs (Sandya, 2023).

Several other traits common among all informants were uncovered as novel findings in this study. These traits included building strong bonds with a wide range of people, being very curious, constantly seeking out new possibilities to expand one's own abilities, and generally being proactive in seeking out these opportunities. Along with being adaptable, creative, and focused on the community, they also

understand the target market and are aware of the preferences and actions of their customers. Utilizing technology is crucial for Gen Z entrepreneurs to gain a competitive edge and foster organizational growth (Fachrurazi et al., 2023). This study supports a number of earlier studies that show Gen Z entrepreneurs are self-sufficient individuals who like to set their own boundaries and make their own judgments. In other words, they value autonomy in their choices and activities (Saiyed et al., 2022). The research's conclusions show that Gen Z entrepreneurs are typically self-reliant people who prefer to be in charge of their own destiny, dislike regulation, and have the freedom to choose their own work schedules and locations for both themselves and their staff. These people value freedom of thought and function in an atmosphere devoid of norms, which enables them to be imaginative, creative, fast decision-makers, and accurately adjust to a constantly shifting work environment.

Conclusion

Generation Z plays a critical role in promoting sustainable economic growth, Through entrepreneurship. Characteristics of successful Gen Z business owners include drive for success, self-control, bravery in the face of uncertainty, inventiveness, and openness to new possibilities. Additionally, they exhibit inventive behavior, opportunity responsiveness, proactiveness, and resilience in company management. Along with these characteristics, Indonesian generation Z entrepreneurs also exhibit other critical abilities like effective communication, creativity, strategic thinking, company management, and innovative digital capabilities. Their ability to produce sustainable economic growth and compete and innovate in a dynamic-market-stems from their blend of behavioral traits and skill sets. Additionally, this study revealed that Gen Z entrepreneurs are highly curious, able to form strong bonds with a variety of people, always seeking out methods to expand their capabilities, and proactive in seeking out possibilities for personal growth. Additionally, they are people that work well in teams, are creative and focused on the community, are flexible, know their target market, and are perceptive of the tastes and actions of customers.

The government must create laws that encourage small business expansion and measures that facilitate young entrepreneurs' easier access to capital. According to this research, entrepreneurship should be supported by the creation of ecosystems and infrastructure, such as business incubators, technology access, and mentor networks that may assist aspiring business owners in growing their ventures. Governments and academic institutions should fund training and educational initiatives that emphasize the growth of entrepreneurial abilities, company management, creativity, and strategic thinking. Naturally, fostering a generation that is fiercely competitive, inventive, and equipped to handle global issues is crucial if we are to promote sustainable economic growth via entrepreneurship and innovation.

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