

Individual values of entrepreneurs as predictors of their charitable behavior

The report aims to show the individual values of entrepreneurs as motivational predictors for charitable behavior. Despite the fact that the motivation for charitable behavior was investigated earlier, few authors paid attention to a sample of entrepreneurs who are the most effective donors. The relevance of this study, as seen above, lies in the lack of research on the most productive philanthropists. Also, the relevance of this study lies in the importance of the topic of charity in general, for the state, associated with a significant contribution to the country's economy, and for individuals in the form of assistance to those who need it. Methodology is based on the Isaac Ajzen's Theory of Planned Behavior, as one of the reliable methods in psychological research of charitable behavior, and theory of Personal values, developed by Shalom Schwartz. The entrepreneurial personal values were measured by the ESS PVQ-21 questionnaire version. Purpose. The main aim is to examine relationship between entrepreneurial personal values and charitable behavior. Sample. 100 entrepreneurs of small and medium-sized businesses from Moscow and Tver region, using the online survey method. 29 men and 71 women, from 27 to 60 years old, engaged in their own business for at least 2 years. The average age is 45 years. All entrepreneurs are Russians. Results. Regression analysis, with the control by sociodemographic variables, showed that women tend to make donations more often. It was also found that the more educated adults are more inclined to charity. As a result of the path analysis (SEM), it was found that personal values lead to charitable behavior only through the Attitude component. Self-Transcendence and Self-Enhancement values are positively related, whereas Conservation values is negatively related with charitable behavior of entrepreneurs. Findings. The motivation of entrepreneurs to make donations is complex. The simultaneous positive relation of opposite Self-Transcendence and Self-Enhancement values with charitable behavior indicates that, on the one hand, entrepreneurs are motivated by benevolent motives, and on the other, they do not forget about their own benefit. The negative relationship of Conservation values with charitable behavior indicates the importance of donation making act as an autonomous decision. Value of the results. The ability to use this result for further study of charitable behavior motivation and in charity development programs in Russia.