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About the Presenter:

Dr. Nanta Sooraksa is currently an associate professor with the Department of Guidance and Educational Psychology, Srinakharinwirot University, Bangkok, Thailand. She obtained a BS in Nursing from Chiang Mai University, M.Ed. in Developmental Psychology from Srinakharinwirot University, Bangkok, and Ed. D. in Counseling Education from Texas Southern University, USA. She had experienced in various projects for Training the Trainers in Career Counseling around ASEAN countries. Her research interests include career counseling and applied psychology.

Title of Paper: **Construction of Small and Medium Entrepreneurial Characteristic Test**

Abstract:

This paper presents a construction of small and medium entrepreneurial (SME) characteristic test to support key indicator for examining factors to be successful entrepreneurs. The focus group was 500 entrepreneurs in Thailand and was selected by convenient random sampling. Methodological tools for analyzing data were exploratory factor analysis, discrimination power, reliability coefficient, percentile ranks, normalized T-score, and MANOVA. The findings were as follows:

1. a construction of the small and medium entrepreneurial characteristic Test comprised of 10 factors: 1) Business Management Skills, 2) Achievement Orientation Habits, 3) Continuous Development Skills, 4) Locus of Control, 5) Creative Thinking, 6) Managerial Skills, 7) Endurance, 8) Business Ethics, 9) Teamwork Competency, and 10) Hard Work.
2. The SME characteristic test showed the discrimination power ranked from 0.219 to 0.742, the cross-check of internal consistency showed a



Cronbach's alpha of 0.9543, the norms for raw scores corresponding to designated percentiles, 0.00th to 99.62th percentile ranks, and T-scores, T2 to T73.

3. The Entrepreneurial Characteristics differentiate between SMEs and non-SMEs and showed SMEs have higher entrepreneurial characteristics than non-SMEs as a whole, and of the 10 individual aspects, there was a significant difference at .01 level