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## **MODERN BUSINESSMAN: PERCEPTION AND EVALUATION OF PERSONAL CHARACTERISTICS IN DIFFERENT LINGUISTIC CULTURES**

The article examines the perception and evaluation of the personal characteristics of the modern businessman in different linguistic cultures. A study conducted on the material of the questionnaire survey of 500 respondents from Russia, Spain, Italy, France, Germany, England and America showed that in all the above countries the evaluation of qualitative characteristics of the businessman depends on the social, occupational, age and other characteristics of the respondents. Different groups of people adopt their own idea of business people belonging to both their business culture and those of other countries.

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### **Introduction**

Today the study of the communicative characteristics of business communication gets special significance. It is obvious that in the context of globalization the value system cannot remain unchanged. The nature and the paths of these changes are studied in various scientific paradigms from different angles. For example, in the western socio-and psycholinguistics there is a common viewpoint that economic system has a significant impact on the linguistic picture of the world, system of value coordinates presented in the certain linguistic culture, and linguistic structures become communicative product – an essential component of communicative production [See: Ammon 2010; Blommaert & Jie Dong 2010; Garrett 2010; Coupland 2010; Heller 2010; Johnstone 2010; Kelly-Holmes 2010; Skutnabb-Kangas & Phillipson 2010 et al.]

The situation in Russia is, of course, fundamentally different from the European and American context.

In particular, researchers have repeatedly pointed out a significant increase in the importance of pragmatic motivations for different groups of Russian society [Tarasov 2012; Peshkova 2012]. Meanwhile, the attitude to the business entities and people who are working there is extremely negative in Russia.

The traditional business culture was determined by the system of *basic verbalized values*, which was based on material success and on achieving it – the desire to preserve the system of resource allocation.

It was the basic idea of maximizing profits that caused greatest social stigma and led to an understanding of the need to change the paradigm of the ethical relationship between business and society.

Analysis of the perception and evaluation of businessmen personal characteristics in different cultures will allow to more clearly formulate the problem of the relationship between business and society and to outline some solutions.

Formation and expression of personal characteristics is closely related to the category of emotiveness. The study of emotional verbal activity is a topical issue of modern linguistics since current research is focused on the anthropocentric sphere. Emotive meaning was actively studied in the last quarter of the twentieth century. There appeared a new branch of linguistics – emotiology, which studies the language of emotions and poly-status presentation of cognitive-discursive emotivity category [Filimonova 2001]. The study of verbal presentation of emotions and evaluation is in the spotlight for many researchers [See: Solganik 1971, 1990; Vakurov 1978; Lysakova 1981, Wolff 1985, 1989; Najer 1981; Vasiliev 1982; Treskova 1989; Kaida 1990; Terentyeva 1990; Pospelov 1991; Chekalina 1991; Krasnikova 1993; Schweitzer 1993; Piotrovskaya 1995; Kubrjakova 1996; Foolen 1997; Zhura 2000; Kobrin 2000; Pospelova 1978; 2001 and others.]. The V.I.Shahovskiy's viewpoint is convincing, he believes that the basis of verbal emotive reactions are different types of assessment (moral, ethical, social, domestic, etc.). Verbalization of emotions is presented in two stages: the first is the initial assessment of emotional situation; secondary evaluation is a verbalized expression of cognitive assessment. Moreover, various types of cognitive assessments are differently verbalized in emotive speech [Shahovskiy 1988, Shahovskiy, and Zhura 2002]. Thus, in practical matter, the task is to correctly identify the type of evaluation and find adequate speech means that will create the necessary primary assessment.

It should be noted that along with the general laws of representation of emotive situations arising from the ontological essence of emotions, every text type possess the structural and

semantic potential suggesting that there is a variation in cognitive-discursive models of representation of categorical emotive situations.

The evaluation is closely associated with concepts of *expressiveness* and *emotionality*. A number of studies equate these concepts; however, most linguists believe that the expressiveness (ability of linguistic means to increase the impact of the communication process) cannot be reduced to emotionality (language means reflecting emotions and emotional states of the narrator) on grounds that, the first concept includes various methods to amplify the pragmatic effect which may or may not be associated with the expression or reflection of emotions. In particular, the expressiveness and emotionality are expressed in different types of syntactic constructions (the information about the relation between the concepts of expressiveness and emotionality, see [Ivanova 1999:4]).

Contrastive study of the means to express evaluation is still insufficiently studied in the comparative researches that identify the similarities and differences between two (rarely several) languages at all levels of the language system.

The works of following scientists played a crucial role in the development of contrastive linguistics and comparative method as language investigation and description via its systematic comparison to other languages for a more complete explanation of its systemic idiomaticity:

Charles Bally (1935), R. Lado (1957), E.D. Polivanova (1933) , L.V. Scherba (1947) , S.I. Bernstein (1937), V.N. Yartseva (1981, 1986) and others. Contrastive stylistics data are most significant in the analyses of the verbal means of assessment in comparative aspect. The works of C. Bally (1961), J.-P. Vinay, J. Darbelnet (1965), J.S. Stepanov (1965), A. Malblanc (1968), AV Fedorov (1971), K.A. Dolinin (1978), E. Coseriu (1981), A.D. Schweitzer (1988; 1991) and others formed the concept of this discipline, its goals and objectives, which allows to identify in two languages common categories of expression plane and content plane, differential and integral components of the functional styles, to compare language norm at different levels of the language system, text structure, etc.

### **The qualitative characteristics of the personality**

The question of what qualities a person must possess in order to successfully carry out certain activities for a long time excites humanity. In the era of the Three Kingdoms (III century AD.), Wei Liu Shao wrote a treatise on the subject "On distinguishing human qualities" [Vinogradsky 2013]. Aristotle, Plato, Marcus Aurelius, Thomas Aquinas, Machiavelli, Rousseau and many other philosophers wrote about the qualities of the personality. Nevertheless there is still no generally accepted theory of qualities. Thus, one of the sites provides a list of personal

qualities with more than 500 characteristics of people that is constantly renewed [<http://klub-drug.ru/kachestva-cheloveka/cherty-haraktera-cheloveka-spisok.htm>].

There is also no unity in the classifications. Some authors suggest that qualities of personality are grouped as follows: biologically determined substructure (temper – power, agility, balance, pathological changes); individual abilities (emotions – excitement, stability, sthenia; attention, memory, intelligence, critical thinking, creative imagination, will – self-control, perseverance, determination, discipline), ability of different types, direction (labour, professional, general), experience (professional, cultural), nature (ideology, honesty, integrity, initiative, self-discipline, optimism, collectivism, flexibility, etc.).

Other authors identify social and professional qualities. Social qualities are those which are not inherited and arise only in the process of socialization.

Professional qualities are those which, according to the compilers the respective lists, allow to effectively carry out a specific activity. A number of studies conduct analysis of the qualitative characteristics of the person in a variety of communicative processes [Dzyaloshinsky 2012; Dzyaloshinsky & Pilgun 2012; Pilgun 2012].

V.P.Bespalko offers a conceptually interesting model of human qualities [2013]. In his opinion, the descriptions of human qualities systematically curtailed are reduced to the scheme in the form of the tree graph. At the first gradation stage "Main (basic) features" there are four major, structural personality traits: *social*, *existential (experience)*, *mental (intellectual)*, and *biological (genetic)*. The second gradation stage is "Qualities". Thus, the social traits consist of personality qualities such as "Ideology". Ethical (moral) personality qualities are determined by the relationship between people, and aesthetic – by idea of the beautiful and the ugly in nature, people, and works of art. Existential personality traits consist, first of all, of gained experience, the personality culture and everyday habits. The third gradation stage "Personal characteristics" shows some signs of by which to judge and measure the degree of development of certain personality traits.

### **Personal characteristics businessmen and entrepreneurs as a subject of the study**

In the sixties of the twentieth century, American psychologists under the direction of Daniel Bell conducted the first systematic study of U.S. business mid-level managers. Daniel Bell suggested that their effectiveness depends not on their professional knowledge and experience, but rather on such social characteristics as the ability to build the right relationship with subordinates and superiors. As a result, D. Bell proposed a classification and determined the relative number of different types of managers among both mid-level and top-level managers (See Table 1).

**Table 1. The distribution of the different types of managers in American business (in %)**

	<b>Tyrant</b>	<b>Organizer</b>	<b>Executor</b>	<b>Creator</b>	<b>Evader</b>	<b>Truckler</b>
Overall	8	16	35	8	20	14
Top-level	4	22	41	24	3	5

V.A. Shtroo’s study of businessmen qualities [2013] referred to work of X. McKay, who identified common characteristics of successful people that helped them succeed and on the basis of these features he built a formula for success, which included the amount of the following components: perseverance, determination of goals, self-confidence, and concentration of efforts.

In the opinion of V.A. Shtroo, the following personality traits contribute to business success: the persistent recognition of own personality, the ability to communicate with others, physical endurance, amazing ability to accurately predict how events will unfold, particular flexibility, extraordinary ability to persuade others, creative activity.

Researchers also point out the psychological human qualities that hinder success. They include: fear of new situations, vulnerability, self-doubt, inadequate skills and abilities, weak potential, and lack of support from managers.

### **Empirical study of businessmen and entrepreneurs’ qualities**

#### **Method**

#### **Participants**

The empirical study of businessmen and entrepreneurs’ qualities, some results of which are shown below, involved a survey of 500 respondents from different countries (see Table 2).

**Table 2. General characteristics of the respondents**

<b>Characteristics</b>	<b>% of respondents</b>
<b>Country</b>	
Russia	27.6
USA	16.4
United Kingdom	14.4
Spain	12.3
Italy	10.1
Germany	11.6
France	7.6
<b>Sex</b>	
Male	46.2
Female	53.7

Age	
Up to 21 years	37.5
22 - 34 years	27.8
35 - 55 years	20.8
Over 55 years	13.9
Education	
General secondary	3.8
College Degree	28.2
Higher education	21.1
Incomplete higher education (learning)	28.2
Have an academic degree	8.5
Type of activity	
Industry (including transportation, communication, construction)	7.2
Agriculture	3.6
Trade, catering, housing and communal services, consumer services	5.5
Health, social welfare	4.5
Education	10.9
Culture	5.8
Crediting, finance and banking	5.4
Government department	3.8
Social organizations	4.3
Mass media	8.5
Retired pensioners	4.3
Students of higher and secondary educational institutions	19.8
Army, law enforcement bodies	4.2
Temporarily unemployed, housewives, people on care leave, etc.	5.1
Another sphere	7.1
Employment status	
Senior Manager (director, deputy director, chief engineer, chief expert, officer, etc.)	9.7
Middle management (head of shop, head of the department, master, team leader, etc.)	25.9
Average worker (worker, clerk)	64.4

### **Research Instruments:**

To capture the data the survey was conducted on the platform UNIPARK that allows you to create surveys in different languages at the same time to form a single data set of all languages. Today Unipark is part of the company QuestBack (former Globalpark). Method Questback's internet is based on the principle of EFS-review. EFS-review is based on MySQL, PHP, Apache and Linux and corresponds with the information center Questback's.

Multilingual module allowed conducting a survey in Russian, English, French, German, Spanish, and Italian.

After the survey all the data were exported to the program Excel, where they were analyzed. The data was in a form of an array, where each row contained all the answers of a

respondent, representing the number corresponding to the number of an answer. Thus, it was possible to carry out calculation of the average values based on one or more parameters, such as age, education level, occupation, etc.

#### **Procedures:**

All respondents were asked to complete a questionnaire, which randomly listed the different personal characteristics that, in varying degrees, affect business conduct. A list of these qualities was formed during the expert survey. Participants of the survey basing on their own experiences or information gleaned from various sources (films, literature, etc.) were to evaluate on a 5 point scale to what extent the qualities listed in the questionnaire were typical for businessmen from different countries (1 – typical to a minimum extent, 5 – to the greatest extent).

#### **Formula:**

To make data calculations the formula counting the average value in the specified range, at the same time specifying some criteria with the relevant ranges of data was used.

One of the criteria was that the value should be greater than zero, so it was possible to eliminate the error in the calculations due to the blank and missed answers (which were coded as 0). The values to express the quality or significance ranged from 1 to 5.

One of the parameters was used as the other criteria, according to which the study was conducted. Thus, we have calculated the average estimates for parameters such as nationality, age, education, occupation, etc.

Data obtained after statistical processing were ranked in descending order, which allowed defining hierarchy of qualities.

#### **Results and Discussion**

1. There are pretty firm ideas about the characteristic features of businessmen from different countries. However, the set of qualities or hierarchy of their significance is quite different in different business cultures.

If we consider all of the respondents as a whole, the first ten qualities that characterize the businessmen of different countries can be summarized as follows (see Table. 3.)

Table 3. **The hierarchy of businessmen qualities from different countries: average for all respondents**

Hierarchy	National business cultures						
	Russia	USA	England	Spain	Italy	Germany	France
1	Courage	Innovation	Education	Sociability	Sociability	Thrift	Intelligence
2	Intelligence	Initiative	Punctuality	Charm	Charm	Intelligence	Confidence
3	Persistence	Adventurism	Intelligence	Optimism	Bribability	Punctuality	Punctuality
4	Bribability	Patriotism	Good organization	Civility	Optimism	Innovation	Management capabilities
5	Patriotism	Go aheadedness	Prudence	Sense of humour	Civility	Parsimony	Will
6	Diligence	Independence	Persistence	Adventurism	Craftiness	Good organization	Cunning
7	Risk appetite	Self-trust	Self-determination	Risk appetite	Adventurism	Reliability	Education
8	Criminality	Risk appetite	Perseverance	Cunning	Teamwork skills	Initiative	Prudence
9	Firmness	Confidence	Parsimony	Openness in communication	Charisma	Go aheadedness	Avarice
10	Risk appetite	Self-determination	Will	Concern for people	Boldness.	Discretion	Initiative



Useful to note the set of qualities, attributed to different business cultures and their hierarchy vary greatly in the views of respondents. It becomes even more complicated, if we turn from the analysis of all respondents' responses to the analysis of the responses of representatives of different business cultures. For example, in the views of Russians the hierarchy of businessmen qualities from different countries is very different from the averaged data (Table. 4).

**Table 4. The hierarchy of businessmen qualities from different countries, according to Russian respondents**

Hierarchy	National business cultures					
	USA	England	Spain	Italy	Germany	France
1	Craftiness	Sense of humour	Sociability	Sociability	Pragmatism	Selfishness
2	Sense of timing	Intelligence	Humaneness	Humaneness	Good organization	Intellect
3	Pragmatism	Perseverance	Openness in communication	Openness in communication	Sense of purpose	Resourcefulness
4	Ability to inspire confidence	Parsimony	Optimism	Optimism	Strenuousness	Intelligence
5	Sense of purpose	Thrift	Charm	Charm	Punctuality	Mobility
6	Firmness, Mobility	Being moralistic	Boldness	Boldness	Diligence	Pragmatism
7	Sociability	Honesty	Sense of timing	Sense of timing	Thrift	Openness in communication
8	Hypocrisy	Education	Dedication	Dedication	Reliability	Discretion
9	Go aheadness	Spacious mind	Generosity	Generosity	Being moralistic	Firmness
10	Craftiness	Discretion	Sense of humour	Sense of humour	Perseverance	Innovation

As for the qualities of Russian businessmen, in the views of Russian respondents situation is the following (Table 5). Here, for example, Spanish, who have quite different ideas about Russian businessmen (Table 5).

**Table 5. Hierarchy of qualities of Russian businessmen in views of Russians and Spanish respondents**

Hierarchy	Countries	
	Russia	Spain
1	Bribability	Intelligence
2	Self-trust	Courage
3	Criminality	Diligence
4	Social irresponsibility	Punctuality
5	Cynicism	Persistence
6	Mendacity	Patriotism
7	Adventurism,	Reliability
8	Dedication	Firmness
9	Craftiness	Willpower
10	Cunning	Confidence

2. The study showed that sector of employment has a significant impact on a set of and hierarchy of the allocated qualities. For example, workers in industrial sector bring to the front such qualities of businessmen from different countries, as perseverance, prudence, and management capabilities (see Table. 6).

**Table 6. Hierarchy of businessmen qualities from different countries in the view of workers in industrial sector**

Hierarchy	National business cultures						
	Russia	USA	England	Spain	Italy	Germany	France
1	Perseverance	Management capabilities	Will	Prudence	Prudence	Perseverance	Perseverance,
2	Management capabilities	Teamwork skills	Risk appetite	Sense of humor,	Openness in communication	Reliability	Reliability,

3	Intellect	Sense of timing	Management capabilities	Humaneness	Sense of humour	Will	Cunning
4	Strenuousness	Spacious mind	Sense of timing	Boldness	Humaneness	Willpower	Management capabilities
5	Teamwork skills	Charisma	Go aheadness	Hypocrisy	Bribeability	Punctuality	Intellect
6	Talent	Confidence	Patriotism	Commitment and willingness to do charity	Cunning	Self-trust	Strenuousness
7	Prudence	Go aheadness	Miserliness	Charm	Dedication	Intelligence	Teamwork skills
8	Humaneness	Initiative	Perseverance	Nobleness	Management capabilities	Thrift	Talent
9	Dedication	Intuition	Cunning	Risk appetite	Pragmatism	Firmness	Prudence,
10	Confidence	Mobility	Parsimony	Intelligence	Intellect	Trustworthiness	Humaneness

Social workers put emphasis on organization, punctuality, self-reliance, confidence, charm and sense of humor (Table 7).

Table 7. **Hierarchy of businessmen qualities from different countries in the view of social workers**

Hierarchy	National business cultures						
	Russia	USA	England	Spain	Italy	Germany	France
1	Good organization	Good organization	Good organization	Sense of humour	Sense of humour	Punctuality	Self-determination
2	Confidence	Confidence	Confidence	Charm,	Charm	Good organization	Punctuality
3	Discrimination	Discrimination	Discrimination	Optimism	Optimism	Diligence	Good organization

4	Diligence	Diligence	Diligence	Sociability	Sociability	Confidence	Criminality
5	Strenuousness	Strenuousness	Strenuousness	Criminality	Criminality	Criminality	Patriotism
6	Criminality	Criminality	Criminality	Intelligence	Intelligence	Intelligence	Intelligence
7	Bribability	Bribability	Bribability	Risk appetite	Risk appetite	Patriotism	Discrimination
8	Unreliability	Unreliability	Unreliability	Discretion	Discretion	Firmness	Go aheadness
9	Optimism	Optimism	Optimism	Charisma	Charisma	Innovation	Civility
10	Intelligence.	Intelligence.	Intelligence.	Mobility	Mobility	Management capabilities	Cunning

Media professionals contrast Russian and American businessmen to their English, Spanish, Italian, German and French counterparts. The first group of businessmen is associated with such qualities as lack of principle, adventurism, irresponsibility (but also intelligence), and the second one – intelligence, innovation, thrift, concern for people, adherence to principles, discretion (Table 6.).

**Table 6. Hierarchy of businessmen qualities from different countries in the view of media professionals**

Hierarchy	National business cultures						
	Russia	USA	England	Spain	Italy	Germany	France
1	Lack of principle	Lack of principle,	Intelligence,	Thrift	Concern for people,	Innovation	Innovation
2	Intelligence	Adventurism,	Risk appetite,	Concern for people,	Thrift	Discretion,	Intelligence,
3	Adventurism	Irresponsibility,	Innovation	Flexibility,	Flexibility,	Lack of principle,	Initiative
4	Concern for people	Risk appetite,	Discretion,	Discretion,	Discretion,	Intelligence,	Lack of principle,
5	Thrift	Cruelty,	Initiative	Risk appetite,	Fearlessness,	Adventurism,	Discretion,

6	Flexibility	Fearlessnes	Will,	Lack of principle,	Lack of principle,	Initiative,	Adventurism,
7	Irresponsibility	Will	Irresponsibility,	Noblenes	Avarice,	Thrift	Fearlessn
8	Risk appetite	Innovation.	Fearlessnes	Adventurism,	Intelligence,	Will,	Thrift
9	Cruelty	Lack of principle,	Lack of principle,	Avarice,	Innovation	Fearlessn	Will,
10	Fearlessnes	Adventurism,	Thrift.	Fearlessn	Adventurism.	Reliability.	Reliability.

3. Official status of the respondents has a significant impact on the evaluation of the qualities. So, for example, assessing qualities of Russian entrepreneurs, senior managers point out such features as *Firmness, Will, Briability, and Mendacity*. Middle managers point out such features as *Pragmatism, Perseverance, Resourcefulness, Patriotism, and Diligence*. Ordinary workers point out such features as *Confidence, Perseverance, Charisma, Intuition*, etc. (Table 7).

Table 7. **Hierarchy of Russian businessmen qualities in views of senior and middle managers, as well as ordinary workers**

Hierarchy	Official status		
	Senior Manager	Middle manager	Ordinary worker
1	Firmness	Pragmatism	Confidence
2	Will	Perseverance	Perseverance
3	Briability	Resourcefulness	Charisma
4	Mendacity	Patriotism	Intuition
5	Risk appetite	Diligence	Courage
6	Adventurism	Boldness	Intellect
7	Initiative	Ability to inspire confidence	Briability
8	Civility	Sense of timing	Strenuousness
9	Resourcefulness	Intuition	Cunning
10	Optimism	Briability	Criminality

Similar disparities can be traced in the analysis of how respondents with different official status evaluate American, English, Spanish, Italian, German, and French businessmen. (See Tables 8, 9, 10, 11, 12, 13.)

Table 8. **Hierarchy of American businessmen qualities in views of senior and middle managers, as well as ordinary workers**

<b>Hierarchy</b>	<b>Official status</b>		
	<b>Senior Manager</b>	<b>Middle manager</b>	<b>Ordinary worker</b>
<b>1</b>	Optimism	Patriotism	Self-trust
<b>2</b>	Mobility	Sense of purpose	Go aheadedness
<b>3</b>	Intuition	Management capabilities	Initiative
<b>4</b>	Initiative	Pragmatism	Craftiness
<b>5</b>	Risk appetite	Independence	Mobility
<b>6</b>	Reliability	Initiative	Patriotism,
<b>7</b>	Resourcefulness	Innovation	Sense of timing
<b>8</b>	Independence	Sense of timing	Sense of purpose
<b>9</b>	Originality	Craftiness	Hypocrisy
<b>10</b>	Innovation	Criminality	Miserliness

Table 9. **Hierarchy of English businessmen qualities in views of senior and middle managers, as well as ordinary workers**

<b>Hierarchy</b>	<b>Official status</b>		
	<b>Senior Manager</b>	<b>Middle manager</b>	<b>Ordinary worker</b>
<b>1</b>	Civility	Parsimony	Firmness
<b>2</b>	Education	Punctuality	Good organization
<b>3</b>	Will	Diligence	Sense of humour
<b>4</b>	Initiative	Education	Intelligence
<b>5</b>	Risk appetite	Pragmatism	Dedication
<b>6</b>	Nobleness	Trustworthiness	Prudence
<b>7</b>	Independence	Discretion	Punctuality
<b>8</b>	Firmness	Reliability	Willpower
<b>9</b>	Adventurism	Good organization	Miserliness
<b>10</b>	Innovation	Being moralistic	Management capabilities

Table 10. **Hierarchy of Spanish businessmen qualities in views of senior and middle managers, as well as ordinary workers**

<b>Hierarchy</b>	<b>Official status</b>		
	<b>Senior Manager</b>	<b>Middle manager</b>	<b>Ordinary worker</b>
<b>1</b>	Charm	Sociability	Dedication
<b>2</b>	Sociability	Charm	Teamwork skills
<b>3</b>	Hypocrisy	Humaneness	Sociability
<b>4</b>	Adventurism	Generosity	Intellect
<b>5</b>	Civility	Openness in communication	Cunning
<b>6</b>	Intuition	Sense of humour	Confidence
<b>7</b>	Bribability	Optimism	Risk appetite
<b>8</b>	Risk appetite	Civility	Parsimony
<b>9</b>	Intelligence	Concern for people	Ability to inspire confidence
<b>10</b>	Optimism	Ability to inspire confidence	Humaneness

Table 11. **Hierarchy of Italian businessmen qualities in views of senior and middle managers, as well as ordinary workers**

<b>Hierarchy</b>	<b>Official status</b>		
	<b>Senior Manager</b>	<b>Middle manager</b>	<b>Ordinary worker</b>
<b>1</b>	Sociability	Charm	Dedication
<b>2</b>	Mendacity	Sociability	Bribability
<b>3</b>	Reliability	Sense of timing	Teamwork skills
<b>4</b>	Charm	Civility	Charm
<b>5</b>	Civility	Generosity	Mobility
<b>6</b>	Intuition	Sense of humour	Openness in communication
<b>7</b>	Bribability	Openness in communication	Humaneness
<b>8</b>	Intelligence	Optimism	Mendacity
<b>9</b>	Optimism	Craftiness	Courage
<b>10</b>	Boldness	Cunning	Sociability

Table 12. **Hierarchy of German businessmen qualities in views of senior and middle managers, as well as ordinary workers**

<b>Hierarchy</b>	<b>Official status</b>		
	<b>Senior Manager</b>	<b>Middle manager</b>	<b>Ordinary worker</b>
<b>1</b>	Will	Firmness	Good organization
<b>2</b>	Firmness	Good organization	Punctuality
<b>3</b>	Trustworthiness	Sense of purpose	Diligence
<b>4</b>	Reliability	Reliability	Honesty
<b>5</b>	Civility	Mobility	Sense of purpose
<b>6</b>	Intelligence	Parsimony	Reliability
<b>7</b>	Education	Strenuousness	Willpower
<b>8</b>	Initiative	Initiative	Firmness
<b>9</b>	Mobility	Go aheadedness	Strenuousness
<b>10</b>	Innovation	Trustworthiness	Parsimony

Table 13. **Hierarchy of French businessmen qualities in views of senior and middle managers, as well as ordinary workers**

<b>Hierarchy</b>	<b>Official status</b>		
	<b>Senior Manager</b>	<b>Middle manager</b>	<b>Ordinary worker</b>
<b>1</b>	Education	Reliability	Spacious mind
<b>2</b>	Charm	Good organization	Dedication
<b>3</b>	Reliability	Parsimony	Cunning
<b>4</b>	Initiative	Punctuality	Parsimony
<b>5</b>	Firmness	Firmness	Intelligence
<b>6</b>	Intelligence	Mobility	Self-determination
<b>7</b>	Thrift	Go aheadedness	Confidence
<b>8</b>	Concern for people	Resourcefulness	Talent
<b>9</b>	Resourcefulness	Discrimination	Initiative
<b>10</b>	Optimism	Patriotism	Patriotism



4. The study showed that there are significant gender differences in the images of entrepreneurs. For example, describing the Russian businessmen male respondents point out both positive and negative qualities (*Bribability, Courage Patriotism, Perseverance, Will, Confidence, Cynicism, Criminality, Independence*), whereas female use only positive characteristics (*Persistence, Intelligence, Courage Firmness, Parsimony, Risk appetite, Diligence, Strenuousness, Good organization, Patriotism*) (Table 14).

Table 14. **Hierarchy of Russian businessmen qualities in views of male and female respondents:**

Hierarchy	Sex	
	Male	Female
1	Bribability	Persistence
2	Courage	Intelligence
3	Patriotism	Courage
4	Perseverance	Firmness
5	Will	Parsimony
6	Confidence	Risk appetite
7	Cynicism	Diligence
8	Criminality	Strenuousness
9	Independence	Good organization
10	Diligence	Patriotism

Similar features are traced in the characteristics of the business from other countries.

5. Regarding education, there is clearly apparent following pattern: the more educated the respondent, the more critical he is to entrepreneurs. For example, evaluating the Russian businessmen respondents with an academic degree put Bribability and Criminality in the first place, respondents with higher education – Will power and Resourcefulness, with incomplete higher education – Pragmatism and Talent, and with middle and secondary special – Nobleness and Pragmatism (see Table 15).

Table 15. **Hierarchy of Russian businessmen qualities in views of respondents with different education level**

Hierarchy	Education level			
	Academic degree	Higher	Incomplete higher	Middle and secondary special
1	Bribability	Will power	Pragmatism	Nobleness
2	Criminality	Resourcefulness	Talent	Pragmatism
3	Unreliability	Risk appetite	Parsimony	Prudence
4	Confidence	Patriotism	Criminality	Courage
5	Thrift	Firmness	Firmness	Talent
6	Intelligence	Intelligence	Prudence	Confidence
7	Resourcefulness	Courage	Self-trust	Dedication
8	Independence	Trustworthiness	Bribability	Sense of timing
9	Courage	Go aheadedness	Being moralistic	Craftiness
10	Persistence	Willpower	Cynicism	Parsimony

The study also showed that the age of the respondents has little influence on evaluation of the quality of business people.

### **Conclusion**

A summary of the material is allowed to declare that neither of the country where the study was conducted have a clear and consistent image of a business person. Different social, professional and other groups develop their ideas about business people belonging to their own and foreign business cultures. Most often, these ideas combine qualities, traditionally perceived as positive, with such causing aversion qualities as Criminality, Bribability, etc.

Since these images have a profound effect on the relationship between the business community and other social groups, necessary to realize the need for a more positive stereotypes. This problem becomes even more significant in light of the growing integration processes in Europe, if to put the matter even more strongly, we have to think about the attitude to entrepreneurial estate in connection with the growth of globalization processes.