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**A PSYCHOLOGICAL MAP
OF
ORIGINAL ENTERPRISE**

**CODING INNOVATOR
BEHAVIOUR**

By

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**Thesis submitted in
Partial fulfilment of the requirements for the
Degree of**

**Doctor of Philosophy
Massey University**

2001

A PSYCHOLOGICAL MAP OF ORIGINAL ENTERPRISE

ABSTRACT

This study explores the concept of original enterprise as a fundamental dimension of human behaviour. Based on biographical case histories, the thesis seeks to map innovative behaviour displayed by 100 cases of male and female outstanding creative personalities in the domains of commerce, literature, music, science and creative arts.

A code scoring system identifies innovative behaviour from selected biographical cases including their socio-economic antecedents, childhood experiences, basic personality traits, the process of achievement, eight forms of obsessive behaviour, emotions, actions and finally pathologies of varying degrees of severity.

A complex statistical analysis explored the basic dimensions of original enterprise as a congruence or synthesis of all dimensions, quite independent of the original particular domain investigated. In other words, this study was involved in a search for basic dimensions behind the particular emanation of enterprise – a behavioural map.

Mapping as a central construct in this study led to the deduction of three research objectives and a consequential observation which were examined at known levels of statistical significance and consequent proofs.

It must be observed the thesis is a description only of original innovator behaviour. It does not satisfactorily explain this phenomenon. Such a complex enquiry would not be possible based solely on biographical information.

To date, to the author's knowledge, no comprehensive explanation of original enterprise is available to social science. This study is the beginning of a search for fundamental behavioural constructs which may exist behind the singular events which exhibit original creative enterprise.

A post-doctoral enquiry is planned to follow this exploratory study, of possible importance both to commerce and future creative endeavours.

STATEMENT OF ORIGINAL AUTHORSHIP

This study was principally and primarily produced by Malcolm Campbell Sheffield, Wellington and currently at 3 Sunpointe Street, Maroochydore, Queensland 4558 between 1996 and 2001.

ACKNOWLEDGEMENTS

Firstly my wife, Gretchen Kay Sheffield, who debated concepts behind this study, especially the finer nuances of meaning in adopted codes. Gretchen attended meetings at Massey and in fact became an integral member of the study team.

Secondly, Professor Philip Dewe, Head Human Resources, Massey University and currently Birbeck College, University of London who asked the hard questions and unfailingly encouraged us to complete this study.

Mr Duncan Hedderley, Massey University, Statistical Consultant was the undoubted conceptual and statistical expert and whose skill was an absolutely critical dimension behind the success of the study program.

Dr Paul Toulson encouraged me to enrol at Massey and guided the writing and thesis presentation stage.

Signed: 

Dated: 25 : 07 : 01

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