

A Study on Entrepreneurship based on MBTI Personality Types for the Technology and Cosmetic Industries Driven by AI

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Abstract:

This study investigates the relationship between Myers-Briggs Type Indicator (MBTI) personality types and entrepreneurial success in the technology and cosmetics industries, focusing on gender distribution patterns. Using a dataset of over 8,600 entries, we developed an Artificial Intelligence (AI)-based model that combines Natural Language Processing (NLP) and Machine Learning (ML) to analyse personality traits. The model achieved 86.17% accuracy in classifying Intuition/Sensing traits and 79.65% in classifying Thinking/Feeling traits. Results indicate that tech entrepreneurs predominantly display NT (Intuitive-Thinking) traits, while cosmetic entrepreneurs typically show SF (Sensing-Feeling) traits. These findings suggest a correlation between personality type and industry choice, with implications for entrepreneurial education and support systems. The study also examines how cultural contexts and emerging markets influence the manifestation of different personality types in entrepreneurial settings.

Keywords:

Artificial Intelligence (AI), Cosmetic Industry, Entrepreneurship, Gender Distribution, MBTI (Myers-Briggs Type Indicator), Technology Industry.