

INVESTORS' PERSONALITY, A KEY FACTOR ON A DECISION

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Finance and Financial Risk Management Golden number phi (ϕ) and holistically investors' personality assessment A correlation of findings: "the higher expectation, the higher risk" and "the less needs, the less risk". An ideal level to set limits on acceptable level of investment risk.

ABSTRACT:

There is neither investment without positive expectation, nor decision making free of risk. This process based mainly to traits of investors' personality and decision makers. It's a study which is based on "Shipscraft method" for holistic personalities' assessment. A method that calculates the rating of people's personality, according to relationship of the hierarchical status of the four fundamental personalities that coexist, creating the whole one, to the ratio of Golden Number phi (ϕ). According to scientific observations, among the potent factors of basic psychological needs and vitality, there is a relationship between needs and expectations for satisfaction and never for frustrations. This holistically assessment can measure level of businessman' expectations, accepted risk at a unit of time and their ability in Self-understanding. Correlation of these measurements may prove not only the relation of above factors, but also a hidden ability, called "investors courage", an emotion which can determine the future of any investment. All of these can be applied to any of proposed decisions or the future ones, with a usually valid expression: "The

higher level self-understanding, the higher expectations at higher risk per midst unit".

Keywords: Risk, Decision Making, Needs, Expectations, Satisfaction, Investments, Time, Self-understanding, Courage, Personalities.

1. INTRODUCTION:

The acceptance or not of the expression "the higher expectations the higher risks", could be created problems, questions and worries for the successful or not outcome of an investment. This is due to the fact that most of investors don't care to study and evaluate an investment proposal, holistically. For that purpose, there is the "Shipscraft Method", a process which holistically, can examine and measure most of Shipping Management processes. The term "Shipscraft" means "the art in management and leadership in vessel's company". This is the "art" through of which firm's processes, using company's "core competencies", can be acted with success or readjusted, in order to be synchronized with the reality. Part of this method is the interpersonal analysis, as a tool for safe success of the company's goals and expectations. The interpersonal analysis concerns the analysis and type of personality

assessment of each person who act, making decisions and accepting risks on behalf and in the name of company. Finally, all corporate processes are synchronized in order to be harmonized with the company's vision and culture, also known as "Ship-owner's Dogma".

In the examination of a proposal, rarely, researchers, proposers and stakeholders have common understanding of expectations, needs and accepted by investors' level of risk. The level of these expectations and risks is varies from investor to investor, mainly due to the different prismatic perception that this person understands the business, risks and life. This perception differs according to investors' future expectations, positive or negative, hidden or obvious and the required time which they consider necessary for the success of the investment plan and the possibility in the future to enjoy the expected satisfaction. In the context of a holistic approach and in regards of the study effort to evaluate the businessmen's expectations and satisfaction, together with the accepted risk and courage of them, it become mandatory an addition examination of investors' level of care during their infancy and childhood. It is an attempt to find in depth the structural traits that determine the existing type of investors' personality together with the level of self-understanding. This could be expressed as a possibility of an addition risk, deriving due to type of personality and the possibility of investor's dependency of others or not. These other people are the investors' favorite people, persons who usually creates a close team, so-called "own people". All of above are those that ultimately define an investor, either as a "Perfect" or "Popular" personality or a "Powerful" or "Peaceful" personality or as in reality it happens, an overall personality which is coming from the relationship of the hierarchical status of proportionally coexistence of four (4) fundamental

personalities, to the ratio of Golden Number phi (ϕ) (1,618).

2. Review of meaning "care and attachment figures" in infancy and young age:

We will start with emotional attachment and level of care by children' caregivers in infancy and childhood. As caregivers are meant any of children parents, grandparents, older brothers, uncles, governess, children minder and any other of person who acted as caregiver. In this environment, we should be added and the perinatal period with the corresponding environment which is represented by mother's womb together with any other kind of emotions which are received by fetus.

Any kind of emotional attachment can create a commitment between the child and the bond. It is a state of events and behaviors that coming from the interaction between child and caregivers. It describes the behavior of the person who is closest to the child and the fact that this person, through the interaction with the child, can become the cause and occasion for the creation of commitment. This is the person who most of the time, can offer to child's soul safe and peace or to be another person, who can cause for the child's problems. These problems are coming either from malicious presence, that comes from a long period absence or repeated continuous absences, a negative fact which child refuses to accept it, or to be suffered from a feeling of terror, fear, confusion and great insecurity. It is the worst case scenario that could be lived by a child. A fact which is responsible for child's behavior, and which is expressed either through an incessant crying or through a constant self-isolation in child's room or even through a constant hostile and aggressive behavior with material damages. "The more probability of increasing child abuse, the more automates children's demand for protection and care."

Any child creates a behavior according to the relationship of attachment style. It can be happening after repeated successful efforts, in a dedicated environment with positive reaction of caregivers. As children grow up, they try a new relationship with attachment bond, always at same conditions that they had accepted in his infancy and childhood. It is a new and externally differentiated situation named "working models attachment". This situation refers to their friends, relationships, environment and anything else with which they can achieve to build an attachment style similar to their infancy and childhood one. It is an inwardly need for them to be felt more protected.

According to "working models attachment", researcher Mary D. Salter Ainsworth presents four "attachment styles" and how they affect to a young people behavior:

- Secure: Young persons who have achieved to create in their life "working models attachment" those promote proximity and safety. As adults they are very close to "Peaceful" personality.
- Avoidant: Young persons who have created in their life "working models attachment" that characterized by unavailability and tendency to deactivate the "attachment behavioral system" due to an absence period in infancy and childhood of person that as children they felt secure and up to his/her return. It is a behavior that acts as a defense against to insecurity that they feel. As adults they are very close to "Powerful" personality.
- Stressful: Young persons who have created in their life "working models attachment" that characterized by unavailability and a tendency for over activation of "attachment behavioral system" through of expressing strong emotions which are coming from their infancy and childhood due to a period of absence of person with whom as children they felt secure and conflicting reactions upon his/her return. As

adults they are very close to "Popular" personality.

- Disorganized: Young persons who have created in their life a condition that characterized by accidentally fluctuating between stressful and avoidance. This strange behavior is presents due to a period of absence in infancy and childhood, of person that as children they felt secure in and until his/her return. As adults they are very close to "Perfect" personality, because although they are usually highly organized, in case of failure they give up the effort, they get discouraged and they don't fear even to resign.

All above "working models attachment" of young person create a lot and seriously traits that contained in adults' types of personality, as they are mentioned in each one of above types of "working models attachment". All of traits are influencing the way that they think, decide and act since young age. Researchers Hazan and Saver argued that a "secure attachment style" facilitates creation and maintenance of stable and mutually satisfying relationships in adulthood. At the other side in secure forms of "attachment style" such as "stressful", "avoidance" and "disorganized", create conflicts, confusion, dissatisfaction and instability in their interpersonal relationships as adults.

3. Emotional intelligence and Emotions in the process of Decision Making :

Emotional intelligence is the ability to perceive, the expression of emotions, the capability of understanding and the ability of using and management of emotions, both intra-individual and in interpersonal relationships. These four properties of emotional intelligence are related to four properties of "attachment styles" which we referred previously and are related to people's young age (secure, avoidant, stressful and disorganized).

According to traditional economic theory, as most of investors' decisions are selected under uncertainty, they have as goal the maximization of the expected utility of wealth. Although most of the people hate risk, however more and more take risky decisions increasing their wealth. The higher return the higher risk.

Psychologist Prof. Robert Plutchik in 1980, refers that any kind of business decision is based through a synthesis of one or more emotion of the eight basic, primary, fundamental ones which are Joy, Sadness, Fear, Disgust, Anger, Surprise, Acceptance and Anticipation or just in human thinking. Synthesis of these eight emotions can create secondary emotions, such as jealousy which consists either as a synthesis of anger and fear or anger, fear and sadness and guilt which is consisted either as a synthesis of joy and fear or a synthesis of anger, joy and fear. In regards to self-conscious evaluative emotions, there are emotions such as pride or shame.

At the same period (1979) Daniel Kahneman (Nobel Memorial Prize in Economics in 2002) and Amos Tversky developed an economic theory named "The Prospect Theory". This theory provides a descriptive framework for the way people make choices in the face of risk and uncertainty, describing the actual behavior of people. Each of our decision contains one or more of our hidden or even explicit desires, condensed or sometimes coded. These are choices that create high or low risk decisions or on contrary, decisions with zero risk. In regards to investors, they estimated differently the expected profits or losses. Their decisions based on perceived profits rather than perceived losses. It is a fact that leads people to take decisions based on the potential gain or losses relative to their specific psychological situation at the time of decision and not according to terms and details of financial analysis.

In any case, it is certain that any decision based on activated traits of her or his personality who is the ultimate decision maker. This activation is coming from the interaction with the personality traits of persons that constitute her or his social and/or professional circle of discussions. We refer to a person who at the end acts and decides based on what she or he able and perceive as information.

4.Review of meaning "self-esteem" the basic level of "self-understanding":

Human's life is a constant struggle aiming a successful role in the process of creation, either as member of human community or as member of business community. Many of our choices, decisions and the structure of our behavior are result of the actions, decisions and behaviors of our ancestors. It is a stigma the management of which is mentioned in case of human society as maturity and personally as self-esteem. Main reason of failure of most of efforts to change our lives is due to the fact that our lives have been created through a set of chaotic models in which ignorance and lack of understanding of variables get involved with variables that concern the whole, either as human society or nature. It is a complexity situation that makes solution of the problem impossible. It's a situation which explains the cause that any effort for partial diversification of our personality can cause reason for creation of chain reactions such as collapse and panic situations. For that reason, it is observed a constant resistance to any attempt to change. It is obviously that everybody takes time in order to establish true self-esteem.

The term "Self-esteem" expressed to a humans' art which can determine our destiny. It refers to persons' feeling about themselves. In theory, this feeling is stable and not easily changed by external situations. If we accept that our self-esteem is based to emotions, this

feeling begins immediately after birthing, in response to environmental stimuli, with an emphasis on the behavior of individuals who become young people "attachment figures". Although the support, which a person receives from his or her environment, plays a key role in shaping self-esteem, major role are played by all of negative experiences in performance and rejection in social relationships.

People with low self-esteem have a strong sense of self, live in a demanding environment, or are overly dependent on the opinions of others, so any experience of inadvertence undermines their emotional balance and thus their personal worth. On the contrary, individuals with high self-esteem activate the defense mechanisms in any negative reinforcement. Therefore any kind of their emotional stimulation is of minor importance. Perseverance after failure is a characteristic of people with high self-esteem, while withdrawal and cowardice are characteristics of those with low self-esteem.

5. Review of meaning of "Needs" and "Satisfaction":

Human needs contain needs over to physiological for safety, belongingness and love, esteem and self-actualization. All of these apply according to structure of human motivation, as any person has a tendency to become actualized in what he or she is potentially. For all these of needs there is an assumption which applies to any human being. Upon the completion of satisfaction of any need, automatically emerge new needs from a higher level of needs and so on. Any kind of decision in order to be harmoniously with ourselves should be contained the possibility of creating satisfaction. In order to transform a decision to work, inwardly, we try to hierarchy the chances of achieving the greatest satisfaction. According to Maslow there is a term "trans-humanistic" which refers to a

motivational state in which the person seeks something beyond personal benefit, such as the furtherance of some greater cause, union with a power beyond the self, beyond the personal ego. The fully developed human being working under the best conditions tends to be motivated by values which transcend his self. They are not selfish any more in the old sense of that term.

In regards to the most of entrepreneurs' needs, according to Maslow notes, these are people who want to add into their lives as much as possible great activities through of peak experiences and cognitive activity. These are covered through their participation in many of phenomena such as mystical experiences, aesthetic experiences, emotional experiences, extreme acts of charities and so on. All of them having the feeling that they are in the peak of ability to cover any kind of need and experience, they face a situation where they cannot come closer with anyone other than their own business. Although they are in the greatest attainment of their selfhood, simultaneously they create in their thought a higher level than they are, so they have an illusion that they can go beyond and above of their selfhood. It is the most dangerous level of their life as they have the potential, either to become persons with psychological abolition and a high risk to destroy or to cancel all of those that they have done or persons who become isolated and enslaved to their thoughts, believing that only their own view is the only correct.

It's a fact that all of our efforts are driven to satisfy all of our needs, hidden or not. In addition, there are some needs take precedence over others while most of our needs are determined by deficits. It is also known that after satisfying a need, most of the time we give up and turn our attention to other kinds of needs.

Over the self-actualization there is something new. It is time the needs hierarchy to become taller with an extra top, especially for business purposes. We should be adding at the top on needs hierarchy, the self-transcendence of entrepreneur, the highest level of self-understanding that can strengthen to the fullest the entrepreneur's courage making her or him able to make most necessary and best decisions not only to avoid but also to deal unpleasant situations and problems which are coming from life and business.

This is a situation which expresses the act of transcending oneself or the capacity to transcend one. There is a threshold between the self-actualization and self-transcendence. It is existential and it is expressed as the acquisition of real knowledge in relation to the meaning of your utility in the life, the ability to know deep what really do we want to do, why do we exactly want something and what do we expect from it. It creates limitation of analgesia, of unnecessary exaggeration and an unexpected decision. It can reduce the risk level of any decision while at the same time creates unlimited opportunities for growth, success and real profits.

6. Review of meaning of "Expectations":

Expectation is our susceptibility to an impression that we create and is coming from a combination of sense, based to our experiences and a reaction from an emotional state. It's a feeling of positive situations for which we believe that in order to do right things we need activation of our-selves.

In a business society there are many of human teams in both of internal and external environment of an enterprise, who have different expectations for the same entity. These are:

- The staff of enterprise. Employees expect from the management to achieve the company to be active, profitable and efficient. This is the base through of which they have the possibility to achieve an increase of their salary and more non-monetary benefits such as the social concern to them and their families.
- Management team: Managers expect to achieve the highest percentage of successful implementation and execution of agreed business plan; it is a goal which could be explained as highest possibility for them to have a better and more lucrative and secure future. In addition and for company's social responsibility, ethical values, quality care and business concern are being a continuous managers' challenge.
- Stakeholders: In regards to Stakeholders or Shareholders expectations it is necessary to declare that although a shareholder is always stakeholder in a company, a stakeholder is not always shareholder. Stakeholders are those who take care of the company and they have an interest for both of company's performance and value of company's shares. Stakeholders are also a party that has an interest in the success of the company and can affect or be affected by the policies and objectives of the organization. Stakeholders can be internal or external. As internal, they have a direct relationship with the company through employment, ownership or investment. As external, they are individuals who do not have a direct relationship with the organization but can still be influenced by the actions and maneuvers of that company, such as officers and representatives of organizations.
- Shareholders: They expect from company's management to carry out activities that they should achieved positive effect on both prices and performance of shares and level of company's dividends to shareholders. Furthermore, they would like the company to

focus on expansion, i.e. acquisitions, mergers and other activities that could increase the company's profitability and overall financial health. In regards to their power on members of Board of Directors (BoD), they always try to achieve more and more control in all phases of company's management, especially in case that there are subsidiary boards.

- **State Government:** They expect all companies' results to be sincere together with their taxes which they should be able to repay on time. They also expect from companies to be as much as possible environmental friendly, to employ more staff and to be active in the concepts of social responsibility.

- **Suppliers:** They expect to achieve more and more sale's contracts at both highest sales prices and shortest payment periods. It's a same expectation for the companies purchase officers, but in contrary proportions; lowest prices, longest payment periods. These are situations which are dependent to the power of each one in the market.

- **Brokers and Dealers:** They expected to achieve deals with higher commission. They are people who act as intermediaries. Their service considered very important for the company, as they have the ability, through their contacts and network, to improve company's sales and in general, company's turnover.

- **Customers:** They expect from business world to be safe. They expect process of purchases to be offered based to "value for money" together with satisfaction for their decision to buy company's products or to accept their services. In addition, they expect assurance of products and services' performance. This essentially covers both social and business company's responsibility while minimize negative outlooks.

- **Community:** Regarding the expectations of community and in relation to Managers' expectations, it should be emphasized that

these are concerned and covered by all of the above mentioned. They expect from the company such kind of processes in order to achieve a pollution free environment, quality goods and services at reasonable prices, plus new investments expressed as opportunity for new jobs.

For all above and according to scientific observations, among the most potent factors of human basic psychological needs and their vitality is the relationship between created needs and expectations for satisfaction. This study is applying only to expectations for satisfaction, as well as frustrations, all they can do is to create new needs and expectations for satisfaction.

Managers, either they are internal stakeholders or not, have expectations about the role of corporate board. They often represent an external stakeholder group or shareholders' one. The position of CEO within a company is often an isolated one. Many CEOs face issues which are not suited for discussion with subordinates or colleagues. They need a discussion with trusted partners, whose advice they could be trusted such as Board of Directors members. This Board may also be a source of information about local economic, political and social conditions. For small companies where the internal competencies are smaller, the advisory role of boards becomes of great importance. The most dangerous in an enterprise environment is the existence of people in leadership position acting both as individualists and collectivists. These are personalities who always act with expediency, as we can't recognize, when they are acting in their own interest or in the company's favor. This is a dangerous situation with conflicting interests in which we can't neither determine nor predict their expectations, as their behavior can cause for embarrass and manipulation to the rest members of group.

7. Review of Types of Personalities

In regards to finding traits and behaviors of investors' personality and the hierarchical status of the four fundamental personalities that coexist in their whole one, there are many studies with the corresponding tests since ancient times, always according to special aspect that researcher desires. For information, we cite seven (7) of these studies as a representative sample of all those existences

- First is the "Personality Puzzle" which mentioned in the book with the same title. This study refers to four types of personality which are called Fundamental personalities: "Popular" who comes to work hoping to have fun, "Powerful" who tells everyone else what to do, even if they're not in charge, "Perfect" who works strictly by the rules and are inflexible and "Peaceful" who compromises in order to avoid conflict.

- Second study is a study presented by Hippocrates since 370 B.C.E. Hippocrates theorized that personality traits and human behaviors are based on four separate temperaments associated with four fluids ("humors") of the body: "Sanguine" temperament (red blood from the heart) equal to "Popular", "Choleric" temperament (yellow bile from the liver) equal to "Powerful", melancholic temperament (black bile from the kidneys) equal to "Perfect" and phlegmatic temperament (white phlegm from the lungs) equal to "Peaceful"

- The third study has been written by Dr. Larry Crabb. His book is titled "Understanding People". Dr. Crabb says: *'Every attempt to help people must first begin with an effort to understand people and the only fully reliable source of information on that topic is the Bible.'* Dr Crabb presents Four Roads to Knowledge, four roads which represent four kinds of personality: "Intuitive": People with intuition, a sense, when you "just know" it. "Experienced":

People who can use hard data, measurable and observable data. Empiricism. "Reasonable": People who works according to their mind, logic and rationality and "Apocalyptic": Peaceful people who believe that God revealing truth.

- The fourth study is coming from Carry Smalley and Dr. John Trent. Their book is titled "The two sides of Love". In this book authors explained how some can find a healthy balance between the protective, consistent, which is the hard side of love and the tender, understanding, which is the soft side of love. These people are presented linked four animals: Otter: They are fun-loving, entertainers, net workers, motivators, creative and talkers. They could be better if they think before they speak, and if they consider consequences before they act. Lion: They are leaders, decisive, bottom line, problem-solvers and not conversational. They could be better if they were softer and gentler and if they accept the opinion of some others during the meetings of making decisions. Beaver: They are hard-working, detailed, and accurate and they focused on quality. It is very important to learn to relax and don't expect others to do things just like you. Dog (Golden Retriever): They are loving, nurturing, loyal, good listeners and encouragers. Retrievers are great to have someone as friend, but retrievers' friends, don't. They expect everyone to be able to meet their needs.

- The fifth study is coming from Jim Cathcart and his study for "The eight Competencies of Relationship Selling". The Eight Competencies give simple essential elements for self-directed performance improvement. Through growing of knowledge people will gain self-mastery. A study which involves the incorporation of «emotional intelligence" and "hard skills". In this book there is a reference to types of personality which can present as four ones:

Social - People who can be leaders, humanistic, responsible and supportive. They use feelings, words and ideas to work with people rather than physical activity to do things. They enjoy closeness, sharing, groups, unstructured activity and being in charge. Guiding - Persons who can manage their effort potential - They can lead, motivate and growth their selves. They are people who can assure satisfaction especially for their decision. Contemplative - People who can commit to a project, to conform that the project has been made, to focus solving the main problem and to cause persons how they can bring value. Narrator - People who can target the right prospects, to indentify how, who and when can make contacts in order to prepare action for building sustain actions readiness.

- The sixth study is regarding to Personal Profile System - DISC. It is a behavior assessment based to the theory of Psychologist William Moulton. It refers to four types of personality: "Influence" refers to persons that place emphasis on influencing or persuading others, openness and relationships. "Dominance" refers to persons that place

emphasis on accomplishing results, the bottom line and confidence. "Conscientiousness" refers to persons who place emphasis on quality and accuracy, expertise and competency. "Steadiness" refers to persons who place emphasis on cooperation, sincerity and dependability.

- The last – seventh –study is coming from Dr. David Merrill and Roger Reid. They have written about "The Personal Styles and Effective Performance". It contains the "Four social styles" which are: The friendly "Amiable" who need co-operation, personal security and acceptance. The autocratic "Driver" who is action- and goal-oriented, strives for results and reacts quickly. The comfortable "Analytical" who is concerned with being organized, having all the facts and being careful before taking action and the speaker "Expressive" who enjoys involvement, excitement and interpersonal interaction.

All above studies and researches for detailing of human personalities together the one from a young age, are presented in following table 1, all adapted to the 4 fundamental types of personality.

Table 1: Comparison of Personalities according to studies and researches

Fundamental -Puzzle by Florence and Marita Littauer	Popular	Powerful	Perfect	Peaceful
Hippocrates	Sanguine	Choleric	Melancholies	Phlegmatic
Larry Crabb	Intuitive	Experienced	Reasonable	Apocalyptic
Smalley & Trent	Otter	Lions	Beaver	Retriever (dog)
Jim Cathcart	Social	Guiding	Contemplative	Narrator
Personal Profile System	Influence	Dominance	Conscientiousness	Steadiness
Merrill –Reid	Expressive	Driver	Analytical	Amiable
Mary D. Salter Ainsworth "working models attachment"	Stressful	Avoidant	Disorganized	Secure

8. Review of meaning of Investors' Risk:

Risk, is a key parlance which can be used interchangeably for any of our decisions which we make in every step of our life. It expresses the probabilities of persons to live unique on sequences positive or negative. These are based to their decisions in the past and to their personally thoughts and intuitions of how things will be in the future, regardless of whether they consider them predictable or unknown.

According to modern parlance, a level of investment risk represents either the level of danger or loss based to unexpected outcomes, or the level of value's volatility of assets, equity and earnings, all based on investors' decisions. Investors decide to accept a high or low risk investment, depending to their traits of personality and their thoughts about the acceptable risk's level. In this study all of these are not approached, like a classic case study. They are looking towards to a deeper and inner side of investors, which is expressed either as behavior or as a constant esteem or emotions. The critical point of this study is the fact that any findings are not only examined but also evaluated. It is an assessment of the level of investors' real courage, which is expressed through the existence level of expectations, accepted level of risk, level of their self-understanding and the possibility of being in confusion or deception or even in a situation that requires psychological support.

In regards to determination of needed investors' type of personality researcher, it has two ways. The first way concerns an informal way in which researchers already know well investors' personality, together with their close and business environment. The second way, a formal way, is to persuade investors to fill in one of the existing and available test, which could be interpreted by a Human Resource Management (HRM) expert also.

Whichever way is chosen, it is necessary to be understood that in addition to obvious and measurable risk, there is a hidden one, which is time dependence. It is the time in which investors make the final decision, turning the kind of "proposed and expected risk" to "invested and acceptable risk".

Understanding or not of this momentary change in investment risk, depends on both personality traits and investor's level of self-understanding. This is a combination of "Investor's courage", an expression, which as mentioned above, is depending to existence level of expectations, accepted level of risk, level of their self-understanding and the possibility of being in confusion or deception or even in a situation that requires psychological support. Over time, the term "investment's courage", also expresses as the investors' ability to fulfill their investment plan according to agreed business plan, based on which they ultimately decided and invested. Contrary to this "courage" there is a decision for abandon investment, either due to investors' weakness, fear and cowardice or just due to a clear business decision. This decision is made either because investors have a substantially better overall return or a new proposal than their expectations at the end of the originally planned investment in Net Present Value, or according to their will, to active a pre-decided "stop-loss" option.

Time and Investment Risk are perfectly intertwined. Both of initial investment decision which was affected and decision for termination of investment, are occurred at a moment of time. All of the above include a meaning that any study for risk on investment is fundamentally subjective and any kind of success or failure is purely due to one or more of all current situations. These are situations that were not possible to be predicted, during the preparation of business plan, although

there was study for emergency cases and risk ascensions.

The only that we have known according to results, historically, is the fact that the final positive or negative result of an investment, irrespective of any existing situation and/or implementation of a corporate strategic management, is solely due to "investor's courage". It is a set of emotions that determine self-esteem and traits of personality together with concepts such as insight, persistence and faith. All above are necessary to a personality in order to be able to recognize the correct decision at the correct time. It is an act which, in real business, could be represented by a correlation of investors' expectations, needs and acceptable level of risk.

9. The technical measurement of Investor's Personality and the Gold Number phi " φ ":

Business world contains all personality types. All of them have traits which are primarily responsible for what type of personality they are. Although we believe that the personality is an idiom that can make people unique individuals, in the reality, the innate traits together with our influences that we have since our childhood. These are all they make persons capable to perceive who are they, if they like themselves, if they ultimately want to leave themselves free or if they want to be hidden. There are many people who, hiding their true personality, try to present to society a false image for themselves; an image which they believe that it can satisfy both the community and their vanity.

Any of social interaction between members of a community, is mainly depending on what these people consider as "right think" and "personal satisfaction". These are two situations, the meanings of which each time, match both the existing level of "courage" of each personality and the "self-understanding". In addition, there are some other people who are characterized

as "complex inferiority". Due to these peculiar personal traits, which are expressed as negative traits, they have decided to drive themselves in creating a "fake personality". It is an illusion which not only they believe but also they present to community as their real one. As persons' behavior depends on each current situation, either in normal or in crisis one, most of people have not the ability to hide above mentioned fake personality, as a result of which they are discovered with huge losses for their future.

Regarding the theory of "shipscraft method" specific for the investors' personality assessment, it is based on the view of mathematical psychologist Vladimir Lefebvre, that humans could be exhibited positive and negative opinions' assessments, in a ratio approaching to Golden Number " φ ", a ratio which is expressed with percentage of 61.8% being the percentage of humans' positive views. In addition, there is the "Fibonacci sequence" which is used in the finance technical analysis and not only. This sequence is related to Golden Number (φ) and expressed as a sequence that each number is the sum of the two preceding ones, starting from no zero (0) and one (1).

According to theory, golden number is the number 1.61803399 which stated by the Greek letter Phi (φ). As this number, in addition to its used in presenting the ratio regarding positive and negative humans' opinions assessment and usefulness of Fibonacci sequence, it is used also to prove the perfection of human body, both as a whole and partially. The correlation of these three main findings is the reason that "shipscraft method" concludes that the ratio of Gold Number phi (φ) can expresses both basic personality' traits based to Golden Number 1,6180 and a sequence of coexistence of the secondary personalities that coexist with the basic one.

Considering that a personality of a person, named "a whole one" expressed with the word "A" and receiving as score the unit (1), "shipscraft method" creates a sequence that will consist by four ratios: A1, A2, A3 and A4, plus the A0 which will be equal to zero. These ratios are represented the proportions of coexisting four fundamental types of personality in a whole one. The score of any of four ratios, presenting as percentage, is the result of a subtraction from ratio (A) of the sum of all previous calculated ratios (A0 to A4). First ratio named (A1) expresses the Basic Personality of whole one, equal to: $A1 = (A - A0) / (\varphi) = (1 - 0) / 1,618034$ equal to 61,8034 % of whole one. Second ratio named (A2) expresses the Secondary Personality of whole one, equal to: $A2 = (A - (A0 + A1)) / (\varphi) = (1 - (0 + 0,618034)) / 1,618034$ equal to 23,6068 %. Third ratio named (A3) expresses the Third type of Personality of whole one, equal to: $A3 = (A - (A0 + A1 + A2)) / (\varphi) = (1 - (0 + 0,618034 + 0,236068)) / 1,618034$ equal to 9,017 %. Last ratio, named (A4) expresses the Fourth type of Personality of whole one, equal to: $A4 = (A - (A0 + A1 + A2 + A3)) = (1 - (0 + 0,618034 + 0,236068 + 0,09017))$ equal to 5,5728 %. This last ratio is also equal to ratio $(A3 / A4) = (0,09017 / 0,055728)$ equal to 1,61803 ratio of Golden Number phi (φ). Recapitulating the above mentioned sequence and presenting ratios as percentages with 2 decimals, "Basic personality" covers the 61,80% of traits of the whole one, Secondary personality covers the 23,61%, Third personality covers the 9,02% and the Fourth personality covers the 5,57% of traits of the whole one.

Analyzing matters for needs, expectations and risk, it is found that any kind of decision should be in harmony with our emotions which are coming from dealing with risk, covering of needs and possibility of creating satisfaction "The greatest activities, the peak experiences". Regarding people who

have the feeling that they are in the peak of ability to cover any of their needs and experiences, they are looking for something more intense, more extreme such as mystical, aesthetic or emotional experiences. This is may be the most dangerous level of their lives, as they have the chance either to activate their complete withdrawal from life or to become persons with psychopathology, a pathological behavior expressed through depression, anxiety, phobias and general with disorders capable to create extreme and dangerous situations up to their disaster.

Regardless of human personality, self-esteem is the basic level of self-understanding. It could be attributed as the persons' ability to start make serious decisions for business, risk, time, growth and their lives. It is the humans' art with which they can start to determine their destiny.

The lower self-esteem, the higher dependency of others.

The higher self-esteem, the best defense in life.

Having understood the diversity of humans' personality and our self-esteem, persons can achieve the peak of hierarchy of needs, their self-actualization with ultimate goal an after peak step, the self-transcendence. This after peak step contains the real knowledge. It creates limitation of analgesia and of unnecessary exaggeration. It can reduce the risk level, while it can create unlimited opportunities for growth, success and real profits. It is a tool such as a master key, which can help anyone to have a successful outcome in any kind of effort, both in business and in life.

Reference to correlation of all above, it's proved that the higher expectations of investors are dependent to time and their courage per midst unit, a unit of time based to their personality. The understanding this

correlation per a unit of time, is dependent to level of hierarchy of needs that his or her exists. In this respect, it follows that: a) the higher level on hierarchy of needs, the higher level of expectations in midst unit, and b) the higher the expectations per midst unit, the higher the risk. Correlation of these two, expressed through the expression: "The higher level on hierarchy of needs, the higher expectations at higher risk per midst unit", all presented in a matrix (Figure 1)

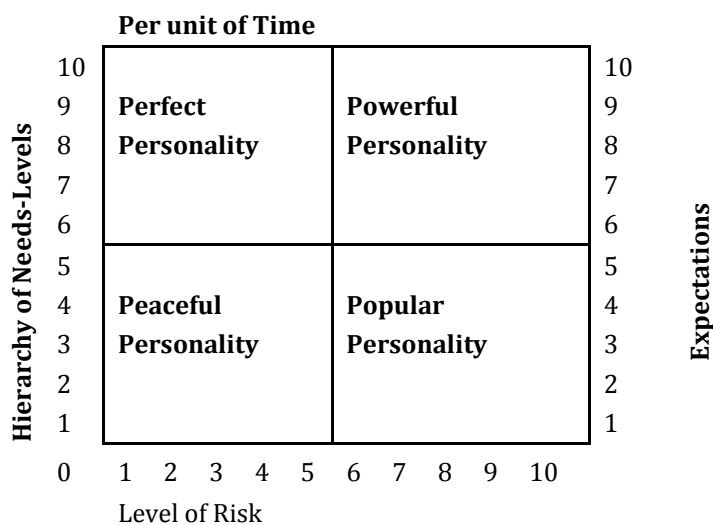


Figure 1 - Matrix of expectations and acceptable risk per unit of time

Source: "Shipscraft Method"

The above Matrix of "Shipscraft method", specific for investors' personality assessment, presents in each of four squares, cases in which a person is distinguished by 100% of the traits of one of fundamental personalities. It is an ideal case which in fact cannot be applied. As above mentioned, each person is distinguished by a percentage of traits analogically to all of fundamental personalities.

According to each available combination of mentioned fundamental personalities at table 1, we can both evaluate and present scores for all of them, based to a decimal scale. Horizontally there is the scale which presents the level of accepted risk. Vertically on the right side there is a decimal scale of people's expectations, and on the left side a decimal

scale of self-understanding levels. All above are evaluated and executed in a unit of time.

In regards to assessment methodology, it is carried out in accordance with correlation of two or three of four personalities' scores. These scores are calculated dependent to personality's squares in the horizontal and vertical decimal scales of Matrix and the calculation which comes from ideal score of each level, adjusted by the percentage of each personality (table 2).

Case 1: Level of Expectations: Result of sum (Basic score) plus (the next score on the vertical axis) represents the upper level of expectations, which needed and can achieve.

Case 2: Level of Risk: Result of sum (Basic score) plus (the next score on the Horizontal axis) represents the higher level of risk, which can be accepted and endured. In case the score of a Matrix's square which represents the score of Basic personality, not followed horizontally or vertically by the Matrix's square representing the Secondary Personality, the first thing that should be done, is to consider what is the score of the "common factor". In case that this is above the unit (1) the whole evaluation process should be canceled or re-examined more carefully. This inappropriate order of Basic and Secondary personality in Matrix's squares consists of following four pairs of personalities: (Powerful – Peaceful), (Perfect-Popular) and vice versa for both of them.

Case 3: Level of Self-understanding: In a scale from one (1) to ten (10) and according to Maslow's Hierarchy of Needs the area between no 1 to 2 represents levels of basic human physiological status, which can keep us alive with dignity, namely "self-preservation". Area between no 2 to 3 represents levels of sense of security that we feel for ourselves, in relation

to the local community in which we live, namely "self-protection". Area between no 3 to 5 represents levels of our ability for love, thought and disposition to be able to belong in a human team, namely "socialization". Area between no 5 to 7 represents levels of humans' self-esteem. Area between no 7 to 9, the top of hierarchic pyramid, represents level of humans' self-actualization. Upper the no 9 is an over top area represents the level of humans' "self-transcendence". According to the above, levels of Self-understanding is coming from the sum of Matrix's square which represents the Basic personality plus horizontally and vertically respectively, the scores of the two Matrix's squares next to square of the Basic personality.

Case 4: Common Factor: In addition to the above there a supplementary "common factor" which is coming from the subtracting the "sum of scores of secondary and third personalities" from "the score of the basic one". In case that a positive balance over a unit (1) is obtained, everything is under control and test's findings are valid. In case the balance is positive but less than the unit (1), it shows persons with

possibility to be in confusion. It represents the existence of an innate weakness which possible needs psychological help from a mental health professional. This low common factor is capable to reduce persons' perception for their levels of risk, real needs and expectations in life. In an extreme case that there is a negative balance, then either this person intends to deceive us or this person is in very difficult situation or is confused and the whole effort needs re-examination.

According to the above, a table 2 was created in order to make the assessment easier. For all possible assessments, the highest score that can be found is 9.99 against to the highest possibility of score 10. The score of 10 represents at the same time, the end - goal achievement- and the starting of a new metastatic period. Self-transcendence cannot be a static situation. It represents a period that essentially cannot complete, due to human mortality and due to the fact that this new period represents a metastatic status, equal to term "rebirthing". In conclusion, in real life this person doesn't need any of personality tests or personality's assessment.

Table 2 - "Shipscraft method" – Table of personality's assessment scores

Table of scores dependent to type of Personality and issues			Basic Personality	Secondary Personality	3 rd type of Personality	4 th type of Personality
Types	Issues	Max Ideal Scores	Customized scores according to Gold Number "φ" ratio			
			61,8%	23,61%	9,02%	5,57%
Powerful	Levels of Expectations Self-understanding	10	6,18	2,36	0,90	0,56
	Level of accepted Risk	10	6,18	2,36	0,90	0,56
	Common Factor (average)	10	6,18	2,36	0,90	0,56
Perfect	Levels of Expectations & Self-understanding	10	6,18	2,36	0,90	0,56
	Level of accepted Risk	5	3,09	1,18	0,45	0,28
	Common Factor (average)	7,5	4,635	1,77	0,675	0,42
Popular	Levels of Expectations & Self-understanding	5	3,09	1,18	0,45	0,28
	Level of accepted Risk	10	6,18	2,36	0,90	0,56
	Common Factor (average)	7,5	4,635	1,77	0,675	0,42
Peaceful	Levels of Expectations & Self-understanding	5	3,09	1,18	0,45	0,28
	Level of accepted Risk	5	3,09	1,18	0,45	0,28
	Common Factor (average)	5	3,09	1,18	0,45	0,28

For a better understanding of the process of business personality assessment, we cite the following example:

Example: We assume that according to any of the above mentioned test of personalities, the sequence of the four fundamental types of

personality, with the corresponding, according to ratio of Golden Number Phi percentages of their participation in the whole one personality, is obtained : Basic “Popular”, secondary “Powerful”, 3rd type “Perfect” and 4th type “Peaceful”. According to the table of scores (table 2) the following are obtained:

Table 3: Findings and Score of the example

	Basic 61,8%	Secondary 23,61%	3rd type 9,02%	4th type 5,57%
Results of Test	Popular	Powerful	Perfect	Peaceful
Common Factor	4,635	2,36	0,675	0,28
Self-Understanding	3,09	2,36	0,90	0,28
Accepted Risk	6,18	2,36	0,45	0,28
Expectations	3,09	2,36	0,90	0,28

Results and Report: Based on the reasoning of the calculation of each case, the following results are obtained:

Table 4: Results

	Description of the calculation analysis	Results
Common Factor	Result coming from the subtracting the (sum of scores of secondary and third one of supplementary personalities) from the score of Basic personality	$4,635 - (2,36 + 0,675) = 1,60 > 1$
Self-Understanding	Result of sum of Basic personality's score plus the score of the next square to Basic personality one, on the vertical axis (Powerful), plus the score of next square to Basic personality one on the horizontal axis (Peaceful).	$3,09 + 2,36 + 0,28 = 5,73$
Accepted Risk	Result of sum of Basic personality's score plus the score of the square next to Basic personality one on the Horizontal axis (Peaceful)	$6,18 + 0,28 = 6,46$
Expectations	Result of sum of Basic personality's score plus the score of the square next to Basic personality one on the vertical axis (Powerful)	$3,09 + 2,36 = 5,45$

Starting report with the result of "common factor" which is 1,60. This positive assessment higher than a unit (1) proves the accuracy of findings which are following and that the investor of the example at the time of completing the test, at least, was not under psychological pressure. In regards to "level of

understanding", the score is 5,73 of the decimal scale. This assessment proves that basically investor has the ability of self-esteem. Deepening, we notice that this score is at a lower level than the interval's middle point, between 5 to 7, that determines this level of self-understanding. Looking back to this person's business history we are looking to

find something that possibly it is already known to us, that the investor hasn't any experience of inadvertence. As long as it really hasn't any experience of inadvertence, according to result of investor's emotional balance, this person either is living in a demanding environment and for that reason she or he worried or, her or his opinion and acts are overly dependent on the opinions of others. It is a point which is expressed as a necessity which should be examined in addition, and concerns investor's "close people", if any and who are they.

In regards of to level of risk, the score is 6,46 of the decimal scale. Although this score is nearby to the middle of the decimal scale for accepted risk, in fact this is very close to the lower level of a scale determined by a range between 5 to 10, which concerns specifically the basic personality of the investor (Popular). Since this level of accepted risk, does not verify the main traits of investor's Basic personality, we need to proceed with a combine examination of levels of risk with investor's needs and expectations. Before that we should not overlook the case, this person at this specific period, not to be interested for new investment, a fact that could be expressed either as a saturation point or just as indifference.

In regards now to the level of expectations, the score is 5,45 of the decimal scale. Although this score is at the middle of the decimal scale for expectations, in fact it is presented at a higher level than that determined (1-5) by that particular Basic personality (Popular) for expectations.

Considering that investor of example is a Ship-owner, the first view of findings for expectations may be expressed with the assumption that he hasn't taken the expected satisfaction from a previous investment resulting in an increase of expectations from a future one, all of these always in relation to

investor's basic personality. However, behind the existing relationship between low acceptable risk and high expectations is possible hidden a fear that essentially it becomes an obstacle to decision making. This is the main cause that needs to investigate in depth. This fear can be explained either due to an existents lower turnover, incomes and financial results or due to a disappointment. This bad feeling may be come from the not so good performance of Top Management either it is the Board of Directors or personally the Chief Executive Manager. This is essentially a period in which a security deficit prevails. This is the investor's emotion which is shown by the study of his personality and which always is concerning the specific time of examination. In practice this kind of investor's emotion is expressed either by suspending of investment decisions or delaying of the decision-making process.

CONCLUSIONS:

The central idea of this study is not so much the identification and technical analysis of the investment risk as the finding of the investor's relationship with investment's risk. It is a relationship that defined through the holistically investor's personality assessment. It is a study of all the elements that make up and define what we call "investor's courage". It is an attribute of investors' personality that depends on whether or not; they are able to answer about the cause, the time and expectations, related to an investment proposal. These are coming from the fact that the risk expresses the probabilities of persons to live unique consequences positive or negative. These are based to their decisions made in the past and their needs, thoughts, intuitions and in general expectations which will cover in the future.

All above although they are very important in theory, they can be more useful if they become

measurable. This measurement is based to "shipscraft method" for investors' personality assessment. This method addresses to a Holistic treatment of human's behavior. Based to fact that human's life is a constant struggle aiming a successful role in the process of creation, any human's attempt to control, predict, and systematize the structures of changes in life, without having a level of self-actualization, is doomed to failure. Most of traits which determine human personalities and our feeling for risk and time, business and investments, and our reaction to the decision making process, are coming from both of our DNA and our living conditions in the early stages of our lives, plus anything that is coming from the interaction that we allow to have with our environment.

Investors' personality assessments carry out through a matrix of four fundamental personalities and their proportional co-existence in a whole one according to Golden number ratio phi (ϕ). Traits of Fundamental personalities: Perfect, Powerful, Peaceful and Popular, are analyzed and examined by creating a score which, depending on the correlation of the position of Matrix's squares, each one of which represents a type of fundamental personality. Scoring and evaluation of investors' personalities are

determined by the fact that at the base of the Matrix there is the decimal scale of measurement of risk. On the right vertical axis there is the decimal scale of expectations and on the left vertical axis there is the decimal scale of levels of self-understanding. All these create the ability to measure the levels of risk, expectation and self-knowledge, and in addition the ability to determine the validity of the study and the examined person about whether she or he is under stress or needs psychological help.

This study is created to help both sides of investors and consultants in order to achieve the best result in the lower level of risk and in with mutual satisfaction. Its scope can provide answer - solution to the most, may be, important Investors' Decision Making Question' Systems (a,b): Are these both: a) the Investment's proposal b) the Period to Invest (Unit of time), the ones that can express positively both a) the expectations and b) the needs, of a specific investor? The usefulness of this study is that it be used either as supplement or comparable tool to any kind of financial technical analysis and financial engineering tools, which are used to financial risk analysis of investments.

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