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THE IMPACT OF COGNITIVE DISSONANCE ON YOUNG ENTREPRENEURS

Abstract:

Cognitive dissonance is a protective mechanism that we use to justify our actions or behaviors. This happens because our mind tries to make sure that our actions conform to our beliefs, attitudes and expectations of ourselves. In other words, our natural tendency is to perceive our actions and behaviors as being consistent with our self-image. This paper aims to a better understanding of the theory of cognitive dissonance in the context of business sciences, and more specifically, in the discipline of entrepreneurship. Face-to-face interviews were conducted with a sample of young entrepreneurs in the western region of Algeria, the results show the impact of cognitive dissonance on the decisions taken by them during the management of their businesses..

Keywords:

Cognitive dissonance, entrepreneurs, entrepreneurship

JEL Classification: M13, G11