
Pivoting Business Models in the Pandemic: A Study of Personality Traits of Successful Young Entrepreneurs

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Abstract: *When the COVID-19 pandemic hit the streets, the global community of start-ups was thrown off-kilter. In the ensuing chaos, it was seen that many start-ups struggled for survival. The ability to be flexible is encoded into a start-up's DNA, but the pandemic found that this was not true for all, as many of them quietly shut shop. All these transformational changes affected people differently, generating some strong emotions, but also unique thoughts and ideas, amidst a lot of uncertainty and chaos. Despite all the gloom and doom, there were quite a few rays of sunshine in the form of start-ups who pivoted on their business models and came up with new innovative business models and verticals.*

To understand this shift from the perspective of personality traits, in-depth interviews were conducted with young Indian entrepreneurs, whose ventures were not more than a year old, when India went into a lockdown in March 2020 due to the COVID-19 pandemic. The objective was to study the personality traits of these entrepreneurs and to identify the traits which helped them pivot and successfully sustain their ventures during this period. This was also an attempt to understand the various challenges