PREFACE

The present piece of research attempts a comparison of entrepreneurs with a group of individuals identified to be nonentrepreneurial. The comparison is done on n Ach, n Pow, n Aff, risk-taking propensity, innovative disposition, androgyny, personal efficacy, probabilistic orientation, optimism, enterprising and other dimensions of personality. The findings of the investigation lend credibility to the thesis that psychological factors distinguish entrepreneurs from nonentrepreneurial individuals in a meaningful manner.

The present thesis on "A study of Motivational and Personality characteristics of Entrepreneurs" has been organized and presented in the following six chapters.

In the first chapter, the problem and scope of the study is discussed. It includes: the objectives of the study; the definition and distinction of entrepreneurs; the theories of entrepreneurship; the approach of the present investigation; the assumptions, the limitations, and the operational definitions of the variables used in the present study.
In the second chapter, the nature of the variables and their relationship to entrepreneurs and nonentrepreneurs is presented. It includes the research questions and the hypotheses as well.

The third chapter deals with the method of investigation. It includes the description of the instruments in terms of their structure, validity and reliability; the development of the Coimbatore Androgyny Inventory; an account of the pilot study and reliability statistics pertaining to the instruments as obtained in the present study; the sample frame for the entrepreneurs, the potential entrepreneurs, and the managers; and a summary description of the main study with the statistical analyses to be used in this investigation.

In the fourth chapter, the results of this investigation in terms of the sample characteristics and those pertaining to the hypotheses raised in this investigation are presented.

In the fifth chapter, the sample characteristics and the results with reference to the hypotheses raised in this investigation are presented and discussed.
The last chapter gives a summary of this investigation with related conclusions.

Many individuals and agencies have contributed to the present research. Foremost has been the participants of the present study viz., the entrepreneurs, the potential entrepreneurs, and the managers who as subjects of this research contributed their valuable time and willingly shared their inclinations in completing the various instruments of this study in identifying the "heffalump".

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