PREFACE

With a view to identifying and delineating factors that contribute to the differences between Housewives and Career Women, and Women Entrepreneurs a comparison of them on a set of Psychological factors has been done in the present study. The comparison pertains to locus of control, Protestant Ethic, Probabilistic Orientation, Holland Personality dimensions, Androgyny and Alienation. Interesting and meaningful pattern of results have been obtained in this investigation. The present study, hopefully, furthers our knowledge of the role the personality factors play in shaping behaviour patterns among women.

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