Chapter-II

Review of Literature
2.1 INTRODUCTION

The review of literature focuses on the findings of earlier studies, which have been done in the area of the present study. It explores the avenues for the future and present research efforts related to the subject matter. As a matter of fact, the academic discussion of entrepreneurship began to take place only in the late 50’s. Since then, a number of research studies have been carried out on different aspect of the study by researchers and academicians in India and abroad. In embodies a large number of articles, working papers and research materials covering a wide range of ideas, study. A free and frank review of the available literature helps to identify the research gaps found in the earlier efforts and thus assures objective linkage to the present study with the past.

2.2 REVIEW OF LITERATURE

Tushar Chaudhari (2013) in his article entitle, “A study on Entrepreneurial Attitude among the Post Graduate Students” the main objective of the study focus is to identify few essential qualities, mandatory for successful entrepreneurs. The study concluded that leadership qualities are the essential qualities which are mandatory for successful entrepreneurs.¹

Marcela Rodica Luca et.al (2013) in their article entitled “Entrepreneurial Personality in Higher Education” describe that to study the strong interaction effect between involvement / non involvement in entrepreneurial training belonging to bachelor, master and doctoral level. This study concluded that

entrepreneurial potential is more likely to get involved in entrepreneurial training and will benefit more from it. Those who are aware of their possibility of success in an entrepreneur career are more committed to become entrepreneurs, engaging in entrepreneurial education. This involvement creates the possibility of a greater entrepreneurial success in the future.\(^2\)

**Saeid karimi.et.al (2013)** in the article entitled “Understanding Role Models and Gender Influences on Entrepreneurial Intentions among College Students” the researcher desires that entrepreneurship is increasingly recognized as an important driver of economic growth productivity innovation and job creation. The main objective of the study is entrepreneurial role models and gender into the theory of planned behavior (TPB). Results indicated that entrepreneurial role models indirectly influenced entrepreneurial intention on through its antecedents in the TPB. The attitude towards entrepreneurship was a weaker are subjective norm a stronger predicator of entrepreneurial intention for female students than for male.\(^3\)

**Emrah Talas (2013)** made a study on “The Influence of Demographic Factors on Entrepreneurial Intention among Undergraduate Students as a Career Choice” The student faculty had generally a negative impact on entrepreneurial intention, high wages of public sector for education and applied science graduates


relative to public sector and self employment. Low household head income led to less likely to have entrepreneurial intentions for undergraduate students. Finally, general high school graduates were more likely to have entrepreneurial intention than other high school categories.\(^4\)

**Hua Zhang and Ying Thang (2013)** in their article entitled “Psychological Characteristics of Entrepreneurship of College Students in China” considered five psychological aspects, they are entrepreneurial capacity, entrepreneurial aspects entrepreneurial capacity, entrepreneurial belief entrepreneurial consciousness, entrepreneurial motivation and entrepreneurial determination. Their analysis this five aspect and the findings of the research highlight that the entrepreneurial consciousness of college students is the highest and the other four are almost at the same level. There is significant difference on entrepreneurial consciousness among different major students and on entrepreneurial motivation in students’ degree, type of students in colleges, such as gender, major and so on.\(^5\)

**Muhammad Zaman (2013)** in his article entitled “Entrepreneurial characteristics among University Students Implications for Entrepreneurship Education and Training in Pakistan” his considered six entrepreneurial traits among innovativeness risk taking propersity tolerance for ambiguity need for achievement, focus of control and self confidence. The study concluded that inclined students are comparatively more innovative, have risk taking attitudes, are


\(^5\) Hua Zhang and Ying, *Psychological Characteristic of Entrepreneurship of College Student in China*, scientific research journal vol.4, No.3,2013, pp. 159-164.
motivated for achievement, and more self confident with high internal locus of control.\textsuperscript{6}

\textbf{Cynthia mathiev & Etienne st.jean (2013)} in their article entitled “Personality and Individual Differences” focused to measure whether entrepreneurs score higher on a narcissism scale than other vocation group. In it the student entrepreneurs have been compared with non-entrepreneur students. The findings of the research highlights that students entrepreneurs score significantly higher than all over vocational group on a measure of narcissism, narcissism is positively correlated with general self-efficacy, locus of control and risk propensity.\textsuperscript{7}

\textbf{Hamidreza Arasteh (2012)} in his article “A study on Entrepreneurial Personality characteristics of University Students” found that the clearness of thought among the female students was higher than that of the male and the dreaming aspect among the male student was higher than that of the females.\textsuperscript{8}

\textbf{Oded Galor and Stelios Michalopoulos (2012)} in their paper entitled “Evolution and Growth Process: Natural Selection of Entrepreneurial Traits” suggest that a Darwinian evaluation of entrepreneurial spirit played a significant role in the process of economic development and the evaluation of inequality

\textsuperscript{6} Muhammad Zaman, \textit{Entrepreneurial characteristics among university students implications for entrepreneurship education and training in Pakistan}, African journal of Business Management vol.7(39), No.21 October 2013, pp. 55-58.


\textsuperscript{8} Hamidreza Arasteh, Taraneh enayati farshised, \textit{Entrepreneurial Personality Characteristics of University Students}, proceeded social and behaviours science Vol.46, 2012, pp5736-5740.
within and across societies. That entrepreneurial spirit evolved non-monotonically in the case of human history.\(^9\)

**Marcela Rodica Luca and Ana Maria Cazan (2011)** presented an article entitled “Involvement in Entrepreneurial Training and Personality” the study concluded that, the training programme is make the good entrepreneur. The university students with high entrepreneurial potential proved to see themselves as having more training need in the field of business.\(^10\)

One of the outcomes of recent research is the perception that entrepreneurship in developing countries is different from that of developed countries, and appreciation of these distinctions is critical to global economy and higher education. For example, **Davey et al. (2011)** research results indicated that students from developing economies are more likely to imagine future careers as entrepreneurs and are more positive towards entrepreneurship than their industrialized European counterparts.\(^11\)

**Wenjun Wang, Weilu and John Kent Millington (2011)** their research entitled “Determinants of Entrepreneurial Intention among College Students in China and USA” In their comparative study explores the entrepreneurial intention among college students in China and USA. Our modeling also reveals some significant differences between the Chinese college student and their counterparts.

---


in the USA college students. Work experience plays an important role among Chinese students in forming Entrepreneurial intention.\(^\text{12}\)

Arminda M.Finiesterra Do Paco et al.,(2011) in their paper titled, “Behaviours and Entrepreneurial Intention: Empirical finding about Secondary Students” aimed to identify some factors explaining differences in intention among secondary students in start-up of a venture. For that, the study used Azjien’s theory of planned behaviour (TPO) and developed an entrepreneurial intention model. The findings revealed that TPB model is an appropriate tool to model the development of entrepreneurial intention through teaching and learning’. The training and educational programme are the vital tool for the development of competences related to entrepreneurship, social skills, civic skills, cultural awareness, digital competences, artistic skill and the like.\(^\text{13}\)

Pradeep brijal (2011) titled “Entrepreneurial Perceptions and Knowledge of final year University Students” investigated the perceptions and knowledge of final years students towards gender, race and faculty perspective on entrepreneur more male and female students indicated interest in becoming entrepreneurs. More African students indicated interest in starting Business compared to the coloreds, whites and Indians. It was found that there was a clear significant difference between male and female students in knowledge of entrepreneurship. Further it


was identified that economics and management science students scored the highest in the knowledge of entrepreneurship. The study stressed the need for entrepreneurship education at tertiary institutions.\(^\text{14}\)

**Senthil kumaran .P et al.,(2011)** in their study titled “A study on Entrepreneurial Competencies among Women MBA Students” stated that attitudinal approach has been utilized in many studies including entrepreneurial intentions. In this context increasing the positive attitudes towards entrepreneurship is viewed as a stepping stone to entrepreneurial intentions. University, colleges and policy makers should understand the needs of the training of the students in entrepreneurship further the study revealed the significant differences in some specific entrepreneurial attributes between junior and senior students. Similarly the occupation of the father also favours the entrepreneurial attributes.\(^\text{15}\)

**Michael Raj.A (2011)** in his research thesis “A study on the Entrepreneurial quality of first generation Entrepreneurships in Ramanathapuram District”, the study examined that entrepreneurial qualities of first generation, the factor influencing their quality, pushing and pulling factors, problem and prospects and their expectation to revive their performance. He reveals that


qualities like good decision making, self motivation, honestly and sincerity, self confidence and the like are the important quality of the first generation.\textsuperscript{16}

\textbf{Eda Gurel, Levent Altinary and Roberto Daniele (2010)} in their article entitled “Tourism Students’ Entrepreneurial Intentions” predicted that the relationship between entrepreneurial traits, socio-cultural background and entrepreneurial intention of university tourism students. The research concluded that education does not play a statistically significant role in increasing either entrepreneurial intention or entrepreneurial quality of tourism students’. Since education doesn’t appear to have a moderating effect between traits and intentions.\textsuperscript{17}

\textbf{Balaji Shri Kamalakananan.S (2010)} in his research project entitled “A study of Entrepreneurial Competencies of Non-Resident Indian Entrepreneurs in the Middle East Region – A case study approach” identifies the dimensions of competencies of the selected NRI entrepreneurial, as well as potential entrepreneurs in the new dimension of entrepreneurship in an international environment.\textsuperscript{18}

\textbf{Hessel Oosterbeek et.al.(2010)} in their article entitled “The impact of Entrepreneurship Education on Entrepreneurship Skill and Motivation” made an


\textsuperscript{17} Eda Gurel,Levent Altinary and Roberto Daniele “\textit{Tourism Students’ Entrepreneurial Intentions}” Annals of Tourism Research vol.37,no.3,2010,Pp.646-669

\textsuperscript{18} Balaji Shri Kamalakananan.s, \textit{A study of Entrepreneurial Competencies of Non-Resident Indian Entrepreneurs in the middle east region – A case study approach}, Unpublished Ph.D thesis submitted to Madurai Kamaraj University, Madurai.2010.
attempt to find out the impact of a leading entrepreneurship education programme on college students’ entrepreneurship skills and motivation using an instrumental variables approach in a difference-in-difference framework. The results show that the programme doesn’t have the intended effects. The effect on students’ self-assessed entrepreneurial skill is insignificant and the effect on the intention to become an entrepreneur is even negative.\textsuperscript{19}

\textbf{Ishfaq Ahmed et.al (2010)} their presented an article “Determinants of students’ Entrepreneurial Careers Intentions of Evidence from Business Graduates” the study concluded that there is no significant relationship between these variable and intentions to become entrepreneur. The finding of the study highlights that strong relationship between innovativeness and entrepreneurial intentions, however some demographical characteristics, prior experience, family exposure inclines students to become entrepreneurs.\textsuperscript{20}

\textbf{Vahedi and Moradnezhadi M (2009)}, in their article examined the “Entrepreneurial Characteristics of Students at Islamic Azad University of Islam”. The results revealed the fact that the tendency of tolerance for ambiguity, need for achievement, risk taking, creativity and self-control were high among the students but the average was low for the independence aspect. Female students had higher


levels of creativity and for the other entrepreneurial characteristics, no significant difference between male and female students was observed.\textsuperscript{21}

\textbf{Gaurav (2008)}, in his article “what makes a Successful Entrepreneur?” stated that successful entrepreneurs were both born and made as they had a dual composition, a certain set of inborn personality traits that drive them to seek out and succeed in the entrepreneurial life, as well as a set of learned skills that enable them to apply their natural gifts most effectively.\textsuperscript{22}

\textbf{Ethem Duygulu (2008)} in his paper entitled “Institutional profile and Entrepreneurship Orientation-A case of Turkish Graduate Students” revealed that pro activity and entrepreneurial behaviour are directly related. Turkey’s institutional factors play an important role in the entrepreneurial orientation of its young business people. He found in his study that a proactive person searches for opportunities, takes initiative and acts on it.\textsuperscript{23}

\textbf{Naomi Birdthistle (2008)} in his study entitled “An Examination of Tertiary Students, desire to found and Enterprise” has presented encouraging findings concerning the intention of students of tertiary level education. They are creative in their thinking and also find self-employment as a career option. Further, students displayed personality traits of an entrepreneur and that the majorities are extroverted. The findings indicate, that they are highly and


\textsuperscript{22} \url{http://www.vic.ac.in}

\textsuperscript{23} Ethem Duygulu, Institutional profile and Entrepreneurship Orientation-A case of Turkish Graduate Students, MPRA papers from university library of munich, Germany, 2008.
conscientious and stable in their emotions. The study finally concludes with the finding that entrepreneurship is very much a part of Irish psyche and students considered it a potential option. Here, the research instrument designed and examined the personality conscientiousness and agreeableness. Similarly the creation process was examined by personal background for entrepreneurial activity, and also motivating factors were examined, entrepreneurial behaviour is defined as the constellation of functions, activities and actions.24

Sudha.S and Kasilingam .R (2008) titled “Personality Traits and Entrepreneurial Characteristic of Women Entrepreneurs in Tamilnadu” showed that there were some social and psychological factors that hindered the responsiveness of the poor. The study attempted to assess the personality traits required for becoming an entrepreneur and the study listed fourteen personality factors. It concluded that Indian women entrepreneurs were good at decision making, had an aptitude for self employment and problem recognition, and had mass media skills. The entrepreneurial ability of women entrepreneurs’ mainly depended on age, education, family size, occupational background and monthly income.25

Nancy.M Levenburg and Thomas Schwarz .V (2007) in their paper entitled “Entrepreneurial Orientation among the youth in India” explored the levels of interest in entrepreneurship among undergraduate business student and drew comparison with students enrolled in the U.S. many literatures also

24 Naomi Birdthistle, An Examination of tertiary students, desire to found and enterprise, Education + training, Vol.50,No.7.2008

suggested that education, culture and environment play a key role in developing attributes and these attributes varied across the nations. The results showed that Indian’s youth were found showing a higher level of interest in starting new ventures than U.S students.26

**Sujatha.A (2007)** in his thesis entitled on “A study of the entrepreneurial traits among women industrialists in small scale industries of Theni District” shows that she has also traced the performance history and development activities taken by the government through various plan and services rendered to the women entrepreneurs.27

**Urve Venesour et al.,(2006)** in the research paper titled “Students’ Attitudes and Intentions towards Entrepreneurship at Tallinan University of Technology” used the likert scale for measurement of students’ attitudes based on their own opinions about motivations to start in business. The research results showed that differences exist in the motives like ambition for freedom, self realization and pushing factors to start a new venture in the near future. They further found that business administration students found more often than the students from non-business specialities that the knowledge obtained during the studies help most to start a business.28

---


Satya Sundaram .I (2006) in her article entitled “Women Empowerment and Globalization” stated that entrepreneurship among women in India was at a low level for various reason but the emergence of self-help group and micro finance programmes women have now access to institutional credit and training facilities. Researcher concluded that the future would see women setting their own industrial establishments.29

Gurol and Atsan (2006) evaluated the Turkish University Students’ entrepreneurship orientation. In the study, six traits, namely the need for achievement, focus of control, risk taking propensity, tolerance for ambiguity, innovativeness and self-confidence were used to define the entrepreneurial profile of students. The results showed that, except for tolerance, for ambiguity and self-confidence, all entrepreneurial traits are found to be higher in entrepreneurially inclined students, as compared to entrepreneurially non-inclined students. That is, these students are found to have higher risk taking propensity, internal focus of control, higher need for achievement and higher innovativeness.30

Roy MC Carty (2006) in his paper “Entrepreneurship among graduates towards a measured response” focused on entrepreneurial activities of graduated in East Anglia of England and examined the issues impacting on their business development. He principally examined seven main issues associated with graduate enterprise. The main issues are business establishment, location, premise of the business, issues of concern, advice utilization, education and training and future


support requirements. He confirmed from his investigation that the graduated were poorly prepared for business activity. Further, the personal competences were ranked next to strategic competence and operational competence. But at the developmental stage of the business the attributes of personal competences like ambition, risk taking, creativity, and leadership were ranked high. The study revealed entirely new dimensions of self-employment option and has shown that graduates can start and run successful business.\(^{31}\)

**Bhagmar .M and Verma .B.L (2006)** in their article entitled “Spirit of Entrepreneurship the only way to success” stated that a nations ability to generate a steady stream of business opportunities could only come about when its people take to entrepreneurial activities. Entrepreneurs are essentially the engines of growth for a nation. There are several factors that go into making a successful entrepreneur and he of the need not necessarily possess a starting business and financial background on the contrary well conceived and well directed training could always produce an outstanding entrepreneur.\(^{32}\)

**Kamala Balachandran (2005)** in her article entitled “Minding one’s own Business” stated for a country like India rich on manpower. It was only by multiplying the number of job provider we could hope to take all the Indians on the economic climb up but there was a strong perception among the salaried class parents that a substantial capital was needed to start with. In fact in the present times when the new economy rules the essential not so much money power as


powerful idea. She finally suggested to the current generation of parents to discard the old prejudices against business and encourage their wards to become entrepreneurs.33

**Mathivanan .R and Kumar .D (2005)** in their article entitled “Strength and Weakness of Rural Entrepreneurship”, stated that, in India what was lacking was not the sport of entrepreneurship but the application of the related skills and the spirit of enterprise to profitable economic activities they stressed the need for the development of rural entrepreneurship in India as labour absorption in agriculture and in the industrial and service sector had not been fast enough to absorb the growing rural labour force they concluded that the environment in the family . Society and the support system were generally not conducive to encourage the rural people especially the young to consider self – employment and the entrepreneurial career as an option.34

**Robert Baum and Edwin A.locke (2004)** in their article entitled “The Relationship of Entrepreneurial Traits, Skill and Motivation to Subsequent Venture Growth” presented the result of the here have strong direct effects on venture growth are fully consistent with previous applied psychology and social psychology. The vision had not only an indirect effect on growth through specific

---


goal and also a direct effect. The venture growth among skill and motivation are the important factors about the organization.35

Eva Schmitt-Rodermund (2004), undertook a study to identify the successful entrepreneurs, appear to differ from other people starting early in life. Systematic evidence from retrospective reports also supports the view the success of business founders stems from entrepreneurial activities and characteristics as an adolescent or even child. Both students and business founders equally, self – reported, early entrepreneurial competence turned out to be predicted by personality traits and parenting style. In additional parental modeling was important of pathway to successful entrepreneurship.36

Madhushree Nanda Agarwal (2004) in her research work entitled “Type of Entrepreneur new venture strategy and the performance of software start-ups” found that the combination of skill and motivations were associated with certain entrepreneurial “types” she identified five types of entrepreneurs in the five culture situations.37

Tapan k. Panda (2004) in his research paper entitled entrepreneurial success key indication analysis in Indian context tried to identify the key variables of entrepreneurial success. The various socio – economic parameters selected for the study to explain the level and degree of association with entrepreneurial


success. The study showed that there was association between success levels with factors like technical education occupational background of parents and previous job experience of entrepreneurs.\textsuperscript{38}

\textbf{Suresh Reddy ,J (2004)} in his article entitled “Entrepreneurship Concept and Development”, stated that in countries like India a new species of entrepreneurs are desirable because here the economic progress had to be brought about along with social justice.\textsuperscript{39}

\textbf{The flash Eurobarometer survey on Entrepreneurship (2004)} conducted on behalf of the Europeans commission during 2000-2004. It compared Europeans opinions and attitudes to entrepreneurship and self – employment with those of non-European countries, especially the United States. The data were analysed by age, gender, education and other characteristic and showed that the youngest European respondents schemed to have a higher entrepreneurial preference than the older respondents amongst the age group of 14 to 19 years in the United States. They want to control their own destinies by becoming entrepreneurs. However, the attitudes of young people to self – employment vary from country mainly depending on economic social, political and historical factors.\textsuperscript{40}

\textbf{Shane, Locke and Collins (2003)}, in their study analysed several factors of human motivations, which can influence the entrepreneurial process including the need for achievement, risk taking, tolerance for ambiguity, focus of control, self-

\textsuperscript{38} http://dspace.iimk.ac.in/bistream/2259/199/Entrepreneurial and success.


\textsuperscript{40} http://www.ilo.org/dyn/empant/docs/f12235/wpo76-2006.Rev
efficacy, and goal setting (Abdul Halim, Ab Aziz and Zakaria, 2010). Findings of Culbrtson et al. (2011) also suggest providing opportunities for increased self-efficacy and adaptive goal orientations may affect entrepreneurial development.\(^{41}\)

**Ramayah .T and Zainon Hrun,** (2003) in their study entitled “Entrepreneurial Intention Among the Students of University Sains Malaysia” stated that the need for achievement, focus of control, self-efficacy, instrumental readiness and subjective norms were positively related to entrepreneurial intentions such as determinants. Further, they stressed that if these traits were enchanted, it was possible to expect more entrepreneurs from the students to take off. They also disclosed that male students show higher entrepreneurial intention than female students. They concluded that it might be due to the impact of the course content or the training they underwent.\(^{42}\)

**Rajendran. G et al., (2002)** in their study titled “A Study on the Perceptions of Entrepreneurial Potential of PG Engineering Students of Anna University” stated that personality characteristic and traits were directly associated with entrepreneurial behaviour. The study established a link between focus of control, entrepreneurial orientation and competences of persons with similar background. The characteristics such as focus of control were not necessarily

---


\(^{42}\) [http://www.binaryalpha.edu.my/research-ctr.htm](http://www.binaryalpha.edu.my/research-ctr.htm)
imprinted at birth; it could be acquired later by exposure. Similarly it was shown that nuclear families nurtured entrepreneurial values and promoted self-reliance.\textsuperscript{43}

**Dana T.Redford and Ana Veloso(2001)** in their research paper entitled “Evaluating Under Graduate Entrepreneurship courses and their effect on changing students, mindset” evaluated the courses designed to faster and develop entrepreneurial mindset and skill set in students in Portugal. They found one of the issues faced by the entrepreneurship educators was how to evaluate the effectiveness of their courses. The is suggested that one various measure would be to correlate the firm-creation event with attendance at an entrepreneurship course.\textsuperscript{44}

**Stevenson and Lundstrom (2001)** in their article entitled “Stimulating Youth Entrepreneurship” stated that promoting an entrepreneurial culture required a combination of specific programmes and initiatives to create positive attitudes towards entrepreneurship and entrepreneurs. They mentioned that the best practice countries were probably those like the United States, Canada, Australia and New Zealand that use a combination of approaches to promote entrepreneurship in their countries.\textsuperscript{45}

**Hein Erasmus and Pieter S.Nel (2001)** in their research work entitled “What skills do Emerging Entrepreneurs need to Learn? stated that most of the individuals were born with some degree of entrepreneurial ability but without the


\textsuperscript{44} http://www.usfac.edu/sobam/nvc/conf/proceedings.html.

\textsuperscript{45} Op.cit:www.ilo.p.75
necessary confidence, they would not pursue careers as entrepreneurs. The findings of the research further affirmed that individuals needed to learn practical skills that would give them the confidence to pursue entrepreneurial careers.  

Cameron Alan (2000) observed that the results from the Global Entrepreneurship monitor project gave new insights into the role of Entrepreneurs in economic growth. They also found that the level of Entrepreneurial activity was positively correlated with the recent gains in GDP for the ten countries covered in the study.  

Batra. S and Dangwal .R.C (1999) in their book titled “Entrepreneurship and small Scale Industry: New Potentials” identified two major problems of India, namely mass poverty and widespread and chronic unemployment. A massive industrial wealth had created only a couple of thousand of jobs, which proved to be totally inadequate. India was left with no alternative but to search for entrepreneurial talent in order to solve the problem to ensure the rapid growth of the industrial sector which may need low capital requirement and high labour intensity, for this an effective mechanism is needed to enlarge the pool of new entrepreneurs from non- traditional of group who could be trained and guided to established new ventures.  

Martin Patrick (1999) in his study entitled “Self Employment and Successful Entrepreneurship” stated the lack of alternative wage employment had

---

46 http://WWW.USFCA. edu./sobam/nvc/conf/proceedings.html
forced many especially the poor to seek employment by setting up their own small production trade or service. This process was evident from the tremendous growth of self-employment in both developed and developing countries.\textsuperscript{49}

\textbf{Chinnadurai .R (1999)} in his article titled “Women Entrepreneurship and Service Sector” stated that the service sector offered enormous service and business opportunities for self-employment of poor women both in rural and urban areas. He further stated that illiteracy or a low level of education was an important barrier to the entry of women in the entrepreneurship sector. A number of schemes and programmes undertaken by the government and other agencies were not known to a majority of women largely due to information gap. He finally suggested that the non–government organisations and other associations could take the initiative in this regard.\textsuperscript{50}

\textbf{Rajender Kaur and Shally bawa (1999)} in their study on “Psychological correlates of Entrepreneurial Performance among Women” conducted on middle class women of Punjab state having more than three years of entrepreneurial experience, have found that the respondents ventured into an entrepreneurship for a variety of reasons like a desire to make use of one’s skills and abilities to keep oneself busy, to be self reliant or to earn an additional income. it was observed that a successful group of women entrepreneurs have scored higher on values such as economic rewards, ability utilization , achievement, personal development, prestige and education where-as low education and age retard success among


women entrepreneurs. It was noted that successful women were younger and better educated. However they required broader based training to develop a positive attitude.\textsuperscript{51}

Envick, Brooke R Langford and Margaret (1998) in their paper entitled “Behaviours of Entrepreneurs: A gender comparison”, defined behaviour as any activity that can be physically seen and measured. It was found that female entrepreneurs are better than male entrepreneurs. The eight behavioural categories are planning, controlling, internal communication, human resource management, work related tasks- customer service, net working, and on-job personal time. It was found that female entrepreneurs engage more significantly in controlling, human resource management, internal communication and work related task than males.\textsuperscript{52}

Allan Gibb (1998) in his technical paper entitled “Education tomorrow’s Entrepreneurs” has pointed out different entrepreneurial behaviour, entrepreneurial attributes and entrepreneurial skills, entrepreneurial behaviours suggested are grasping the opportunity, tasking the initiative, solving problems creatively, managing autonomously, taking responsibility for and ownership of things, seeing things through, network effectively to manage interdependence putting things together creatively and using judgment to take calculated risk, similarly the entrepreneurial attributes are achievement orientation and ambition, self confidence and self esteem, perseverance, high internal locus of control (  


autonomy, action orientation, preference for learning by doing, hardworking, determination and creativity. The feature cited for entrepreneurial skills are creative problem solving, persuading, negotiating, selling, proposing, holistically managing business/projects/situations, strategic thinking, intuitive decision making under uncertainty, and networking.\(^53\)

**Khanka .S.S (1998)** in his study titled “Making the Entrepreneurial Society” discussed the factors associated with the making of entrepreneurs. The factors identified by him are stimulation, support and sustaining. The stimulation has been coming from the entrepreneurial development programmes sponsored by some 686 financial institutions functioning all over India. The help from the Government in the form of the provision of infrastructural facilities incentives and concessions and grouped under support. The development agencies, which pay too much attention in the Start-up-phase of industrial units, pay too little attention in the operational stage of the industry. So, provision for expansion activities modernization, diversification, consultancy service and marketing is to be made for sustaining of industries.\(^54\)

**Suresh K.Dameja (1998)** in his book “Entrepreneurship and Small Business” stated that in spite of considerable modifications and changes, the education system of many developing countries did not deal adequately with the problems faced by young school-leavers. Instead of promoting potentiality for gainful Self-employment, the education system tended to strengthen the

---

\(^{53}\) Allan Gibb, *Educating tomorrow’s Entrepreneurs technical paper*, economic reform today, No.4.1998

motivation for wage-employment often in government establishment. Most of the educated youth of rural areas flocked to towns and cities in search of visits.\(^5^5\)

**Byers et al., (1997)** historically, both popular and academic writing on entrepreneurship have been prone to idealize individual founders and CEOs when entrepreneurial ventures are successful. Academic researchers, journalists, venturing capitalists, and writing-entrepreneurs have “expend much time and text in a predict who will succeeded as an entrepreneur and who fail” emphasizing that “personality, along with other individual characteristics like demographic and cultural background, will predict who will become an entrepreneur and which entrepreneurs will succeed.\(^5^6\)

**Gopal Krishna Dhar senepati (1997)** in his article “Developing Entrepreneurship in Engineering Institutions” Stated that the development of entrepreneurial culture among the students of engineering had been recognized by the developing countries as an important factor in the field of technical education. There was a criticism from industries that the quality of technicians trained in the state engineering institutions was not satisfying the needs of the industries. He suggested that the industry and technical education should interact with each other in a variety of ways if the maximum benefits from the infrastructure should be

---


obtained. He also identified some of the important reasons for the difference of students to entrepreneurship.  

Nalinaksha Mutsuddi (1996) in his study entitled “You too can become an Entrepreneurs” stated that by nature, women were endowed with certain qualities found favourable for the inherent gift to motivate other by rising their self-worth and self-esteem, making them feel important. This affability and helpful nature brought out the best in others without hurting ego or creating any tension or conflict. By encouraging active participation and sharing power and information, women could contribute better performance and higher productivity. Women skilful integrated professional life with family life.

Baldev Singh (1996) in his book “Self-Employment through Entrepreneurship Development” stated that in India, Planners and policy makers realized that though a rapid rate of economic growth was essential, it could not by itself remove poverty and unemployment consequently a number of deliberate efforts continued to be made by the state for the generation of self-employment opportunities / the burden of India’s unemployment problem especially of the educated class lay largely in the lack of entrepreneurial initiative. Therefore, there was a need to have a massive programme to identify and train entrepreneurs to start small industrial units in then sectors and the service units in the territory

---

57 Gopal Krishna Dhar Senapati, Developing Entrepreneurship in Engineering Institutions, University news, vol.35.No.20, may,1997, pp.7-8

58 Nalinaksha Mutsuddi, Entrepreneurial success – A Psychological Study, wheeler publishing, New Delhi, 1996.
sector. He elaborately explained the self-employment scheme for educated unemployment youth.\(^{59}\)

**Berna (1996)** in his study entitled “Industrial Entrepreneurship in Madras State” found that the entrepreneurs hailed from diverse castes. Occupations and classes as only small-scale operations. They came up to their production. This is attributed to their youth, education and technical training.\(^{60}\)

**Brimmer (1995)** in his study entitled “The setting in Entrepreneurship in India” made an extensive appraisal of the role of an industrial organisation known as the managing agency system, which was formed by the British and Indian entrepreneurs to overcome the limitations of their lack of capital and business ability. Through the system played a major role in the entrepreneurial development it led to certain illegal act by it agents. However he felt that the abolition of the system was not a good remedy to check those acts.\(^{61}\)

**Gautam Raj Jain and Debmanti (1994)** in their book “New Initiative in Entrepreneurship Education and Training” stated that Entrepreneurship was relatively a new discipline in formal education the work presented on this theme included entrepreneurship at different levels of formal education ranging from school to college and to professional courses including those run by management and technical institution the innovation in these areas include motivating the target groups concerned to take up entrepreneurship courses to spread entrepreneurship


\(^{60}\) James Berna J, **Industrial Entrepreneurship in Madras State**, Bombay Asia publishing House, 1996.

in a large number of institutions to cover as many students as possible devising course curriculum and teaching methods and developing faculty resources they also discussed the issues and problems relating to innovation in entrepreneurship education.\(^{62}\)

**Garudachar .B.N (1994)** in his article “Enrichment of Entrepreneurship Culture through University Industry Interaction” points out that an important missing linkage which deserted urgent attention was the absence of responsible liaison machinery. At present interaction between academics and industry is inhabited by fears that “industrial problems are mundane” or Academicians prefer sophisticated problems” the climate for Entrepreneurship Development called for a search for a meeting ground and he gave suggestions to trade unions to resolve these fears.\(^{63}\)

**Gangadhara Rao (1992)** in his study entitled “Entrepreneurship and Entrepreneurial Development” stated that in order to change the social and economic structure of society and to uplift its disadvantaged section like women, greater emphasis towards women. Such programmes could provide women with economic security. Family and social status, individual dignity. He further stated that it was necessary to take care of their aspirations by creating an environment and also by developing entrepreneurial ability which could really help in self – reliance.\(^{64}\)


Ravichandra.K (1991) in his study titled “Entrepreneurial success –A psychological Study” has taken into account their background, personality, attitudinal and behaviour characteristic and managerial perception and practices. More over the author has examined the trend in the entrepreneurial career. The study shows that the success of the entrepreneurs in closely linked to the careful identification and selection of potential opportunities. Hence, the author suggests that the promotional activities should be

K. Natarajan and M. Jeyarathanam (1991) in their article titled, “Entrepreneurship-A means to Women Development” explained that women had succeeded that women had succeeded in managing affairs when men had failed.65

Mishra (1990) in his study entitled “Entrepreneur and Entrepreneurship Development and Planning in India” found that making money was rated the highest of all ambitions of entrepreneurs. Indepent living and social prestige were also ambitions. The entrepreneur family members played a useful role through limited in giving shape to the entrepreneurs’ ambitions; further the communities with a mercantile background encouraged their children to have high regarded for earning money and saving it. Unfortunately, only a few from other communities had such an option and hence the mercantile communities were promoting economic growth through the development of small-scale industry. According to him what was essentially needed to face difficulties was not merely the material support from family or friends, or a government agency. It was the moral support that was badly needed lack of moral support dampened all the enthusiasm of the entrepreneurs despite adequate or an over-dose of material support. In contrast moral support from the near and dear inspired him, redoubled his confidence,

made him reassuring and prepared him to face new challenges boldly, even if the moral support was made available in less than adequate qualities.  

**Akbouri and Mishra (1990)** in their article “Entrepreneurship Education- A conceptual Case, approach and Methodology” stated that entrepreneurs played an important role in developing and contributing to the economy of a nation. In most of the developing countries including Indian entrepreneurship did not find a place in educational curriculum. Education was a strong interventional or influencing medium that set values, developed attitudes and created the drive in people to more in the profession and vocational direction with confidence. Education had the prime role of molding human resources in a particular direction. They felt that there was a need to develop a conceptual base for evolving a curriculum which could be used in the school system that ensure the emergence of entrepreneurial spirit including values, attitudes, motivation and competencies among masses at a very early stage of their development to successfully take up entrepreneurial pursuits.  

**S.Sundari and m,s manimekalai(1990)** in their research paper titled “Role of District Industries Center in promoting Entrepreneurship in Trichy District, Tamil Nadu” attempted to study the role of District Industries Center in India.  

---


Satchidanandam .M.V and Dhulasi Brundha(1990) in their research project “A study of Entrepreneurship in Madurai District “examined entrepreneurship from four dimensional perspectives such as multiple factor analysis, psychological and economic factors, risk analysis and sociological variables. It was inferred from the project that entrepreneurship was a symbiosis of all the four factors.  

Gartner (1989) Most of the researchers in the field of Entrepreneurship investigated the concept of entrepreneurial personality. During the Gartner study, 32 researches were conducted in field of entrepreneurs’ personality characteristics. Different personal characteristics of an entrepreneur have been investigated in the previous researches. McClelland and Rotter discussed the psychological characteristics of the need for achievement, control focus, risk-taking propensity, and personal values. Gartner noted several personal antecedents of entrepreneurial start-up and performance including the need for achievement, control focus, risk-taking propensity, autonomy, commitment, perseverance, vision, creativity, single mindedness, popularity, physical attractiveness, sociability, intelligence, decisiveness, and diplomacy. Rauch and Fries have distinguished two sets of personality traits that can be related to venture success: general personality traits and specific personality traits.

Chakravarthy . T.K (1987) in his article titled “Entrepreneurship Development –Emerging Priorities” examined some important features of the current entrepreneurial scene in India. He suggested the introduction of the


entrepreneurship theme in educational institutional and training programmes for
the study.\(^71\)

Rao (1986) in his study entitled “Entrepreneurship: Reflections and Investigations” stated that most of the entrepreneurs started their own inactive and were motivated by their familiarity with the industry, and expectation of high profits which guided them in choosing their particular lines of manufacture.\(^72\)

Thangamuthu and Iyyan pillai (1983) in their study entitled “A social entrepreneurship” stated that the new generation of entrepreneurship had gained very little from their own family background. Particularly education and occupational attainments of their parents had not contributed much to their entrepreneurial achievements. The extended family relations and caste connections had however facilitated the emergence of entrepreneurs and concentration of entrepreneurship within certain caste groups.\(^73\)

Clifford Baumback .M and joseph R.manero(1981) in their book “Entrepreneurship and venture management” stated that to develop autonomous entrepreneurs in the area a long-term remedy were needed for this, one should examine the sources of entrepreneurial talent and the forces both psychological and entrepreneurial personality. A functional definition might suffice for use as a


\(^72\) Rao, Entrepreneurship : Reflections and Investigations chug publication , Allahabad, 1986, pp.16

short-run measure but one must probe much deeper for an adequate long-run solution.74

2.3 RESEARCH GAP

The review of earlier studies provides an extensive insight into a wide area of knowledge including the emergence of entrepreneurial education, importance of socio economies, in different colleges across different countries. Studies have also made attempts to deal with issues like role of entrepreneurial personality, the composition of his knowledge, skills and traits of entrepreneurship. Some of the studies have also examined the entrepreneurial behaviour, intention and comparative studies for country, gender wise and so on. Although a considerable amount of research was done on entrepreneurship and entrepreneurial competencies, yet the precise identification of entrepreneurial traits in arts and science college students remain elusive. Further, studies have not been conducted on entrepreneurial traits among college students. So the researcher has selected with present topic “A Study on Entrepreneurial Traits Among Students of Arts and Science Colleges in Thoothukudi District” to fill the research gap.

2.4 SUMMARY

Because of the researcher’s consistently research done of seventy five reviews in this regard, it had been able to find useful clues to the point for the research gap, which had been attempted previously and due to which this research had been consistently and continuously pursued to the logical end as the goal.