CHAPTER – 3
REVIEW OF LITERATURE AND RESEARCH METHODOLOGY

SYNOPSIS

PART – I: REVIEW OF LITERATURE

3.1 INTRODUCTION
3.2 MEANING OF REVIEW OF LITERATURE
3.3 REVIEW OF LITERATURE

PART – II: RESEARCH METHODOLOGY

3.1 INTRODUCTION
3.2 RESEARCH METHODOLOGY
3.3 SCOPE OF THE STUDY
3.4 OBJECTIVES OF THE STUDY
3.5 HYPOTHESIS
3.6 SAMPLING PLAN
3.7 SOURCES OF DATA COLLECTION
3.8 DATA ANALYSIS AND INTERPRETATION
3.9 RESEARCH TOOLS
3.10 SIGNIFICANCE OF THE STUDY
3.11 LIMITATIONS OF THE STUDY
3.12 FURTHER SCOPE OF THE STUDY
CHAPTER – 3

REVIEW OF LITERATURE AND RESEARCH METHODOLOGY

PART - I: REVIEW OF LITERATURE

3.1 INTRODUCTION:

The review of the past studies in the research means to note the objectives, search and many more things done in the past regarding the question in the hand. It is base for natural and social sciences. It provides details regarding the tools used, procedures adopted, conclusions and observations made. It also guides how the introduction and data should be collected and from where and how it could be had. All these information can be had from this type of study. The study of the past researchers is useful to define and delimit the sphere of our research. It saves time, energy and helps indirectly towards a particular goal. Study of the related literature implies locating, reading and evaluating reports of research as well as report of casual observation and opinion that are related to the individual’s planned research project.

3.2 MEANING OF REVIEW OF LITERATURE:

A review of literature discusses published information of a particular subject area and sometimes information in a particular subject area within a certain time period. A review of literature can be just a simple summary of the sources, but it usually has an organizational pattern and combines both summary and synthesis. A summary is a recap of the important information of the source, but a synthesis is a reorganization or a reshuffling of that information. It might give a new with old interpretations or it might trace the intellectual progression of the field, including major debates, and depending on the situation. A review of literature may evaluate the sources and advise the reader on the most portent or relevant.
3.3 REVIEW OF LITERATURE:

In order to conceptualize the study, formulate the objectives of the study and hypothesis, comprehensive reviews of literature have been carried out in the area of entrepreneurship. Following are the few studies included under review of literature.

ENTREPRENEURSHIP DEVELOPMENT: THE INDIAN CASE

The momentum that the Entrepreneurship Development movement has gained in India attests to the power of the belief that individuals can be developed, their outlook changed, and their ideas converted into functioning business enterprises. The present note covers the Indian Entrepreneurship Development Strategy, its policy implications, and its possible implications for other countries.

People in any region possess many economic strengths, but often fail to convert them into opportunities. Apart from possible policy barriers, the inability to translate ideas into action.

INDUSTRIAL ENTREPRENEURSHIP IN SOUTH GUJARAT AFTER TWO DECADES: A TENTATIVE REAPPRAISAL.
Hein Streefkerk (November, 1992), Economic and Political Weekly, Vol. 27.

This article deals with the problem of the fieldworker looking again with a changed perspective at a phenomenon he had observed some two decades ago – industrial entrepreneurship – in the same area, South Gujarat. The issue is part of the ongoing debate on the central role of the field worker in the production of knowledge. Thus, to situate the article in its proper perspective a brief outline of this debate within social and cultural anthropology during the last 20 year is presented in the first part. The second part of the article will be decided to the concrete analysis of the problem as encountered by the author in 1990.
SMALL CAPITALISTS OR “AGENTS OF UNDERDEVELOPMENT”? A CASE STUDY OF A LARGE INDUSTRIAL ESTATE IN SOUTH GUJARAT.


In hardly any other country has the small scale enterprise sector received as much official support as in India? Nevertheless for a long time small scale industry could not find favour with scholars dealing with the Indian process of industrialization. For those with a modernization theoretical frame of reference entrepreneurship was found wanting. Neo Marxists, on the other hand, saw no future for small scale industry because of the stranglehold of large companies over the economy. The entrepreneurship were seen as commercially oriented and “rent seekers”, living off state revenues. With the help of the data relating to a large industrial estate in Gujarat, India, the author re-examines in this paper the validity of some of these views.

ENTREPRENEURSHIP IN THE NON PROFIT SECTOR. A STUDY OF WOMEN ENTREPRENEURS OF NGOS IN INDIA.

Femida Handy (Canada) and Shree Ranade (India), International Society for Third Sector Research (ISTAR) Conference, Dublin, 2000.

Entrepreneurial activity attracts certain kinds of individuals. Such self selection is not a random event, but is influenced by a variety of socio economic factors as well as individual personal characteristics. In this context, this article examines women entrepreneurs in a particular segment of the nonprofit sector in India and looks for the socio-economic factors that explain the self selection into entrepreneurial activity in the nonprofit sector. The authors suggest that the characteristics that attract women into entrepreneurial activity will be different in the non profit and for profit sectors. Their research confirms the findings by other scholars that suggest that non profit entrepreneurs receive a high payoff from promoting social causes. Their findings suggest that cultural factors such as social class may also play an important role. Furthermore, non profit entrepreneurs share certain characteristics with their counterparts in the for profit sectors. Notably, they are risk takers, come from financially secure backgrounds, have access to child care and support for household duties, and place a high premium on independence.
DYNAMICS OF DEVELOPMENT IN GUJARAT

Gujarat has a relatively high per capita income, a diversified economy and workforce and development financial and capital markets. On the other hand, the state lags behind in terms of the quality of employment and several dimensions of human development. This paper seeks to delineate the profile of Gujarat’s development with a view to understanding the mixed results and inferring the likely directions of future development.

GROWTH PATTERN OF SMALL SCALE UNITS OF WOMEN ENTREPRENEURS: A STUDY OF ERNAKULAM DISTRICT KERALA
Mole P. Koshy (Lecturer) and Mary Joseph T. (Professor), school of Management Studies, Cochin University of Science and Technology, Cochin (June 2000).

Women entrepreneurship in Kerala, though lagging behind many other states in India, has taken on upward swing lately. Growth of small scale industrial units by women entrepreneurs reflects their grit and tenacity in staying in the market. This paper analyses the growth patterns of the SSI units of women entrepreneurs in Kerala, Ernakulam district, which is the most industrialized district in the state, was chosen as place of reference for the study.

Entrepreneurship has been recognized worldwide as an essential tool for the development and growth of economics. Women entrepreneurship in particular acts as a catalyst for social change and development. The entry of women into organized business is fairly recent. Most of the women entrepreneurs start with micro enterprises because of the flexible nature of work and low barriers to entry.

Looking at the indicators of social development, Kerala is at par with many developed countries. The economic indicators, however, are not that laudable. The female work participation rate in Kerala is only 15.85 percent while it is 22.86 for India as a whole. During the second All India Census of Small Scale Industrial Units in 1988, only 5.95 per cent of units in Kerala were owned by women against the all India average of 7.69. In 1977 the percent of units owned by women in Kerala rose to 15.77.

In this study, 65 (10% of the population) small scale industrial units of women entrepreneurs were undertaken. Simple random sampling method was adopted to
choose the units. Product group wise classification of units was done to analyze the
date relating to business condition, expansion, entrepreneurs’ involvement in other
business, and sales growth rate of the sample units. The growth trend of sales has
been calculated using time series analysis to analyse the average annual growth rate in
sales by the sample SSI units.

The small scale units exhibited a satisfactory growth rate in most of the cases. About
88 per cent of the units were making profit. Only 2 units reported losses, while 75
percent of the units expanded since establishment. 57 per cent of the entrepreneurs
were involved in other business and about 83 per cent of them were in the same line
of activity. Very high growth rates were recorded by a few units, which had been only
6 to 7 years in the market. Only 1 unit from the electrical products that was
established in late 1980s was an exception to this.

Most of the entrepreneurs limited their growth due to reasons of fear of managerial
problems, loss of tax incentives for SSI units, marketing problems, scarcity of finance
and other related units. Promotional measures to alleviate the fears and change the
mindset of entrepreneurs are necessary to make the units grow into medium or large
enterprises.

SOCIAL ENTREPRENEURSHIP LITERATURE REVIEW:
Sherrill Johnson (Nov. 2000), Research Associate, Canadian Centre for Social
Entrepreneurship.

Social entrepreneurship is emerging as an innovative approach for dealing with
complex social needs. With its emphasis on problem solving and social innovation,
socially entrepreneurial activities blur the traditional boundaries between the public,
private and non profit sector, and emphasize hybride models of for profit and non
profit activities. Promoting collaboration between sectors in implicit within social
entrepreneurship, as is developing radical new approaches to solving old problems.
Social entrepreneurship has a strong intuitive appeal and several recently documented
examples highlight its potential in a variety of contexts. However, this is steal a very
new area and research on social entrepreneurship lags far behind the practice.

The purpose of this paper is to provide an overview of existing literature in this
emerging area, and to examine social entrepreneurship in light of growing
expectations that it will generate and support radically new and effective ways of
dealing with pressing social problems. The first part of this paper will briefly examine the contextual factors influencing the emergence and development of social entrepreneurship. The second section will focus on defining social entrepreneurship, and understanding the parameters of this rather broadly used term. The third section will examine the characteristics and motivations of social entrepreneurs. This will be followed by a discussion of some of the key issues emerging around social entrepreneurship in the literature, including support for social entrepreneurs, training and capacity building, implementation issue, and gaps in the existing research opportunities for future research in this rapidly developing field.

Although the literature on social entrepreneurship comes from a variety of sources, this literature review draws heavily on the available academic literature, and focuses primarily on social entrepreneurship within the North American context.

ROLE OF MOTIVATING INSTITUTIONS IN ENTREPRENEURSHIP DEVELOPMENT: AN INDEPTH STUDY OF CED AND GIDC IN GUJARAT. 
Rupal R. Patel (2001)

This study is a specific for the entrepreneurship where the different institutions like GIDC, CED, EDII, etc. motivated and promoted entrepreneurs in the field of their choices for better livelihood. The main objectives of this study are to evaluate the assistance given by CED and GIDC to the entrepreneurs and to know the difficulties faced by entrepreneurs in starting their units. For the purpose of this research study, only those entrepreneurs who have taken training from CED and who have taken motivation from CED and GIDC in establishing their units were selected.

A total of 95 entrepreneurs were covered in this study. Out of which 75 entrepreneurs were selected from GIDC and 20 entrepreneurs were from CED. Questionnaires were actually mailed to 120 entrepreneurs, from which 75 responded to the questionnaire in GDIC study and in CED study questionnaires were actually mailed to 30 entrepreneurs, out of which only 20 of them responded to the questionnaire.

The response rate is 62.5% in GIDC study and 66.7% in CED study. Much care was taken in selecting entrepreneurs from the various places of Gujarat e.g. entrepreneurs of Vadodara, Navsari, Chikhhal, Vapi, Surat, Himmatnagar, Palanpur, Ahmedabad, Bhavnagar, Ankleshwar, Gandhinagar, Jamnagar and the like. The sample was selected from the whole Gujarat in CED study.
Statistical tools, techniques and methods are used as per requirements to conclude the results. Various Tables are prepared, graphs, diagrams and figures are also presented to make this thesis more traceable for the purpose.

ROLE OF FINANCIAL INSTITUTIONS IN ENTREPRENEURIAL DEVELOPMENT: AN INDEPTH STUDY OF GSFC, GIIC AND SIDBI.

In this study, an attempt has been made to evaluate the role of financial institutions in entrepreneurial development with special reference to some of the selected units in Gujarat. The main objectives of this study are to evaluate the role of GSFC, GIIC and SIDBI in entrepreneurial development and to highlight the problems encountered by entrepreneurs.

This study is based both on primary and secondary data. The secondary data are tapped to collect and study the features, problems and policies regarding entrepreneurial development. Reference books, periodicals, newspapers, annual reports of GSFC, GIIC and SIDBI and various websites are examined for the purpose.

In order to achieve aforesaid objectives, an indepth questionnaire was prepared. Apart from this, personal discussion and telephonic discussion was also conducted to obtain specific quantitative and qualitative data.

A total of 36 entrepreneurs were covered in this study who had obtained financial assistance from financial institutions. Questionnaires were mailed to 20 entrepreneurs for GSFC study, from which 14 entrepreneurs responded to the questionnaires; 25 entrepreneurs for GIIC study, from which 14 entrepreneurs respondend and 10 entrepreneurs were mailed questionnaire for SIDBI study, from which 8 responded to it. The respond rate is 70% in GSFC study, 56% in GIIC study and 80% in SIDBI study.

Data and information were collected, classified, summarized and presented with the help of statistical tools, techniques and methods in an appropriate form through tabulation, figures and Charts. Interpretation and inferences were drawn thereafter accordingly.
ENTREPRENEURSHIP AND ETHICS

During the past twenty years, there has been an explosion of new interest in entrepreneurs and their activities. Scholars and business professionals currently study the entrepreneurial process from many different perspectives. Yet only recently has serious research attention been devoted to the ethical problems encountered by entrepreneurs and their organizations. Entrepreneurs face uniquely complex morale problems related to basic fairness, personnel and customer relationships, distribution dilemmas, and other challenges. Because of the nature of start ups, many of these ethical problems are often new to the young organization. This essay surveys contemporary research in entrepreneurial ethics, examines the kinds of ethical dilemmas entrepreneurs confront, identifies major research topics and methodological approaches, and discuss possible directions for future research.

“ENCOURAGING STORIES OF SUCCESSFUL ENTREPRENEURS”
Dr. Raju M. Rathod, Lecturer, P.G.Department of Business Studies, Sardar Patel University, Vallabh Vidyanagar (2004)

This book covers brief stories of 50 successful entrepreneurs (Ajay Mathur, Bill Gates, Azim Premji, Dayanand Munjal, Dr. S.K.Burman, G.D.Birla, Gulshan Kumar, Henry Ford, J.R.D. Tata, Jamnalal Bajaj, Narayan Murthy, Karsanbhai Patel, M.S. Oberoi, O.R.Patel, Shiv Nadar, Thomas Bata, Walt Disney etc.), who have made world class enterprises by offering inimitable products and top of the mind brands across the world. An attempt has been made to assimilate some important concepts of entrepreneurship like essential qualities of successful entrepreneurs, entrepreneurial motivation, right business strategies and right business models to be successful.

ENTREPRENEURSHIP AND RISK PREMIUM
P.E. Petrakis (September 2004), Springer Netherlands, Vol. 23 No. 2

This article deals with the measurement and determination of entrepreneurship. It utilizes the issue of the absence of the entrepreneur from neoclassical theory and uses the theory of portfolio management to establish a model connecting risk premium with the entrepreneurship premium. It shows that the non systematic risk may be a satisfactory proxy of the level of entrepreneurial activity. The development of
successful entrepreneurial activity proxy contributes towards the development of a theorization of entrepreneurship and an assessment of its contribution to growth.

ENTREPRENEURIAL SKILL AS COMPARATIVE ADVANTAGE: COMPARISON OF INDIA AND GERMANY

Abu Hena Reza Hasan (2005), Department of Management Studies, University of Dhaka, Bangladesh, Conference on Global Competition and Competitiveness, Indian Institute of Management, Koazhikode, India.

A country with strong entrepreneurial skills will be more successful in international trade through strengthening comparative advantage in different areas of global market. Increasing comparative advantage is a definite sign of better entrepreneurship in a country. This paper assumes that nations will fail to sustain comparative advantages if its entrepreneurship skills become weaker.

In this paper, comparative advantages of Germany and India are measured and compared to evaluate their entrepreneurship strength in global economy. An appropriate measure of comparative advantage is the index of revealed comparative advantage (IRCA). The IRCA measures a country’s relative export performance in a specific product category compared to its overall export performance. This paper calculates IRCA of Germany and India in merchandise trade using secondary data available from website of World Trade Organization (WTO) for the period of 1991-2003 to evaluate and compare their state of entrepreneurship in international trade.

This paper focuses discussion on major product groups like agricultural products, fuel and mining products, iron and steel, chemicals including pharmaceuticals, machinery and transport equipment, textile and clothing.

This paper observes that Germany lacking entrepreneurial abilities. Except automatic products, Germany failed to achieve significant compared advantage any products. Rather it lost advantages in some of its traditional export items like chemicals, textiles, etc. It could not build advantage in any new product what is obviously sign of Germany’s poor entrepreneurship in international trade.

India, compared to Germany, showed better entrepreneurship capabilities during the period of 1991-2003. It has gained comparative advantages in two new products. In addition, it has either retained or increased comparative advantages in 2003 in those products where it had comparative advantages in 1991.
In conclusion, international entrepreneurship of Germany is not as strong as it is in India.

ENTREPRENEURSHIP DEVELOPMENT AMONG SCHEDULED CASTES AND SCHEDULED TRIBES IN MARATHWADA REGION
M.A. Lokhande (January - March 2006), The Indian Journal of Commerce, Vol. 59, No.1

Entrepreneurial qualities and skills are essential for industrial development as well as eradication of poverty by means of creating self employment and employment to others. The central and the state governments are trying their best for promotion of entrepreneurship among the economically backward castes, particularly scheduled castes scheduled tribes through policy measures and institutional network. Keeping in view the need and importance of the entrepreneurship development among underprivileged communities in the present era of globalization, this study is undertaken to probe into the entrepreneurial process, problems and challenges faced by the SC/ST entrepreneurs and make some possible suggestions.

For the purpose of the study, 150 small entrepreneurs from scheduled castes and scheduled tribes were selected from three districts (Jalna, Aurangabad and Beed) out of eight districts in the region. Both primary and secondary data were used in this study.

ENTREPRENEURSHIP EDUCATION: A SYSTEMATIC REVIEW OF THE EVIDENCE.

This article explores different themes within entrepreneurship education via the use of a systematic literature review (SLR). Systematic literature reviews are recognized methods for conducting evidence based policy. The particular approach to the SLR used in this study is explained and the article explores the finding outlining a thematic framework drawn from narrative coding. The findings support the conclusion that entrepreneurship education has had an impact on student propensity and intentionality. What is unclear is the extent to which such education impacts on the level of graduate entrepreneurship or whether it enables graduates to become more
effective entrepreneurs. The findings also highlight a lack of consensus on what entrepreneurship or enterprise education actually is when implemented in practice.

SUSTAINABILITY–DRIVEN ENTREPRENEURSHIP: A LITERATURE REVIEW.

This paper explores the emergence, progress and possibilities of sustainability driven entrepreneurship as a new field of knowledge. Sustainability entrepreneurship research has emerged from the larger body of business and environment and corporate responsibility research in response to questions of affecting change in business social and environmental practices. Sustainability entrepreneurship research links micro-level entrepreneurship research with macro-level sustainable development research but to do so the meso-level field of organization research also needs to be included. Therefore, this review first traces the origins and development of these three foundational fields. For each field, essential themes and characteristics of the objects of study are identified, recent critiques are discussed, and opportunities for expanding the concepts are explored. Following this, recent progress on studying the overlap of these fields is reviewed. In addition to sustainability entrepreneurship we see research taking place at the overlap between organization studies and sustainable development, giving us sustainability enterprise as another interdisciplinary field of study. The overlap between entrepreneurship and organizations yields research on organization design. Finally, this paper concludes by looking at the point where all of these fields overlap, and suggesting the idea of sustainability enterprise design as a unifying concept that could both draw on, and contribute to, knowledge in the other fields.

EMANCIPATION OF WOMEN THROUGH ENTREPRENEURSHIP (A CASE STUDY OF JAN SIKSHAN SANSTHAN)

The emergence of entrepreneurs in a society depends on the economic, social, religious, cultural and psychological factors prevailing in the society. They are also dependent upon awareness, motivational forces, and self-confidence in people. These skills, however, are latent in many women. Nearly 50% of the total population of a
country comprises of women, and unless these skills are developed and women are made equal partners in the development process, no development, in its truest sense, takes places in the country.

It is only when he upliftment of women takes place, the women move forward followed by the family, the village and the nation. Today, given an opportunity, women want to do better things in lives. Government and non-government organizations must recognize this need, and women must be directed towards programs that encourage entrepreneurship. Today, many governmental agencies provide entrepreneurship development training programs for women, and “JAN SIKSHAN SANSTHAND” (JSS) is one such government organization.

This paper seeks to study if the entrepreneurship development training programs, as provided by the JSS, leads to the emancipation of the women enrolled. This paper is based on the hypothesis that the emancipation of women takes place through entrepreneurship development programs.

This survey is conducted on the women entrepreneurs of 2 districts (Hyderabad and Ranga Reddy) in Andra Pradesh, India, who have received training and support in establishing their units. 100 Women Entrepreneurs (50 from each district) were selected for this study. Both primary data and secondary data have been used in this study.

A comparison of women before and after undergoing the JSS training program showed that the Women Entrepreneur, after the training, was much more confident and willing to accept new challenges, and explore other avenues to generate income.

It is only when the upliftment of a woman takes place that the women move forward, then the family moves, the village moves and the nation’s economy moves.

PROBLEMS AND PROSPECTS OF ENTREPRENEURS OF SELECTED CHEMICAL AND ENGINEERING INDUSTRIAL UNITS IN GUJARAT
Rajendra Rawal (2009)

The research study attempts to explore various areas associated with entrepreneurs and marketing, personnel in selected chemical and engineering industrial units in Gujarat. The main objective of this study is to analyse and ascertain various personnel and marketing problems of entrepreneurs of selected chemical and engineering
industrial units in preferred cities of Gujarat like Ahmedabad, Vadodara, Surat and Rajkot. This study is based on two types of data (1) primary data and (2) secondary data. Primary data were collected from entrepreneurs of selected chemical and engineering units in preferred cities of Gujarat through interview, personal investigation, etc. Secondary data were collected from books, magazines, journals, newspapers, websites, etc.

Sample of 150 industrial units' entrepreneurs include 75 units of chemical industry and 75 units of engineering industry has been selected for the study.

ROLE OF EDII AND GIDC IN THE DEVELOPMENT OF ENTREPRENEURSHIP IN SELECTED DISTRICTS OF GUJARAT
Kalpesh Shah (2009)

This study carried out to understand what are the roles of GIDC and EDII for the overall growth and development of the enterprise situated in Gujarat. The main objectives of this study are to examine the impact of EDII and GIDC for the entrepreneurship development in Gujarat and to know the troubles and problems of entrepreneurs. For the purpose of this study survey of 154 units has examined and opinion of owner of large, medium and small scale enterprises has been carried out.

This study is based both on primary and secondary data. The primary data collected through starched questionnaire separately for GIDC and EDII with owners and managers from the different units of GIDC of Gujarat. The secondary data relating to the performance, function, role of GIDC, EDIT were collected from Annual Reports of GIDC, EDII, Reference Books, Journals, Magazines, Newspapers and Internet.

The number of total filled up questionnaires was 261, out of which around 200 complete which were further analysed. Statistical tools, techniques and methods are used as per requirements to conclude the results.

RISK MANAGEMENT IN THE ENTREPRENEURSHIP IN ROMANIA IN THE CONTEXT OF THE ECONOMIC CRISIS

The future of business depends, in a determinant way, on the manner in which the companies have the risk under control. In businesses, risk management entails organized activity to manage uncertainty and threats and involves people following
procedures and using tools in order to ensure conformance with risk management policies. In practice, balancing between risks with a high probability of occurrence but lower loss versus a risk with high loss but lower probability of occurrence can often be very difficult. Risk management also faces difficulties allocating resources. Resources spent on risk management could have been spent on more profitable activities. Again, ideal risk management minimizes spending while maximizing the reduction of the negative effects of risks. This paper presents the possibilities and the limits of the risk management implementation in the entrepreneurship in Romania in the context of the economic crisis, starting from the concept of risk management and observing the reality from the small and medium size enterprise.

**ENTREPRENEURSHIP AND RELATIONAL CAPITAL IN A LEVANTINE CONTEXT: BARTHOLOMEW EDWARD ABBOTT, THE “FATHER OF THE LEVENT COMPANY” IN THESSALONIKI (EIGHTEENTH - NINETEENTH CENTURIES)**


This paper explores the entrepreneurial strategy and tactics of a British merchant who traded in the port of Thessaloniki from the late eighteenth century to the first decades of the nineteenth. Bartholomew Edward Abbolt was a Levant Company’s Freeman who was also involved in the company’s internal affairs as an appointed interim consul at the company’s factory in Thessaloniki. Abbott’s strategy intertwined with his family life and relatives and with his rights, duties and commitments as a Freeman. The origin and performance of his relational capital-comprising family, kin, Freeman and local businessmen - shows how his activity was sustained by overlapping and, at times, opposing identities. His case allows us to get another glimpse inside a great Chartered trade company and examine, even briefly, its operation and corporate identity. It also allows us to get an idea of the barriers distinguishing the activity of a freeman from that of an independent entrepreneur, the aspirations of a merchant from those of an officeholder of the company.
THE IMPORTANCE OF LIFESTYLE ENTREPRENEURSHIP: A CONCEPTUAL STUDY OF THE TOURISM INDUSTRY

The purpose of this paper is to explore and discuss the emergence of lifestyle entrepreneurship. This article addresses the question of the relationship between entrepreneur’s life quality and enterprise growth. The purpose of this paper is to conceptualize this relationship and to learn more about lifestyle entrepreneurship. Tourism serves as a case industry to illustrate both relevant research in the field of lifestyle entrepreneurship and conceptual framework to examine the relationship between entrepreneurial activities and perceived life quality. This paper delivers a literature review on entrepreneurship and certain forms of entrepreneurship and conceptualizes lifestyle enterprise’s growth.

MEASURING THE ENTREPRENEURIAL LEVEL OF THE BUSINESSMEN: THE RELATIONSHIP BETWEEN PERSONAL TRAITS AND ENTREPRENEURIAL LEVEL
Dr. Burcu KUMBUL GULER and Dr. Mustafa Yasar TINAR (2009), Ege Academic Review, Vol. 9(1)

With a focus of trait approach, the aim of this paper is to determine the personal characteristics of entrepreneurs that are related with their entrepreneurial drive level. The level of entrepreneurship is tried to be measured on a sample of 452 Turkish businessmen with the instrument of Carland Entrepreneurship Index (CEI). For this study, a questionnaire consisted of some demographical information about the businessmen, information about their enterprises, 5 instruments that are for measuring need for achievement, locus of control, risk taking behaviour, innovativeness and CEI was designed. The questionnaires were delivered to all of the Turkish businessmen who are the members of the Industrialists and Businessmen’s Association. With a return rate of 35%, 452 questionnaires were evaluated for analysis. According to correlational analysis, other than internal locus of control, need for achievement, risk taking propensity and innovativeness showed strong interrelation within and with entrepreneurial level. According to the Linear regression model, innovativeness, risk taking propensity, yearly revenue more than 1 million $ compared to the revenue less
than 1 million $ and the reason of investment positively and significantly affect the entrepreneurial level of the businessmen.

EXPLORING THE ENTREPRENEURIAL MINDSET OF STUDENTS: IMPLICATION FOR IMPROVEMENT OF ENTREPRENEURIAL LEARNING AT UNIVERSITY

The purpose of this paper is to explore the entrepreneurial mindset of students after following an entrepreneurship education course. Several teaching techniques were utilised to infuse entrepreneurial skills and behaviour among students in the university settings. A modified version of entrepreneurial directed approach as discussed in the literature was adopted to conduct the study. Data were collected using qualitative and quantitative research method. Findings indicate that the entrepreneurial directed approach had broadened students’ entrepreneurial understanding, and students are able to develop the entrepreneurial skills and behaviour required for their studies. This paper discusses practical implications for university entrepreneurship learning to guide students to have an entrepreneurial mindset.

INNOVATION AND ENTREPRENEURSHIP IN TOURISM: THE CASE OF A DANISH CARAVAN SITE
Budil Stilling Blichfeldt, University of Southern Denmark (2009), PASOS, Revista de Turismo y patrimonio Cultural, vol. 7 (3)

The tourism industry contains many small and medium-sized enterprises (SMTEs). Furthermore, the tourism industry is often said to be less innovative than other industries and SMTEs’ lack of motivation, knowledge and resources are often claimed to be the reasons why the industry is not very innovative. At the same time, though, rich and thick data on SMTEs and innovativeness is lacking. In order to contribute to the filling of this knowledge gap, this paper draws on a case company (a Danish caravan site) that has been innovative. This study reveals a series of reasons why this specific enterprise has been innovative and further, the paper suggests how these findings may transcend the case company.
PART - II: RESEARCH METHODOLOGY

1.1 INTRODUCTION:

Research in common parlance refers to a search for knowledge. One can also define research as a scientific and systematic search for pertinent information on a specific topic. Infact, research is an art of scientific investigation. Research inculcates scientific and inductive thinking and it promotes the development of logical habits of thinking and organization.

The role of research in several fields of applied economics, whether related to business or to the economy as a whole, has greatly increased in modern times. The increasingly complex nature of business and government has focused attention on the use of research in solving operational problems. Research, as an aid to economic policy, has gained added importance both for government and business.

1.2 RESEARCH METHODOLOGY:

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. In it we study the various steps that are generally adopted by a researcher in studying his research problem alongwith the logic behind them. It is necessary for the researcher to know not only the research methods / techniques but also the methodology. Researchers not only need to know how to develop certain indices or tests, how to calculate the mean, the mode, the median or the standard deviation or chi-square, how to apply particular research techniques, but they also need to know which of these methods or techniques are relevant and which are not, and what would they mean and indicate and why. Researchers also need to understand the assumptions underlying various techniques and they need to know the criteria by which they can decide that certain techniques and procedures will be applicable to certain problems and others will not. All this means that it is necessary for the researcher to design his methodology for his problem as the same may differ from problem to problem.
1.3 SCOPE OF THE STUDY:

The scope of the study is restricted to the role of GIDC for entrepreneurship development and to study selected chemical units of Ahmedbad, Nandesari, Ankleshwar, Sachin and Vapi. For the purpose of the study, survey of 200 chemical units has examined and opinion of owner of large, medium and small scale enterprises has been carried out. The breakup of samples is as follows:

<table>
<thead>
<tr>
<th>Industrial Estate</th>
<th>No. of Units</th>
<th>Types of Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ahmedabad</td>
<td>50</td>
<td>26 Large Scale</td>
</tr>
<tr>
<td></td>
<td></td>
<td>14 Medium Scale</td>
</tr>
<tr>
<td></td>
<td></td>
<td>10 Small Scale</td>
</tr>
<tr>
<td>Nandesari</td>
<td>35</td>
<td>19 Large scale</td>
</tr>
<tr>
<td></td>
<td></td>
<td>6 Medium scale</td>
</tr>
<tr>
<td></td>
<td></td>
<td>10 Small scale</td>
</tr>
<tr>
<td>Ankleshwar</td>
<td>45</td>
<td>25 Large scale</td>
</tr>
<tr>
<td></td>
<td></td>
<td>8 Medium scale</td>
</tr>
<tr>
<td></td>
<td></td>
<td>12 Small scale</td>
</tr>
<tr>
<td>Sachin</td>
<td>27</td>
<td>11 Large Scale</td>
</tr>
<tr>
<td></td>
<td></td>
<td>9 Medium Scale</td>
</tr>
<tr>
<td></td>
<td></td>
<td>7 Small Scale</td>
</tr>
<tr>
<td>Vapi</td>
<td>43</td>
<td>19 Large scale</td>
</tr>
<tr>
<td></td>
<td></td>
<td>12 Medium scale</td>
</tr>
<tr>
<td></td>
<td></td>
<td>12 Small scale</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>200</strong></td>
<td><strong>200 Units</strong></td>
</tr>
</tbody>
</table>

1.4 OBJECTIVES OF THE STUDY:

The principal objectives of the study are as under:

1. To study the entrepreneurial development in Gujarat.
2. To examine the factors for motivating entrepreneurs to establish chemical units.
3. To highlight the problems encountered by selected chemical units.
4. To evaluate facilities, assistance and help regularly provided by GIDC.
5. To get and analyse the opinions of entrepreneurs regarding facilities, services, assistance, etc. provided to them by GIDC.
6. To suggest ways and means to improve the present facilities available to the selected chemical units.
1.5 HYPOTHESIS:

1. There is an equal variance in responses of entrepreneurs dealing with different size of business for problems faced by them.
2. There is an equal variance in responses of entrepreneurs dealing with different size of business for facilities provided by GIDC.
3. There is an equal variance in responses of entrepreneurs located at different places for problems faced by them.
4. There is an equal variance in responses of entrepreneurs located at different places for facilities provided by GIDC.
5. There is an equal variance in responses of entrepreneurs managing business with different forms of organization for problems faced by them.
6. There is an equal variance in responses of entrepreneurs managing business with different forms of organization for facilities provided by GIDC.

1.6 SAMPLING PLAN:

A. **Sampling Method:**
   Non probability convenience sampling method was used for sample selection.

B. **Sample Size:**
   Sample of 200 entrepreneurs of chemical units has been selected for the study. Total filled up questionnaire was 224 out of which around 200 found complete which were further analyzed.

C. **Sample Unit:**
   Entrepreneurs from different chemical units of GIDC in Gujarat.

1.7 SOURCES OF DATA COLLECTION:
In order to achieve the objectives of present study, two types of data are collected:

A. **Primary data**
B. **Secondary data**

A. **Primary Data:**
Primary data was collected from the entrepreneurs of selected chemical industrial units of Ahmedabad, Nandesari, Ankleshwar, Sachin and Vapi Industrial Estate of Gujarat through interviews, personal investigations, visits, etc. A separate
A questionnaire was prepared for entrepreneurs to obtain necessary feedback and data. Entrepreneurs were interviewed and requested to answer the questionnaire.

**B. Secondary Data:**

Secondary data relating to the performance, function and role of GIDC were collected from:

- Annual reports of GIDC
- Books
- Journals
- Magazines
- Newspapers
- Internet

**1.8 DATA ANALYSIS AND INTERPRETATION:**

Once data and information were collected, they were classified, summarized and presented with the help of statistical tools, techniques and methods in an appropriate form through tabulation, figures and charts. Interpretation and inferences were drawn thereafter accordingly.

**1.9 RESEARCH TOOLS:**

1. Well structured questionnaires are used to collect the primary data from selected chemical units of Ahmedabad, Nandesari, Ankleshawar, Sachin and Vapi industrial estate of Gujarat State.
2. Personal extensive field work is made to collect required data and information.
3. Internet facility is used for the collection of necessary information.

**1.10 SIGNIFICANCE OF THE STUDY:**

The research study would be useful to the potential entrepreneurs who want to establish chemical units. It would be helpful to them to come to know about the infrastructural and commercial facilities available in the GIDC estates. The conclusions of the proposed research study would greatly help the Academic, Researchers, Business School Students and the whole Chemical Industry. The conclusions of the proposed research study may be inductive and deductive. They may be helpful in enriching the prevailing pool of knowledge.
1.11 LIMITATIONS OF THE STUDY:

The research study is, although, useful to the potential entrepreneurs, academicians, researchers and the whole chemical industry, it is not free from certain limitations.

1. The study is based on entrepreneurs of selected chemical industrial units in Gujarat.

2. The study is based on those entrepreneurs who started their business in Ahmedabad, Nandesari, Ankleshwar, Sachin and Vapi Industrial estates only.

3. The study is based on the business related problems only.

4. The sample size prefixed for the research study was two hundred (200) chemical industrial units in Gujarat which are limited concerns.

5. Time, finance and co-operation factors are also responsible for problems and delay.

6. The research study is based on a fixed time span and does not cover a long time period.

7. The outcome of the study is largely based on availability of required data. The collection of primary and secondary data may posses certain drawbacks.

1.12 FURTHER SCOPE OF THE STUDY:

1. The study is based on 200 samples only. More samples could be taken for further study.

2. More geographical area could be covered for the study for better research.

3. Industry wise analysis could produce better results.