

*Chapter - 2*

*Review  
Of  
Literature*



	<b>Review of Literature</b>	<b>Page No.</b>
2.1	Introduction	52
2.2	Meaning	52
2.3	General Researches on Entrepreneurship	52
2.4	Researches on Entrepreneur's Attributes / Characteristics	61
	References	78

## 2.1 Introduction

When a person wants to undertake a research the first thing is to define the broad area in which research will be conducted. That can be a subject or a specialised branch of the subject. Then to narrow it down one should study that what has already been searched in that area. The study of searching the researches, which exist already in the specific area, will make the researcher precise into his area of interest. During this process of reviewing the literature one can come to know that such a research has already taken place what he is planning for or he may find that there is some gap exists which can be explored. It will also make the mind of a researcher that how the research will be conducted. What are the points to be considered while a research will be undertaken practically?

## 2.2 Meaning

“A literature review is an evaluative report of information found in the literature related to your selected area of study. The review should describe, summarise, evaluate and clarify this literature. It should give a theoretical base for the research and help you (the author) determine the nature of your research.”<sup>1</sup> From this meaningful definition it can be concluded that literature review will lead a researcher to certain conclusion like what are the areas in which research can be conducted, what methods and techniques can be used, what will be the scope, importance and limitations of the research to be conducted.

Thus a literature review is detail of the literature concerned to a particular area under study. It is a pre thesis or a pre research activity which makes the picture of research even more clear.

## 2.3 General Researches on Entrepreneurship

1)

Title	<b>Gujarat Model of Entrepreneurial Innovation: A Study of Surat diamond Industry<sup>2</sup></b>
Type of work	Europe-India Cross Cultural Innovation Network Project
Year	1999-2000
Publication/Institution	SEAKE Centre (Social and Educational Applications)

Researcher	Knowledge Engineering)
Review	Keyur Purani
Review	This research forms a part of research on Gujarat model of innovation and has been carried out as part of EU-India Cross Cultural innovation network project. Gujarat model of entrepreneurial innovation is developed on the basis of innovative behavior at the grass root level displayed by small entrepreneurs and entrepreneurial orientations typical of culture of Gujarat, which resulted such innovation. Gems & jewelers is one of the five industries selected from Gujarat, which has displayed great innovation at small enterprise level.

2)

Title	<b>A Review of Behavioral Research<sup>3</sup></b>
Type of work	Article
Year	2002
Publication/Institution	Entrepreneurship Theory and Practice, Black well Publishing Limited
Researchers	James C. Hayton ,Gerard George and Shaker A. Zahra
Review	In this article, they review and synthesize the findings of 21 empirical studies that examine the association between national cultural characteristics and aggregate measures of entrepreneurship, individual characteristics of entrepreneurs, and aspects of corporate entrepreneurship.

3)

Title	<b>An Analytical Study of Growth of Entrepreneurship in India (With Special Reference to Gujarat)<sup>4</sup></b>
Type of work	Ph.D.
Year	2005
Publication/Organisation	Saurashtra university
Researcher	Hansa Ben sheth
Review	In this study she concluded that Gujarati people are well

	known for their courage in business from years. But if we look the development in variety it can be found more after establishment of Gujarat State especially in the area of manufacturing and service.
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4)

Title	<b>The Influence of an Entrepreneur's Background on Their Method of Building a Team<sup>5</sup></b>
Type of work	Ph. D
Year	2007
Publication/Org.	University of Pittsburgh
Researcher	John Lipinski
Review	This research intends to provide a foundation for grounded theory to be built regarding the way in which successful entrepreneurs in high tech ventures make decisions and explore the unique team-focused adjustments that must be made to achieve the goal of a successful venture. The product of this paper will be the development of propositions that can be used in the initiation of new theories regarding entrepreneurial team building.

5)

Title	<b>Doing Business in Torres Traits: A Study of the Relationship between Culture and the Nature of the Indigenous Entrepreneurs<sup>6</sup></b>
Type of work	Article
Year	2007
Publication/ Org.	Journal of Developmental Entrepreneurship
Researcher	Darren Lee Ross and Benjamin Mitchell
Review	This qualitative study focuses on the relationship between culture and entrepreneurship in the Torres Strait Islands. Similar to other countries with a low per

	capita Gross Domestic Product (GDP), aggregate evidence suggests that entrepreneurial activity is commonplace among the indigenous community.
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6)

Title	<b>The antecedents of overseas adjustment and commitment of expatriates<sup>7</sup></b>
Type of work	Article
Year	2008
Publication/ Org.	International Journal of Human Resource Management
Researcher	Sheng-Ying Lii and Shu-Yeng Wong.
Review	This study investigates the impact of corporate entrepreneurship, work role characteristics, emotional intelligence and locus of control on the adjustment and commitment of expatriates.

7)

Title	<b>Entrepreneurship and innovation in Ghana: enterprising Africa<sup>8</sup></b>
Type of work	Article
Year	2008
Publication/Org.	Journal Small Business Economics Published online
Researcher	Paul J. A. Robson , Helen M. Haugh and Bernard Acquah Obeng
Review	This study adopts a multi-level theoretical framework to examine data from 496 entrepreneurs in Ghana. Seven types of innovation activity are analysed against three categories of variables: the characteristics of the entrepreneur, the internal competencies of the firm, and firm location

8)

Title	<b>Entrepreneurial Led Family Business Development in Post War Lebanon<sup>9</sup></b>
Type of work	Paper Presentation
Year	2008
Publication/org.	United States Association for Small Business & Entrepreneurship (USASBE)
Researcher	David Pistrui, Josiane Fahed-Sreih, Wilfred Huang & Harold Welsch
Review	This study profiles the characteristics, attributes and growth orientations of Lebanese entrepreneurs including the relationships, roles, and contributions that family and culture play in the development of private SMEs. The findings suggest that entrepreneurs are motivated by the need for independence and flexibility. Entrepreneurs were found to rely heavily on family member participation to establish, develop, and grow their enterprises.

9)

Title	<b>Religion, Culture and Entrepreneurship in India<sup>10</sup></b>
Type of work	Paper Presentation
Year	2009
Publication/ Org.	IPAA 2009 International Public Affairs Conference
Researcher	David B. Audretsch and Nancy S. Meyer
Review	New research in India analyzes the effects of religion and culture on an individual's choice to engage in entrepreneurial activities. Hinduism and its lingering caste system seems to engender a focus on casual labor for individuals under its religious influence, while Muslim and Christian populations are more likely to start their own small enterprises. These findings indicate the need for innovative social programs and policies to

	mitigate the effects of religious perceptions in order to foster entrepreneur-led economic growth.
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10)

Title	<b>Critical success factors of successful Indian entrepreneurs in the Tshwane metropolitan area<sup>11</sup></b>
Type of work	Research project
Year	2010
Publication/Org.	Gordon Institute of Business Science, University of Pretoria
Researcher	Thiloshini Govindasamy
Review	This work seeks to explore the critical success factors that influence the success of Indian small business owners in the Tshwane area. The findings of the study indicate that there are no significant differences between the comparable groups in relation to management skills and finance factors. There are, however, significant differences relating to personal factors, such as the level of education, family support and experience. Finally, an important learning is that the Indian entrepreneurs in this study are similar to ethnic entrepreneurs reviewed in literature

11)

Title	<b>Entrepreneurship Through the Ages: Lessons Learned<sup>12</sup></b>
Type of work	Article
Year	March 2011
Publication/ Org.	Journal of Enterprising Culture
Researcher	Stephanie J Arthur and Robert D Hisrich
Review	The high failure rate of entrepreneurship of new ventures as well as new products indicates that many barriers to success exist; however, even

	<p>entrepreneurship on a small scale can have great impact. A historical review reveals that entrepreneurs emerge from various backgrounds but have similar characteristics. The time is ripe for the acceleration of entrepreneurial behavior and leadership that will facilitate new venture creation that will in turn nurture the growth of jobs and the local economy.</p>
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12)

Title	<b>The Measurement of Entrepreneurial Personality and Business Performance in Terengganu Creative Industry<sup>13</sup></b>
Type of work	Article
Year	June 2011
Publication/ Org.	International Journal of Business and Management
Researchers	Muhammad Abi Sofian Abdul Halim and others
Review	The purpose of this paper is to measure the relationship of entrepreneurial personalities and business performance among Terengganu creative entrepreneurs who are engaged with the Kraftangan Malaysia, as well as in Terengganu branch. The output reveals that the result of this study is statistically significant with moderate correlation in a relationship of entrepreneurial personality and business performance.

13)

Title	<b>The proactive personality scale as a predictor of entrepreneurial intentions.<sup>14</sup></b>
Type of work	A Research Article
Year	July 1996
Publication/Institution	Journal of Small Business Management,
Researcher	Crant, J. Michael
Review	This study explored the relationship between

	<p>individual differences and behavioral intentions toward entrepreneurial careers, defined here as owning one's own business. Of particular interest was a recent innovation in the individual differences literature -- the proactive personality scale. Using a sample of 181 students, entrepreneurial intentions were found to be significantly associated with gender, education, having an entrepreneurial parent, and possessing a proactive personality. The strongest association was found between entrepreneurial intentions and the proactive personality scale. Hierarchical regression analysis showed that proactivity explained significant incremental variance in entrepreneurial intentions above and beyond that explained by the other variables.</p>
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14)

Title	<b>Developing Entrepreneurial skill for corporate work <sup>15</sup></b>
Type of work	A Research Article
Year	Oct 2013
Publication/Institution	Research Directions
Researcher	Ashok Bhanudas Navale
Review	<p>The present paper describes the very term entrepreneur and its attributes to develop the various skills. The term entrepreneur is a loanword from French, and is commonly used to describe an individual who organizes and operates a business or businesses, taking on financial risk to do so.</p>

15)

Title	<b>Does constituent of Entrepreneurial culture differ in individual?<sup>16</sup></b>
Type of work	A Research Article
Year	June 2014
Publication/Institution	International Journal of Small Business and Entrepreneurship Research
Researcher	Christabel Divine Brownson
Review	To address the problem of unemployment through job creation, various governments have developed policies towards the fostering of entrepreneurial culture. It is believed that culture when nurtured, must distinguish an individual from another group of individuals, hence, given the interest in fostering entrepreneurial culture, it may likely imply that individuals nurtured with such a culture are likely to differ significantly from those not nurtured. Using a Mann-Whitney U test analysis to test for differences between the participants of entrepreneurship programmes offered by the government and non-participants, Findings indicate that participants of the programmes differed significantly in three of the constituents of Entrepreneurial Culture identified.

16)

Title	<b>Entrepreneurial Behavior :New Perspectives gained through the Critical Incident Technique<sup>17</sup></b>
Type of work	A Research Article
Year	April 2007
Publication/Institution	The Nyenrode Research Group (NRG) - A research institute
Researcher	Sharda Nandram, Karel Samsom
Review	Responding to criticism of the trait approach in studying entrepreneurship, a process and context oriented

	<p>methodology was applied using the Critical Incident Technique (CIT) in predicting success and failure. The actions of entrepreneurs were subsequently translated into (1) dynamic traits with a subdivision in attitudes, sentiments and ergs; (2) abilities and (3) temperaments. The CIT blends qualitative and quantitative approaches in the study of entrepreneurial behaviour. A material difference among incidents appeared in the various life cycle phases investigated. The researchers further found that specific questions combined with using the CIT generated more differentiated outcomes than the use of general questions.</p>
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## 2.4 Research on Entrepreneur's Attributes / Characteristics

1)

Title	<b>The Characteristics of Chinese Female Entrepreneurs : Motivation and Personality<sup>18</sup></b>
Type of work	Research Article
Year	March – 2000
Publication/ Presentation	Journal of Enterprising Culture
Researcher	Priscilla Chu of City University of Hong Kong
Review	This paper describes characteristics of Chinese Female entrepreneurs. The finding tend to point out that, although times have changed and the environment may be more accepting of women in the workplace, there are issues, including strong orientation to family and subordination to male family members at word, that continue to be gender specific to Chinese female entrepreneurs.

2)

Title	<b>Differences and Similarities of Entrepreneurial Characteristics in a Diverse Social Setting - Evidence from Australian and Singaporean Managers<sup>19</sup></b>
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Type of work	A Research Article
Year	September-2001
Publication/ Presentation	journal of Enterprising Culture
Researchers	Cecil A.L.Pearson and Samir Chatterjee
Review	This paper assesses relationship between contextual work setting properties and three personality characteristics that have been identified in the western literature as being associated with entrepreneurial motivation.

3)

Title	<b>Personality Characteristics of Self-Employed; An Empirical Study<sup>20</sup></b>
Type of work	Article
Year	2005
Publication	Small Business Economics
Researcher	Soerd Beugelsdijk Niels Noorderhaven
Review	This paper is concerned with the personality characteristics of self-employed. Most existing studies on personality characteristics of entrepreneurs concentrate on factors like age, educational profile, and motivations to become self-employed. There is a lack of significant empirical findings to claim that entrepreneurs are psychologically different from the general population. They empirically show that entrepreneurs differ from the general population and wage and salary earners in a number of characteristics.

4)

Title	<b>An exploratory study of characteristics and attributes of Turkish entrepreneurs: A cross-country comparison to Irish entrepreneurs<sup>21</sup></b>
Type of work	A Research Article
Year	August 2007
Publication/Presentation	Journal of International Entrepreneurship

Researcher	Mehmet Turan & Ali Kara
Review	This empirical research was undertaken to investigate the characteristics and attributes of Turkish entrepreneurs and compare them to Irish entrepreneurs. Overall, in terms of entrepreneurial characteristics, Turkish entrepreneurs displayed surprisingly similar characteristics to the Irish.

5)

Title	<b>An Inquiry into the Characteristics of Entrepreneurship in India<sup>22</sup></b>
Type of work	A Research Article
Year	2008
Publication/ Presentation	Journal of International Business Research
Researcher	Vipin gupta
Review	The researcher investigate the distinctive characteristics of entrepreneurship in India. Based on a review both prior literature on the factor sequences and consequences associated with entrepreneurship and evidence from India, they challenge the assumption that entrepreneurship is not supported by Indian culture; and lastly. Using process mapping methodology, they elaborate on the characteristics of five forms of entrepreneurship, by connecting their origins to historical phases.

6)

Title	<b>Innovation Ideas and Regional Characteristics: Product Innovations and Export Entrepreneurship by Firms in Swedish Regions<sup>23</sup></b>
Type of work	A research Article
Year	June 2008
Publication/ Presentation	Blackwell Publishing ,The journal Growth and Change

Researcher	Martin Andersson and Borje Johansson
Review	This paper focuses upon the ways in which characteristics of regions in regards to knowledge sources, communication opportunities, and absorptive capacity influence the development of innovation ideas among existing and potential entrepreneurs.

7)

Title	<b>Entrepreneurial characteristics in Switzerland and the UK: A comparative study of techno-entrepreneurs<sup>24</sup></b>
Type of work	A research Article
Year	October 2008
Publication/Presentation	Journal of International Entrepreneurship
Researcher	Kayhan Tajeddini & Stephen L. Mueller
Review	For this study, a comparative analysis of high-tech entrepreneurs in Switzerland and the UK was undertaken to determine the extent to which they differ in terms of entrepreneurial characteristics. Findings reveal that some entrepreneurial characteristics such as autonomy, propensity for risk, and locus of control are higher among UK techno-entrepreneurs while other characteristics such as achievement need, tolerance for ambiguity, innovativeness, and confidence are higher among Swiss techno-entrepreneurs.

8)

Title	<b>Behavioral Characteristics of Entrepreneurs in The Gujrat, Gujranwala and Sialkot Industrial Clusters of Pakistan: A Comparison of First, Second and Third Generation Family Firms<sup>25</sup></b>
Type of work	A research Article
Year	2008
Publication/	United States Association for Small Business & Entrepreneurship

Presentation	(USASBE)
Researchers	Sarfraz A. Mian, M. Shahid Qureshi
Review	This exploratory research focuses on the transition in entrepreneurial management practices among subsequent generations of family firms in Pakistan. The study replicates the framework employed earlier with different results in new settings. The research results add to the family business and international entrepreneurship literature at the same time providing better insights for the family entrepreneurs and consultants alike.

9)

Title	<b>Are Entrepreneurs Optimistic, Realistic, Both or Fuzzy? Relationship between Entrepreneurial Traits and Entrepreneurial Learning<sup>26</sup></b>
Type of work	Article
Year	2008
Publication/Presentation	Academy of Entrepreneurship
Researchers	Chyi-lyi (Kathleen) Liang, Paul Dunn
Review	This article presents a novel approach to measure entrepreneurial optimism and realism and their relationship to individual demographics, entrepreneurial characteristics, and learning reflections on new venture formation. Measures of optimism from psychology and a measure of realism developed by the authors were used to determine if entrepreneurs are optimistic and/or realistic, a majority are. Many entrepreneurs were both optimistic and realistic.

10)

Title	<b>Gender Differences in Entrepreneurial Traits, Perceptions and Usage of Information and Communication Technologies<sup>27</sup></b>
Type of work	A research Article
Year	2008

Publication/Presentation	Academy of Entrepreneurship Journal
Researcher	Nelson Oly Ndubisi, Monash
Review	In this research, attempt was made to unveil gender differences in information and Communication technology (ICT) usage, perceived system attributes, and entrepreneurial traits among Malaysia entrepreneurs. Results show that male entrepreneurs are more flexible and persevering as compared to female entrepreneurs. Overall ICT usage, usage of basic and advanced systems, and systems usage for administrative, planning, and control purposes do not differ based on gender.

11)

Title	<b>Identifying Entrepreneurial Characteristics and Opportunities in Technology Entrepreneurship<sup>28</sup></b>
Type of work	A research paper
Publication	European Conference on Entrepreneurship & Innovation
Researcher	Amy Hsiao
Review	This paper examines the unique characteristics and context of engineers-turned-entrepreneurs. In terms of the innovation process, this research analyzes the advantages and disadvantages of a technology-push strategy versus a market-pull strategy for innovation. The paper also explores how engineers-turned-entrepreneurs recognize and manage the weaknesses in their approach to innovation and entrepreneurship, with the main shortcomings being a lack of marketing expertise and a feeble assessment of demand conditions. The research discusses how knowledge conditions in the environment that engineers-turned-entrepreneurs typically develop in can facilitate a better understanding of market demand and customer fit. Technological innovation and entrepreneurial effort should be matched with customer understanding and attractive

	demand, and this can be accomplished with the unique perspective that engineers bring to entrepreneurship.
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12)

Title	<b>Understanding the Influence of Family Context on Entrepreneurial Characteristics<sup>29</sup></b>
Type of work	A Research Project
Year	Nov – 2007
Publication/Presentation	For the degree of MBA in University of Pretoria
Researcher	Kamal Patel
Review	In this paper the family context within which an individual grows up is investigated as a possible source of developing strength of entrepreneurial characteristics. The results revealed that only Self-confidence, out of the six characteristics, was influenced by the family context. The other five are possibly influenced by other environmental factors.

13)

Title	<b>The effects of Personal Background Factors on students' Entrepreneurial Attributes<sup>30</sup></b>
Type of work	A Research Paper
Year	December 2007
Publication/Presentation	Knowledge, Economy & Management International Congress, Istanbul
Researchers	Halil Demirer and Mehmet Kara
Review	The association among undergraduate students' personal background factors (work experience, entrepreneurial career projections, class, programme type, socio-economic status of family, parents' entrepreneurial experience and, socio-economic development level of hometown) and their entrepreneurial traits were examined in this study

14)

Title	<b>Characteristics of migrant entrepreneurship in Europe<sup>31</sup></b>
Type of work	A Research Article
Year	July 2009
Publication	Journal of Entrepreneurship & Regional Development
Researcher	Tuzin Baycan-Levent and Peter Nijkamp
Review	The present paper aims to investigate and compare various modalities of migrant entrepreneurship in European countries in order to design a systematic classification of migrant entrepreneurship and to highlight key factors of migrant entrepreneurship in Europe.

15)

Title	<b>Women Entrepreneurs in the Greek Countryside: A Typology According to Motives and Business Characteristics<sup>32</sup></b>
Type of work	A Research Article
Year	2009
Publication	Journal of Developmental Entrepreneurship
Researcher	Olga Iakovidou, Stavriani Koutsou and Maria Partalidou
Review	This research aims to examine factors that must be considered independently with recognition to the variances of rural areas with different geomorphologic and economic profiles. The characteristics of women entrepreneurship in Greek rural areas and the women's motives for the undertaking of the entrepreneurial activity are used to identify a typology of women entrepreneurs in the Greek countryside.

16)

Title	<b>Economic and Social Characteristics of Albanian Immigrant Entrepreneurs in Greece<sup>33</sup></b>
Type of work	A Research Article
Year	2009
Publication	Journal of Developmental Entrepreneurship
Researchers	Daphne Halkias, Nicholas Harkiolakis, Paul Thurman and others
Review	Greece has experienced rapid growth in immigrant and refugee populations since 1990. The purpose of this research is two-fold: to review the extant literature on social and economic factors influencing immigrant entrepreneurship in Greece, and to determine characteristics and business profiles of Albanian immigrant-owned small businesses within the municipality of Attiki — the location of Athens, Greece’s capital city and largest urban center.

17)

Title	<b>Entrepreneurial Characteristics, Optimism, Pessimism and Realism — Correlation or Collision?<sup>34</sup></b>
Type of work	A Research Article
Year	March 2010
Publication	Journal of Business and Entrepreneurship
Researcher	Chyi-lyi (Kathleen) , Liang Paul Dunn
Review	The study of entrepreneurs and entrepreneurship has resulted in a great deal of information about who entrepreneurs are and how and what impacts their behavior. This article presents additional insight into who entrepreneurs are and how their characteristics relate, and how those relationships might impact their behavior.

18)

Title	<b>Characteristics of the Maltese Entrepreneur<sup>35</sup></b>
Type of work	A Research Article
Year	2010
Publication	International Journal of Arts and Sciences
Researcher	Frank Bezzina
Review	This empirical study which is based in Malta seeks to characterize the personality/psychological profile of Maltese entrepreneurs (business owners and self-employed persons) and employed managers. The characteristics investigated in this study are the need for achievement, locus of control, tolerance towards ambiguity, self-confidence, creativity/innovativeness, risk-taking propensity and self-sufficiency/freedom.

19)

Title	<b>Identifying the attributes of success of Saudi female entrepreneurs in garment production: an exploratory study conducted in Saudi Arabia<sup>36</sup></b>
Type of work	A thesis
Year	2012
Publication/ Org.	Kansas state university
Researcher	Alzahrani, Sarah
Review	This study documents Saudi women who have succeeded in operating their own small businesses, namely in the production of apparel goods. The study notes the reasons that motivate women to establish this kind of work and the factors that help women to be successful in apparel production in Saudi Arabia. Additionally, the study explores the challenges that women encounter in the apparel production field, as well as the commitment women have to offering employment to Saudi girls and young women. As part of the study, it was discovered that Saudi female

	<p>entrepreneurs were motivated by financial and non-financial factors, pull and push, and internal and external motives. Personal characteristics of the business owner, the quality of the product produced within the firm, advertising and promotion strategies, family support, previous education, availability of resources, and years of experience were all elements identified by participants as contributing to their success.</p>
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20)

Title	<b>Entrepreneurial Traits and Motivations of the Youth – an Empirical Study in HoChi Minh City – Vietnam<sup>37</sup></b>
Type of work	A Research Article
Year	April 2014
Publication/Institution	International Journal of Business and Social Science
Researcher	<b>Mai Nguyen, Anh Phan</b>
Review	These research findings are based on results of a survey of 938 young people from 18 to 35 years old in Ho Chi Minh City, including students, employees and entrepreneurs. The results show that 70% of young people have a desire to start their own business. They have strong entrepreneurship traits of Enthusiasm, Open mindedness, Responsibility and Materialism and relatively low in Risk-taking and Trust. Needs and motives for entrepreneurship of young people include both physical and mental needs..

21)

Title	<b>Attributes, Environment Factors and Women Entrepreneurial Activity: A Literature Review<sup>38</sup></b>
Type of work	A Research Article
Year	September 2011

Publication/Institution	Asian Social Science
Researcher	Isidore Ekpe Norsiah Mat & Razli Che Razak
Review	<p>The purpose of this study is to examine the effect of individual attributes and business environment factors on the entrepreneurial activity of women entrepreneurs. Individual attributes such as education, working experience, attitude towards risk-taking, affect women entrepreneurial activity. Economic constraints such as lack of credit due to lack of asset collaterals and socio-cultural barriers, lack of savings due to low household income, and lack of labour skills due to low educational level also affect women entrepreneurial activity. The effect of these factors on entrepreneurial activity is worth studying because entrepreneurship development is considered a vital link to an overall economic growth of a nation through its positive impact on economic development especially at the grassroots. However, limited studies have reviewed literatures on individual attributes and business environment factors on the entrepreneurial activity of women entrepreneurs. This is the focus of this study. The paper is a descriptive study that reviews literature on individual attributes and environment factors on women entrepreneurial activity. The paper concludes that environment factors exert much more influence on women entrepreneurial activity than individual attributes.</p>

22)

Title	<b>Do Entrepreneurial attributes change during the Life Courses of Enterprises and Entrepreneurs?</b> <sup>39</sup>
Type of work	A Research Article
Year	April 2007
Publication/Institution	The Nyenrode Research Group (NRG) - A research

Researcher	institute
	Sharda S. Nandram, Marise Ph. Born, Karel J. Samsom
Review	<p>This paper examines the relationship between entrepreneurial attributes and life stages of entrepreneurs and enterprises in a sample of 276 entrepreneurs. Findings revealed that most attributes remained constant across the life stages of the enterprises. Yet, as was expected, flexibility and awareness of opportunities became less characteristic as the enterprise moved from the start-up stage through its entrepreneurial and maturity stage. The attributes achievement orientation, assertiveness, awareness of opportunity and integrity became less</p> <p>Characteristic across the life stages of the entrepreneur.</p>

23)

Title	<b>The role and attributes of entrepreneurs at South Africa's largest arts festival.<sup>40</sup></b>
Type of work	A Research Article
Year	2009
Publication/Institution	PASOS. Revista de Turismoy Patrimonio Cultural.
Researchers	E.Jonker, M. Saayman and S. De Klerk
Review	<p>The Klein Karoo National Arts Festival (KKNK) in Oudtshoorn, South Africa, is the largest arts festival in South Africa. The purpose of this research was to determine the attributes and role of the entrepreneurs at the Klein Karoo National Arts Festival. This was done by means of a questionnaire survey (N=249). After data capturing was completed, two factor analyses were conducted. The first factor analysis revealed six factors (entrepreneurial attributes), namely organisational skills, resourcefulness, self-edification, explorative, acquired skill and drive, of which resourcefulness had the highest</p>

	mean value. The second factor analysis identified the role of entrepreneurs at KKNK and revealed three primary roles, namely festival promotion, product promotion and income generation, of which product promotion had the highest mean value. This is the first time that the roles of entrepreneurs at festival were investigated in South Africa.
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24)

Title	<b>A Detailed Study of Behavioural Attributes of Social Entrepreneurs in Lucknow and Kanpur Region<sup>41</sup></b>
Type of work	A Research Article
Year	July-December 2012
Publication/Institution	Viewpoint
Researcher	Dr. Yasir Arafat Elahi and Anisur Rehman
Review	Social entrepreneurs overcomes the gap between the business and the public sectors, as it is connected to the “non-profit” or the “third” sector, as well as to the concept of the “social economy”, with emphasis on objectives to serve communities and society rather than generating a company's profit. This research paper discusses the behavioural traits possessed by Social entrepreneurs with the help of a questionnaire. The questionnaire covers questions related to various behavioural traits that be possessed by social entrepreneurs. The responses of the respondents are analyzed and their mean is calculated. The various behavioral attributes are ranked in order of importance as perceived by respondents. It is evident from the study that social entrepreneurs must act in an ethical manner, be an optimist, be innovative in their work, be a high risk taker and should be able to tolerate uncertainty.

25)

Title	<b>Which Big-Five personality traits drive entrepreneurial failure in highly innovative industries?</b> <sup>42</sup>
Type of work	A Research Paper
Year	April 2011
Publication/Institution	DIME (Dynamics of Institutions & Markets Europe) Final Conference
Researchers	Uwe Cantner, Rainer K. Silbereisen and Sebastian Wilfling
Review	<p>The relation between the comprehensive personality of highly innovative entrepreneurs and their disposition to fail is still strongly under investigated. Thus in this paper they examine a dataset consisting of 423 entrepreneurs from the German federal state of Thuringia is employed in order to examine the relationship between the Big-Five personality traits (conscientiousness, extraversion, agreeableness, openness, neuroticism) and entrepreneurial failure in highly innovative industries. Correspondingly, they identify seemingly successful discontinuances as far as possible with the help of a firm credit rating. As a framework for the relationship between personality traits and entrepreneurial failure the five-factor personality system theory of McCrae and Costa (1996, 1999) is operated. They find evidence that agreeable entrepreneurs have a lower probability to fail at all times from the start up of their firms. In contrast, conscientiousness increases the failure hazard rate at the time launching a firm, even if this effect diminishes over time. Neuroticism, openness, and extraversion are seemingly not related to the hazard of entrepreneurial failure in highly innovative industries. We conclude that this personality profile rather refers to effectuators in</p>

	Sarasvathy's (2001) terminology than to entrepreneurs who build up their firms on causation principles.
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26)

Title	<b>Entrepreneurial Mindsets Theoretical Foundations and Empirical Properties of a Mindset Scale</b>
Type of work	A Research Paper
Year	June 2014
Publication/Institution	The International Journal of Management and Business
Researchers	John- Erik Methisen, Jan Ketil Arnulf
Review	This study builds on research on mindsets from laboratory research to develop and test a measurement scale for entrepreneurial mindsets. A three-dimensional scale was constructed measuring elaborating mindsets, implemental mindsets, and compulsiveness about business ideas. Exploratory and confirmatory factor analyses support the claim that these three latent variables may be reliably measured. Using two samples of altogether 608 business students enrolled in entrepreneurship and normal business classes, we were able to demonstrate that elaborating mindsets are antecedent to implemental mindsets. Finally, compulsive mindsets about entrepreneurial activities were mediated by implemental mindsets. We argue that compulsivity is part of the notable impression entrepreneurs makes on others, and that this is caused by mindsets instead of personality. A discriminate analysis with the big five personality factors supports this as neuroticism is not correlated with entrepreneurial compulsiveness. Other traits are related to mindsets in ways predicted by contemporary research.

From the above researches it can be seen that research regarding entrepreneur's attributes have been conducted but not in Saurashtra region. This has motivated the researcher to undertake research on the same. i.e. Attributes of entrepreneurs.

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