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## Entrepreneurs of Saurashtra: Various Industries, Various Attributes



### Commerce

**KEYWORDS :** Entrepreneurship, Attributes, Saurashtra, Gujarat

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#### ABSTRACT

*Entrepreneurs are the life blood of any economy. Different industries need different personalities. Entrepreneurs have some common while certain uncommon characteristics. To discover this common and uncommon a survey has been undertaken in Saurashtra region of Gujarat state. Total 209 entrepreneurs of total 7 industries have been surveyed by a common questionnaire. The results revealed that entrepreneurs of 5 industries carry many similar characteristics while entrepreneurs of 2 industries differ significantly.*

#### Introduction

The centre of any economic activity is an entrepreneur. Any new product or service is no doubt motivated by consumer needs but initiated, designed, developed, promoted and placed by an entrepreneur only. It is the thirst of entrepreneur who gives birth to a new product. Sometimes new trends are settled by entrepreneur. So they play a role of a Trend Setter as well. The development, prosperity, lifestyle of any economy is basically brainchild of entrepreneurs belong to the same community. It's not easy to give a conclusive meaning of entrepreneur. The meaning varies from person to person, place to place, time to time and situation to situation. But we can derive certain attributes or characteristics of an entrepreneur that can be listed below.

- 1) Ambitious
- 2) Hard working
- 3) Visionary
- 4) Innovative
- 5) Motivating
- 6) Leader
- 7) Dynamic
- 8) Risk taker
- 9) Flexible
- 10) Adaptive
- 11) Stick ability
- 12) Public Relation
- 13) Proactive
- 14) Determinant
- 15) Tactfulness
- 16) Self confident
- 17) Intelligent
- 18) Socially responsible
- 19) Value based
- 20) Committed
- 21) Dreamer
- 22) Emotionally stable
- 23) Clear Objective
- 24) Technical Knowledge
- 25) Business secrecy
- 26) Administrative ability

The list is endless...!! All the above characteristics are needed to become a successful entrepreneur. But it's not easy to find such an entrepreneur who possesses all the above attributes. But still they are quiet successfully running their business. That means to run a particular business it's not compulsory to possess all the above characteristics but to have a few essentials. That has motivated the researcher to undertake the research to find certain common attributes among entrepreneurs and certain uncommon exclusive attributes which an entrepreneur should have to run his specific business.

#### Objective

The objective of the research is to study the attributes of entrepreneurs of various industries.

#### Literature Review

The reviewed literature in the field of entrepreneurial attributes can be explained as follows.

*Characteristics of the Maltese Entrepreneur* (2010) by Frank Bezzina. This This empirical study 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.

*Identifying the attributes of success of Saudi female entrepreneurs in garment production: an exploratory study conducted in Saudi Arabia* (2012) by Alzahrani, Sarah, Kansas state university. 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. As part of the study, it was discovered that Saudi female entrepreneurs were motivated by financial and non-financial factors, pull and push, and internal and external motives.

*Economic and Social Characteristics of Albanian Immigrant Entrepreneurs in Greece Research Methodology* (2009) by Daphne Halkias, Nicholas Harkiolakis, Paul Thurman and others. 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.

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.

#### Research Methodology

For this purpose total 7 industries of Saurashtra region of Gujarat state are selected. The selection was made through simple random sampling. The data collection was made through a common questionnaire. As it is a multivariate analysis, ANOVA technique was used. The names of the industries and sample size are explained below:

Name of Industry	Sample Size
1.Brass	29
2.Cotton	37
3.Ceramic	42
4.Casting	28
5.Imitation Jewelers	37
6.Bearing	17
7.Engine	19
Total	209

Total 209 entrepreneurs were interviewed. The attributes tested can be named as follows:

- 1) Dynamism
- 2) Originality
- 3) Visionary
- 4) Socially Responsible
- 5) Committed
- 6) Proactive
- 7) Flexible
- 8) Emotionally Stable

#### These can be explained in detail as follows: Attributes of Entrepreneurs

##### 1. Dynamic

A person is having positive attitude, full of energy and new ideas can be said as dynamic. A dynamic entrepreneur means energetic

ic person, ready to work for a continuously, long time with the same temperament. We observe that many entrepreneurs are like this. Always ready to introduce something new. New technology, method, pattern of working is the result of dynamism in the entrepreneur.

## 2. Emotionally Stable

An emotionally stable person is one who is able to control his feelings whether negative or positive. The behaviour, decisions should not be affected by emotions. Such a stable and cool minded person can take rational decision. An entrepreneur should be emotionally stable. He has to bear uncertainty and risk so in any adversity to should not become emotional and take the decision but he should be able to judge the situation neutrally by balancing the mind. Emotionally stable entrepreneur can understand and grab the profitable opportunity. So it is an important attribute for a successive entrepreneur.

## 3. Committed

Successful business men are committed. They are ready to fulfill their business commitment in any circumstances. Committed is person who is pledged or bound to a certain course or policy - dedicated. Once a person gives commitment means he will definitely do something. In any business relationship, commitment is a must. One should be ready to stick with the words spoken by him. In business it is all about a chain of relationships and interdependencies. If one breaks it the effect will be multiple. Many unknown parties may suffer due to lack of fulfillment of the promises made. So success in business is quiet dependant on committed behaviour.

## 4. Proactive

Proactive means creating or controlling the situation rather than just responding it after it happened. If a person is proactive means he has already thought about the things going to happen in the future so that preventive measure can be taken rather than corrective. Proactive attitude reduces the harm of uncertainty. The future is risk and uncertainty. In this situation the proactive approach can be more helpful. Many entrepreneurs are able to sustain in adversities just due to proactive approach.

## 5. Originality

It is the ability to think independently and creatively. It is a quality of being new and different in a good and appealing way. Possessing originality is a rare virtue. All may not posses it. There

are many businessmen who just imitate and don't create but originality is something being first in any area. Sometimes it is also seen that entrepreneurs prefer to be original. They want to take initiative in any particular area even though it's costlier.

## 6. Socially Responsible

Social responsibility is a sense of understanding the needs of the society and putting it in a priority like profit motive. For a businessman profit is no doubt the first and primary but it should not be at the cost of the society as he receives resources from the society and offers output to them only. An entrepreneur should obligatory fulfill the needs of the society. The examples can be like Tata Group who has various societal welfare and development projects including maternal and child health services, family planning, relief programs in natural calamities.

## 7. Flexible

Flexibility is an ability to change as per the circumstances. In business also as per the time and situation one should be able to mould. Sometimes for the sake customers one should introduce some changes in the policy. On the other hand there are certain entrepreneurs have their own policy in which the involved parties have to mould. To create the unique identity, less flexibility is preferred. Sometimes flexibility is harmful for the long run future of the firm as a firm may lose the identity. So flexibility has both the sides. It depends upon the attitude of the entrepreneur.

## 8. Visionary

Planning is required in any group activity, but planning with wisdom leads to vision. An entrepreneur with vision can change the trend, set a trend. To be successful in the long run one should be able to visualise the future on concrete data base. A new product development is result of a prefect vision. Based on the vision if, the decisions are taken, become meaningful. Actually vision is a powerful imagination to predict the future. To sustain and develop for the long run, vision becomes an important attribute. It can be developed by experience and meaningful observation.

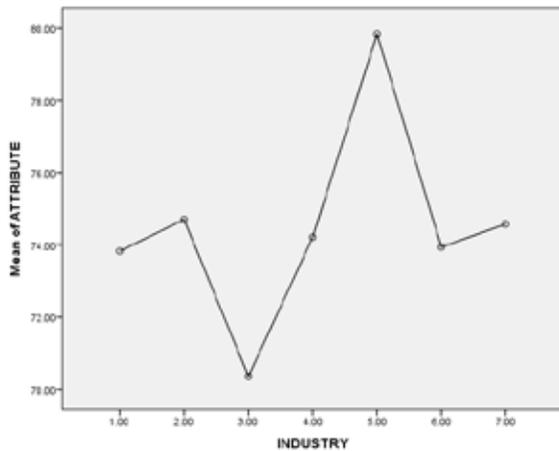
## Data Analysis

The collected data is analyzed by ANOVA technique. In context to hypothesis, the analysis is as follows.

H0: There is no significant difference in the attributes of entrepreneurs of **various industries**.

Descriptives									
ATTRIBUTE									
	N	Mean	Std. Deviation Lower Bound	Std. Error	95% Confidence Interval for Mean			Minimum	Maximum
				Upper Bound					
1.00	29	73.8276	7.88339	1.46391	70.8289	76.8263	56.00	86.00	
2.00	37	74.7027	9.29416	1.52795	71.6039	77.8015	56.00	88.00	
3.00	42	70.3571	7.75799	1.19708	67.9396	72.7747	56.00	89.00	
4.00	28	74.2143	11.81762	2.23332	69.6319	78.7967	51.00	91.00	
5.00	37	79.8378	5.85716	.96291	77.8850	81.7907	60.00	87.00	
6.00	17	73.9412	6.85994	1.66378	70.4141	77.4682	60.00	85.00	
7.00	19	74.5789	12.57562	2.88504	68.5177	80.6402	50.00	97.00	
Total	209	74.4785	9.23001	.63845	73.2198	75.7371	50.00	97.00	
ANOVA									
ATTRIBUTE									
		Sum of Squares	df	Mean Square	F	Sig.			
Between Groups		1797.329	6	299.555	3.800	.001			
Within Groups		15922.825	202	78.826					
Total		17720.153	208						

## Industry wise mean chart



From the above analysis it is clear that there is significant difference between entrepreneurs of various industries. So we can conclude that Null Hypothesis is rejected and the alternative hypothesis is accepted.

## Findings and Conclusions

If we study in detail we can conclude that there is significant difference between the attributes of entrepreneurs of Ceramic industry and Imitation Jewelers. It can also be studied in the chart of means also.

Thus even though we study that entrepreneur of every industry carry similar attributes but it may not be true. In context to any particular industry some special characteristics are required, which may not be the need of the other industry. In detail picture shows that they are significantly different in context to 2 attributes Dynamism and Emotional stability.

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## Entrepreneurial Attributes and Educational Qualifications: A Negative Relation

### KEYWORDS

Attributes of entrepreneurs, Saurashtra - Gujarat, Educational Qualifications

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**ABSTRACT** *The entrepreneurship is a result of multifold factors. One of the important factors is educational qualifications. How entrepreneurs' attributes differ due to change in educational qualifications. To explore the relationship between them a research is under taken in Gujarat. A sample of more than 200 entrepreneurs is selected from the saurashtra region of Gujarat state belongs to various industries. The conclusions revealed that there is negative relationship between attributes of entrepreneurs and their educational qualifications. Higher the qualifications, lesser are the attributes.*

### Introduction

For the development of any economy, entrepreneurship development is essential. Many developed countries could develop because of entrepreneurial initiative. Various factors motivate a person to become an entrepreneur. But to remain as an entrepreneur one must poses some attributes. There are various factors which may affect the entrepreneurial attributes e.g. economic background, family circumstance, social status, educational qualifications etc. One of the factors is Educational Qualifications. The present paper focuses on establishing relationship between educational qualifications and attributes of the entrepreneurs.

### Objective

The objective of the research is to study the relationship between attributes of entrepreneurs and their educational qualifications among various industries.

### Literature review

In the year 1999-2000 under the Europe-India Cross Cultural Innovation Network Project, Keyur Purani has conducted a research on *Gujarat Model of Entrepreneurial Innovation: A Study of Surat diamond Industry*. In this 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.

In the year 2005 a Ph D thesis has been submitted by Prof. Hansaben Sheth on *An Analytical Study of Growth of Entrepreneurship in India (With Special Reference to Gujarat)*, in Saurashtra University. 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.

### Data Analysis

The data analysis can be explained as follows.

Descriptive								
ATTRIBUTE								
Educational Qualifications	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
SSC	56	75.1429	8.94921	1.19589	72.7462	77.5395	50.00	88.00
HSC	55	77.0909	8.28714	1.11744	74.8506	79.3312	58.00	91.00

In the year 2005, an article is published in Small Business Economics on *Personality Characteristics of Self-Employed; An Empirical Study*, by Soerd Beugelsdijk Niels Noorderhaven. 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.

### Research Methodology

For the purpose of study a sample of more than 200 entrepreneurs is selected from total 7 industries. The method of selection was simple random sampling. The industries and sample size were Brass – 29, Cotton – 37, Ceramic – 42, Casting – 28, Imitation Jewelers - 37, Bearing – 17 and Engine – 19. Questionnaire was prepared to collect the data. For the purpose of analysis One way ANOVA was applied at 5% level of significance. The attributes which were tested can be named as follows:

- 1) Dynamism
- 2) Originality
- 3) Visionary
- 4) Socially Responsible
- 5) Committed
- 6) Proactive
- 7) Flexible
- 8) Emotionally Stable

### Scope - Limitations

The data collection was made in the Saurashtra region of Gujarat state. So the conclusions are applicable in that region only. The research is focusing only on the attributes side of the entrepreneurs. Any other side of entrepreneurship is not considered.

### Hypothesis

H0: There is no significant difference in the attributes of entrepreneurs of the same industry having different **educational background**.

Graduation	58	72.3621	8.53414	1.12059	70.1181	74.6060	56.00	91.00
Post Graduation	20	68.2500	10.53753	2.35626	63.3183	73.1817	51.00	97.00
Diploma	7	73.1429	13.12032	4.95902	61.0086	85.2771	56.00	89.00
Uneducated	12	81.6667	3.49892	1.01005	79.4436	83.8898	78.00	87.00
Total	208	74.5288	9.22343	.63953	73.2680	75.7897	50.00	97.00

In the above descriptive chart the first column is for the level of educational qualifications. It includes education up to SSC, HSC, Graduation, Post graduation, Diploma and Uneducated. From the above information we can study that there is not even a single entrepreneur has done the doctorate while least no is with diploma holders and 12 are uneducated. If we look at the mean column we can observe that the highest value of entrepreneurial attributes is from uneducated class and the lowest is from the highest educated post graduated entrepreneurs. The overall average of means is 74.5288. Out of all six classes of education, 3 are less than the overall average of entrepreneurial attributes' value and the remaining 3 are more than average. One notable conclusion can be derived is that there negative relationship between entrepreneurial attributes and educational qualifications. Up to graduation level there is no significant difference but at PG level it differs significantly and slopes negatively on the other hand the highest value of entrepreneurial attributes is found in the group of uneducated entrepreneurs. If we study the range, it is

found the lowest among uneducated entrepreneurs and so as with its standard deviation. On the contrary the highest range is found in the postgraduate entrepreneurs and second highest standard deviation. The highest value of standard deviation is seen in the group of diploma holding entrepreneurs.

ANOVA					
ATTRIBUTE					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2067.754	5	413.551	5.375	.000
Within Groups	15542.073	202	76.941		
Total	17609.827	207			

On studying the ANOVA chart it can be observed that the F value is 5.375 which are the highly significant at the 5 percent level of significance and it says that there is significant difference in the attributes of entrepreneurs of various industries having various educational qualifications.

Multiple Comparisons						
Dependent Variable: ATTRIBUTE						
Tukey HSD						
(I) QUALIFICATION	(J) QUALIFICATION	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
SSC	HSC	-1.94805	1.66519	.851	-6.7393	2.8432
	Graduation	2.78079	1.64332	.539	-1.9475	7.5091
	Post Graduation	6.89286*	2.28495	.034	.3184	13.4673
	Diploma	2.00000	3.51646	.993	-8.1178	12.1178
	Uneducated	-6.52381	2.79029	.184	-14.5522	1.5046
HSC	SSC	1.94805	1.66519	.851	-2.8432	6.7393
	Graduation	4.72884	1.65091	.052	-.0213	9.4790
	Post Graduation	8.84091*	2.29041	.022	2.2508	15.4311
	Diploma	3.94805	3.52001	.872	-6.1800	14.0761
	Uneducated	-4.57576	2.79476	.575	-12.6171	3.4655
Graduation	SSC	-2.78079	1.64332	.539	-7.5091	1.9475
	HSC	-4.72884	1.65091	.052	-9.4790	.0213
	Post Graduation	4.11207	2.27456	.463	-2.4325	10.6566
	Diploma	-.78079	3.50972	1.000	-10.8792	9.3176
	Uneducated	-9.30460*	2.78178	.012	-17.3086	-1.3006
Post Graduation	SSC	-6.89286*	2.28495	.034	-13.4673	-.3184
	HSC	-8.84091*	2.29041	.022	-15.4311	-2.2508
	Graduation	-4.11207	2.27456	.463	-10.6566	2.4325
	Diploma	-4.89286	3.85209	.801	-15.9764	6.1907
	Uneducated	-13.41667*	3.20294	.001	-22.6324	-4.2009
Diploma	SSC	-2.00000	3.51646	.993	-12.1178	8.1178
	HSC	-3.94805	3.52001	.872	-14.0761	6.1800
	Graduation	.78079	3.50972	1.000	-9.3176	10.8792
	Post Graduation	4.89286	3.85209	.801	-6.1907	15.9764
	Uneducated	-8.52381	4.17173	.322	-20.5270	3.4794
Uneducated	SSC	6.52381	2.79029	.184	-1.5046	14.5522
	HSC	4.57576	2.79476	.575	-3.4655	12.6171
	Graduation	9.30460*	2.78178	.001	1.3006	17.3086
	Post Graduation	13.41667*	3.20294	.001	4.2009	22.6324
	Diploma	8.52381	4.17173	.322	-3.4794	20.5270

In the multiple comparisons we compare the means among various levels of qualifications. Firstly if we compare SSC passed entrepreneurs' attributes with the others, we can observe that there is no significant difference with the entrepreneurs who are HSC passed. Similar results can be seen with Graduate, Diploma holders and uneducated entrepreneurs. But there a significant difference is noticed while compare the attributes of SSC passed entrepreneurs with the Post graduate entrepreneurs. Similarly the chart gives equal results on comparing HSC passed entrepreneurial attributes with the others that there is no significant difference except the postgraduates' attributes. On comparing attributes of graduate entrepreneurs with the others we find some different conclusions. There is no significant difference can be found among comparison with SSC passed, HSC passed, Post graduate and Diploma holders entrepreneurs. But a significant difference can be found between the attributes of uneducated entrepreneurs and graduate entrepreneurs. On comparing the attributes of Postgraduate entrepreneurs, the results are surprisingly different. The attributes of postgraduate entrepreneurs significantly vary from the attributes of SSC passed and HSC passed entrepreneurs. But there is no significant difference between the attributes of post graduate entrepreneurs and graduate entrepreneurs. Similar results are found on comparing with diploma holders. Again postgraduate entrepre-

neurs differ significantly on comparing with attributes with the uneducated entrepreneurs. There is no significant difference between the attributes of diploma holders and the other various educational leveled entrepreneurs and also uneducated entrepreneurs. And lastly on comparing attributes of uneducated entrepreneurs with the others we can observe that there is no significant difference with the attributes of SSC passed, HSC passed and diploma holders. But there is a significant difference between the attributes of uneducated entrepreneurs and graduate as well as post graduate entrepreneurs.

From the above analysis it is clear that **Null Hypothesis is rejected** and hence the alternative hypothesis is accepted.

### Conclusions and findings

1. Out of total 209, 56 entrepreneurs have done SSC only, 55 studied up to HSC, 58 are Graduate, 20 holding post graduation degree, 7 are diploma holders and 12 are uneducated but nobody has done Doctorate.
2. The significant difference is observed among the entrepreneurs belong to various educational backgrounds.
3. Overall conclusions show that there is negative relationship between educational qualifications and entrepreneurial attributes. Higher the qualifications lower are the attributes.

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