managerial problems represented the greatest problem facing SMEs in Nigeria while non-availability of raw materials locally was the least problem.

2.3 Concepts Used

The operational definitions of concepts used in the study are given below:

2.3.1 Entrepreneurs

Churchill and Lewis\(^{58}\) (1986) suggest an entrepreneur as a person who judges and mixes production’s components.

An entrepreneur is a person who organizes and manages any enterprise, especially a business, usually with considerable initiative and risk.\(^{59}\)

To an economist, an entrepreneur is one who brings resources, labour, materials, and other assets into combinations that make their value greater than before, and also one who introduces changes, innovations, and a new order. To a psychologist, such a person is typically driven by certain forces the needs to obtain or attain something, to experiment, to accomplish, or perhaps to escape the authority of others. To one businessman, an entrepreneur appears as a threat, an aggressive competitor, whereas to another businessman the same entrepreneur may be an ally, a source of supply, a customer, or someone who creates wealth for others, as well as finding better ways to utilize resources, reduce waste, and produce jobs others are glad to get.\(^{60}\)


2.3.2 Motivation

Motivation is defined as internal and external factors that stimulate desire and energy in people to be continually interested in and committed to a job, role, or subject, and to exert persistent effort in attaining a goal. Motivation results from the interactions between conscious and unconscious factors such as the (1) intensity of desire or need, (2) incentive or reward value of the goal and (3) expectations of the individual and of his or her significant others.\(^61\)

The briefest definition of motivation is ‘The activation of goal-oriented behaviour’... to create enthusiasm and incentive, and generate the desire for action. Often connected to a goal-oriented outcome, these definitions of motivation can apply to groups, individual or to the self.

There are two basic types of Motivation, Intrinsic and Extrinsic.

- Intrinsic motivation is based on an individual or self, being enthusiastic. Enjoying the work at hand is a fire within that desires more pleasure thus being drawn toward greater outcomes. This may be fired by goals or by the simple joy of enthusiasm.
- Extrinsic motivation takes its rise outside the individual like training for an award, to win a prize or earn a bonus. This may amount to some coercion within the workplace. Employers may set monetary bonuses related to production goals.\(^62\)

The motivating factor is defined as Drivers of human behaviour related to the intrinsic nature of the work, but not necessarily to the surrounding circumstances or

environment. Motivating factors include achievement, advancement, autonomy, personal growth, recognition, responsibility, and the work itself.63

2.3.3 Socio-Cultural Background

The socio-cultural approach is based on the idea that society and culture shape cognition. Social customs, beliefs, values, and language are all part of what shapes a person's identity and reality. According to this approach, what a person thinks is based on his or her socio-cultural background.64

“Socio-cultural” is an adjective describing something that involves both social and cultural factors. Socio-cultural theory refers to a psychological framework that emphasizes the role of social and cultural context in human learning.65

2.3.4 Personality

Personality is defined as ‘The dynamic organization within the individual of those psychophysical systems that determine his unique adjustment to his environment’.66

‘Personality traits are the key antecedent of an individual’s cognitions and affective states that may influence his or her task and interpersonal or socio-emotional role behaviour.67

2.3.5 Empowerment

Empowerment is a management practice of sharing information, rewards, and power with employees so that they can take initiative and make decisions to solve problems and improve service and performance. Empowerment is based on the idea that giving employees' skills, resources, authority, opportunity, motivation, as well holding them responsible and accountable for outcomes of their actions, will contribute to their competence and satisfaction.68

One is empowered when one lives life from a position of responsibility. Knowing, with certainty, that they are the creator of all of their life experiences whether good or bad. An empowered person is authentic, stands centred in the truth of which they are and honours personal boundaries. An empowered person makes choices based upon what is rather than what is perceived with the consideration of what is in the highest and best of all.69

Empowerment refers to increasing the spiritual, political, social or economic strength of individuals and communities. It often involves the empowered developing confidence in their own capacities.70

2.3.6 Constraints or Problems

Constraint (Problem) is defined as the state of being checked, restricted, or compelled to avoid or perform some action. The constraint is an element, factor, or subsystem that works as a bottleneck. It restricts an entity, project, or system (such as

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a manufacturing or decision making process) from achieving its potential (or higher level of output) with reference to its goal.\(^7\)

### 2.3.7 Big Five Personality Traits

"The Big Five" model is a personality theory that describes personality using five basic traits. Openness to experience, Conscientiousness, Extraversion, Agreeableness, and Neuroticism make up this theory.\(^2\)

The Big Five framework of personality traits from Costa & McCrae has emerged as a robust model for understanding the relationship between personality and various academic behaviors.\(^3\)

The Big Five factors are: Openness (inventive/curious vs. consistent/cautious), Conscientiousness (efficient/organized vs. easy-going/careless), Extraversion (outgoing/energetic vs. solitary/reserved), Agreeableness (friendly/compassionate vs. cold/unkind) and Neuroticism (sensitive/nervous vs. secure/confident).\(^4\)

### 2.3.8 Micro, Small & Medium Enterprises

Development Commissioner (MSME)\(^5\) (2012): In accordance with the provision of Micro, Small & Medium Enterprises Development (MSMED) Act, 2006 the Micro, Small and Medium Enterprises (MSME) are classified in two Classes:

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\(^7\) http://www.businessdictionary.com/definition/serial-entrepreneur.html#ixzz1xURhlUcw9, 2012.
\(^5\) http://msme.gov.in/MSME_Development_Gazette.htm
A. Manufacturing Enterprises- The enterprises engaged in the manufacture or production of goods pertaining to any industry specified in the first schedule to the industries (Development and regulation) Act, 1951). The Manufacturing Enterprise is defined in terms of investment in Plant & Machinery.

B. Service Enterprises: The enterprises engaged in providing or rendering of services and are defined in terms of investment in equipment.

The limit for investment in plant and machinery / equipment for manufacturing / service enterprises, as notified, vide S.O. 1642(E) dated 29-09-2006 are as under:

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<tr>
<th></th>
<th><strong>Manufacturing Sector</strong></th>
<th><strong>Investment in plant &amp; machinery</strong></th>
</tr>
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<tbody>
<tr>
<td><strong>Micro Enterprises</strong></td>
<td>Does not exceed twenty five lakh rupees</td>
<td></td>
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<tr>
<td><strong>Small Enterprises</strong></td>
<td>More than twenty five lakh rupees but does not exceed five crore rupees</td>
<td></td>
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<tr>
<td><strong>Medium Enterprises</strong></td>
<td>More than five crore rupees but does not exceed ten crore rupees</td>
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<th><strong>Service Sector</strong></th>
<th><strong>Investment in equipments</strong></th>
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<tbody>
<tr>
<td><strong>Micro Enterprises</strong></td>
<td>Does not exceed ten lakh rupees</td>
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<tr>
<td><strong>Small Enterprises</strong></td>
<td>More than ten lakh rupees but does not exceed two crore rupees</td>
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<tr>
<td><strong>Medium Enterprises</strong></td>
<td>More than two crore rupees but does not exceed five core rupees</td>
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2.4 Summary

A review of the past research studies and literature available relating to the study and the operational definitions of the concepts used were presented in this chapter. The review facilitated the researcher to have a comprehensive knowledge of the subject taken for the study. The operational definitions of the concepts used to help the researcher as steering to perform the study in the correct direction.
journals in the field of entrepreneurship, small business management, marketing research, economic development, socio-economic and applied psychology were referred to enrich the knowledge.

The above mentioned studies relate to the socio-cultural conditions of entrepreneurs and their problems like finance, marketing, work-family conflicts, push and pull factors, profitability of the enterprise, comparison of men and women entrepreneurs and the like. Moreover, all these studies are descriptive in nature. However, there are no comprehensive and analytical studies covering the socio-cultural background of entrepreneurs, in different angles in Tirunelveli district in Tamil Nadu. Hence, the researcher has made an attempt to explore the socio-cultural factors of entrepreneurs by applying relevant statistical tools to test the socio-cultural backgrounds. The empirical study also covers the motivational factors to become an entrepreneur, personality traits, empowerments and constraints of entrepreneurs in the study area. Therefore, this study is first of its kind in the field of entrepreneurs in Tirunelveli district in Tamil Nadu.