CHAPTER - III

REVIEW OF LITERATURE

3.1 INTRODUCTION

This chapter serves as a linker of the concepts and definitions provided just now to the real academic and social world by deliberating upon the studies and endeavours undertaken in this regard. Here, by showing what has, or not, been done so far, and what needs to be done in the near future, it thus acts as a reinforcement of those concepts and definitions, and in general, the study problem. Extensive review of hard and on-line versions of abstracts, journals, books and published and unpublished reports was undertaken to have a diverse and comprehensive base of information. In this process, one source lead to another, facilitating a coverage in length and breadth. Works in other fields were also referred, for the study should not become deficient with respect to the conceptual currentness of data. More clearly, as entrepreneurship motivation of students is constrained by the environment that encompasses religious, social, economic, cultural, political and technological facets, a standalone approach in this regard will not go well. Moreover, the scope and reach of previous studies could neither be regarded as comprehensive nor having universal applicability (Chris Gerry et. al., 2008 and O. Sabrina, 2010). Therefore, the context and environment under which entrepreneurial motivation of students gets shape and consolidation should have its due attention. Apart from that, studies related to other fields provided valuable information regarding the methodology, schema, analysis, and organisation of the research. Hence, the researcher referred to studies done at various fields, be it related or unrelated. Further, studies done at both national and international levels were also considered. With this background, the reviews are presented below in chronological order.
3.2 REVIEW OF LITERATURE

McClelland (1961) in his work entitled, “The Achieving Society”, attempted to study and measure entrepreneurial motivation by psychological means. This was a time when the study of entrepreneurship was in its budding stages of growth. In that McClelland assessed entrepreneurial tendencies by examining personality traits such as achievement motivation, risk aversion, delegation of authority and control. Several psychological characteristics were suggested as being good predictors of entrepreneurial behavior. They were the need for self-achievement, creativity, propensity for risk-taking, self-confidence and locus of control. Also the author identified that potential entrepreneurs stood apart from the rest of their peers in their desire for independence, autonomy, commitment, energy and persistence. Authors like Collins and Moore (1964), Hornaday and Aboud (1971), Hull et al. (1980) and Brockhaus (1987) also contributed in this regard. (1)

C.V. Modi and Team (1985) made a study titled “Financial Implications of Rehabilitation in Cotton and Spinning Units”. This study discussed many issues and problems faced by entrepreneurs in spinning, cotton and ancillary units. This work covered the entire gamut of the entrepreneurial units in a three-dimensional focus - past, present and emerging scenario. The study pointed out the fact that many problems were of financial or labour nature. It was observed that the Net Profit to Sales Ratio in the units fluctuated between 1.7 percent and 4.4 percent. It showed that the units ran barely at breakdown. Further, the study found that they would surely collapse if any misfortune such as accident, order rejection, legal restrictions, and the like were to happen. Also, the Return on Capital Employed Ratio too showed a highly fluctuating trend. Other areas of grave concern were labour mix, worker efficiency, capital structure and cost patterns. The study revealed that the Labour Turnover Ratio in the
units remained high due to social and demographic factors. Unwarranted migration of workers to cities in search of (questionably) better prospects robbed the units of the much-needed workforce. The authors concluded that the units were unduly focussed on production and were not at all inclined to give personnel administration and marketing the deserved importance. They recommended to take steps for rehabilitation at the earliest possible in such areas as new market exploration, strengthening of existing bases, removal of technical obsolescence, modernisation and worker retention strategies. (2)

Robinson et al. (1991) in their work, “An Attitude Approach to the Prediction of Entrepreneurship”, showed that a person’s personal and demographic characteristics such as gender, age, educational status and regional origin better described entrepreneurial motivation, both innate and potential, as opposed to purely psychological traits. However they emphasised that most of these variables had little or no influence on a person’s predisposition for entrepreneurship, if the macro socioeconomic environment was against entrepreneurship. The authors further underscored that in such a situation, these characteristics could not be used as predictors of career or lifestyle choice. They concluded by stressing that self-esteem and innovation behavior were more relevant than the need for self achievement. These views were reflected again by Hatten and Ruhland (1995). (3)

Cunningham and Lischeron (1991) in their article about management of small businesses titled “Defining Entrepreneurship”, argue that when studying entrepreneurship, the scope and definition to be adopted should depend on two aspects. One is the type of data to which the greatest emphasis is given and the other is the particular aspect of entrepreneurship the study seeks to elucidate. This is due to that more often researchers deploy a combination of behavioural, classical and managerial
assumptions regarding entrepreneurship, thereby unnecessarily expanding the focal areas. More clearly, they attempt to blend key individual psychological characteristics such as creativity, imagination, ambition and determination with more technical organisational competences such as decision-making abilities, resource coordination capacities and leadership qualities (cited in Henderson and Robertson, 1999). (4)

The Labour Bureau (1994) in its audit report “Rural Non-Farm Employment in India: Trends and Issues for Research”, comprehensively discussed the aspects of worker participation in economic activity, with focus on small and medium sized units. According to the report, the trend of worker participation in economic activity is likely to undergo a transformation over a period with gradual modernisation of the economy. It shows that the labour mix in terms of gender of the workforce severely tilts in favour of females. Modernisation has greatly contributed to this as highly laborious processes once achieved by males have been implemented in machines. Therefore, owing to their more ethical nature against males, low wage slab and controllability, management of nearly every industry is going to prefer females to males in the workforce in the days ahead. It further found that changing minimum work preferences, low time allocation for labour market, lower skills and job orientations in particular and lower literacy levels in general have pushed the working class to occupations which are mainly of a peripheral nature. Migration, brainwashing of culture and values by media, social inequality and demographic factors such as caste, locality, etc add to the woes. This has caused a great strain in labour-management relations in small and medium sized units, due to which quite a number of units have gone to the extent of closure and yet many find it unsustainable. (5)

Tandel et. al. (1995) in their work “Employment in Non-Traditional Ventures - Some Findings from the Southern States”, studied the performance of entrepreneurs
and self-employed persons in tiny, small and medium businesses and vocations. Their origin, growth profile, venture development, current functions, range of operations, logistical networks, serviceability factors and future plans of development were analysed. The authors found that transformation of the nation into a neo-liberal and capitalistic satellite state under the guise of globalisation and liberalisation has caused innumerable and serious damages to the performance, competitiveness and even survival of almost all traditional ventures. Those depending on local resources see their ventures vaporising in the new service based and fraudulent business set-ups. Major performance demotivators, according to the authors were, employee morale, labour turnover, role of middlemen, lack of regulatory framework and imperious and corruptive nature of authorities. Before closing, the study called everyone to remember that India’s industrialisation in many fields had been achieved mainly on the back of resources generated by such traditional and small-scale industries. However, this golden duck has been choked to death since the early nineties. (6)

T. Ellora et. al. (1996) made an unpublished work “Marine Fisheries - A Social Performance Audit”. The study analysed performance of respondents engaged in seafood based activities. Employment opportunities, seafood catch ratio, product mix of various types of seafood, sellout ratio, auctioneering and weekly fishing pattern were of particular concern. The study revealed that only 37 percent of value of seafood catch went to the hands of those employed therein. The rest wastefully went into pockets of local moneylenders and large seafood export companies. Although moneylenders catered to about 60 per cent of the credit needs of the sample respondents, they charged exorbitant rates of interest varying between 36 and 60 percent. Further, the study found that due to motorisation, employment opportunity had doubled because motorised vessels required twice as much of personnel required for the non-motorised vessels.
The study also explained the distribution of income, indebtedness and the annual average return per craft of both mechanised and non-mechanised vessels. It concluded that the income of the respondents in both mechanised and non-mechanised sectors were almost equal. However, annual average net return per craft varied much across the sectors. Further, the study recommended to employ scientific fishing patterns to reduce cost, improve catch and enhance overall efficiency. Finally, the study urged the government to intervene regulate the money lending business in fishing centres across the state. (7)

M. Sivasubramanian (1996) in his work “A Study on Spinning Mills - A Sector wise Performance Appraisal”, discussed the productivity growth of workers engaged in a diverse range of units. The study was carried out in the erstwhile Tirunelveli Kattabomman district in Tamilnadu. Units engaged in spinning and weaving in private, government and cooperative sectors were taken as samples. Data analysis was based on the concept of Partial Productivity Ratios. The study revealed that despite low or negative financial performance of a particular unit, the average rate of labour productivity during the study period witnessed an increase of 2.4 percent. Enhanced work attitude, implementation skills, on-the-job knowledge, exposure to and usage of precision tools, and the like lead to increased labour performance. Yet, constraints in marketing, production and finance brought productivity down. The study attributed the decline to under-utilisation of capacity, cost structure, obsolete plant and machinery, shortage of power, poor industrial relations and some demographic factors such as migration of skilled labours to metropolitan cities and foreign lands. The study concluded that although there was a perceptible improvement in the quality of labour, many factors offset and overpower its positive effect. (8)
Pankaj Chandra (1998) in the study “Competing through Capabilities - Strategies for Global Competitiveness”, attempted to compare the performance of many medium-sized Indian firms in textiles, food processing and machinery manufacture with their counterparts in the UK, the USA, Canada, China and Japan. The author further found that remuneration levels in India were low and unattractive. However, one paradox was, in China, even half of what was given in India resulted in higher incidence of performance and productivity. Similarly, the technological capabilities of Indian firms were consistently lower. Further, the Indian scenario only had islands of excellence. Otherwise, capability and performance of an average firm or institution here was not very high. Especially, resources and equipment, average productivity index, work efficiency, internal management and learning process remained very high in the UK followed by the USA, Japan and China. Weaknesses of Indian side were outdated technology, poor managerial skills, bad work practices, individual-centric perception and lack of innovation and initiative. The researcher suggested that challenges be met by the Indian entities by adopting the strategies pursued by their counterparts in China. Technology upgrade with highly skilled workforce and strategic thinking to improve the competitiveness was also suggested.

Mallika Das (1999) undertook a study on “Women Entrepreneurs from South India: An Exploratory Study”. The study profiled young and newly ventured women entrepreneurs who owned and managed small to medium sized enterprises. The research analysed the factors that necessitated women to start business. In this regard, they were classified into three categories namely Chance Entrepreneurs, Forced Entrepreneurs and Created/Pulled Entrepreneurs. The paper argued that while there were similarities between these three groups in terms of certain demographic variables, they differed quite intensely in terms of critical business variables such as sales volume,
expected growth and success factors. The start-up problems faced by women entrepreneurs in this study were similar to those encountered by their counterparts elsewhere. However, the level of work-family conflicts were found to be lower in most cases. The study recommended that policymakers, non-governmental agencies and international bodies should take enhanced measures to support women. It went on to emphasise that such support might even be at the cost of their men counterparts’ work opportunities or their family itself. Another recommendation was to take new measures to provide land access and improved land rights to women, so that their empowerment came early. (10)

Smallbone and Welter (2001) in their research paper “The Distinctiveness of Entrepreneurship in Transition Economies”, discussed the distinctive features of entrepreneurial behavior in transitional economies. Like S. Desai et al. (2008), they also identified that unstable and hostile environment, scarcity of key resources and lack of investment capital as barriers of entrepreneurship. They went on to state that informal networks played a key role in helping entrepreneurs to mobilise resources, win orders and cope with the constraints imposed by highly bureaucratic structures and unfriendly officials. Despite such hostile conditions, entrepreneurs were able to develop their business owing to their creativity and adaptability. The authors concluded that the extreme flexibility shown by entrepreneurs in these economies was often a vital precondition for survival rather than a source of potential strength or competitiveness. (11)

J. L. Ebziba Sylvia Ebenezer (2001) in her work ‘Interdependence of Garment Export Units and Dyeing Houses - A Case Study in Tirupur’, analysed the complex relationship between entrepreneurs in Tirupur and yarn dyers scattered throughout Tamilnadu. The study looked into aspects such as customer identification, marketing
and technical strategies for customer retention, pricing policies, seasonal changes of order patterns, technical troubleshooting methods, customer worthiness analysis and constraints on business sustenance. The study found that past and current performance played the key role in mutual selection of customers, than any other factor such as price, terms, logistical ease, etc. Although other factors were equally important, performance remained the sole determining factor. The study further found that seasonal overload pressures, frequent and unavoidable dyeing faults, vessel charter misses and unruly competition for survival were the most important factors that came between their cordial business relationship that lead to very low business loyalty at both sides. The study concluded that both the sides had to retain experienced technocrats, employ scientific management, utilise advanced technical equipments and divert advertisement costs in favour of building a strong marketing network. Finally, it sought collective action by means of a strong regulatory body to monitor and act upon national and international developments. (12)

T.V. Ratnam and Indra Duraiswamy (2002) in their work “Diagnosis and Prevention of Sickness - Factors Contributing to Heals”, made an attempt to analyse the concept of sickness and remedial measures in small and medium sized entrepreneurial units in the textile industry. A sample of 84 units were selected and the results were compared with the standard norms prescribed by South India Textile Research Association (SITRA), Coimbatore. On the basis of profitability, the units were classified into high profit and low profit categories. The study included productivity analysis pertaining to labour and machines. It was found that, when wage cost is more than 18 percent, the labour productivity would be less than 75 percent. It was emphasised that a large part of the inter-unit variation in productivity arose due to the differences in the level of modernisation. Further, it was advised that the modernisation
should be done in order to improve the technical as well as organisational efficiency of
the unit rather than a haphazard process of replacing old machines and processes by
new ones. Finally, recommendations were provided for corrective measures to
improving general condition of the exiting functionality. (13)

C.R. Anantharajan (2002) in his work entitled “Significance of the Shipping
Industry - A Qualitative Study in Tuticorin”, discussed the problems of entrepreneurs
engaged in shipping and clearing activities in Tuticorin as against its customers,
claimants, suppliers and the operating environment. Study objective was to
qualitatively rate the performance of small and medium shipping agents within their
functionality constrains. The study analysed the dependence of shipping agents on
garment manufacturers and exporters. Such aspects as shipper worthiness analysis,
expectations and prerequisites on both sides, customer retention factors, causes for
switchover, ranking of determinant elements of optimal business relationship and many
others were very elaborately discussed. The author had taken pain to analyse many
aberrant trade practices that affected employee morale, productivity and overall
efficiency. Also, negative aspects of localisation and factors affecting and logistical
facilities were discussed. The author found lack of scientific management in logistical
planning and control as the primary negative aspect. The author was quite critical of the
sample organisations as they relied on their experience and intuitiveness rather than
scientific approach, even to matters of critical importance. Finally, the author showed
ways for enhancement in marketing and administrative functions which should well
apply to organisations up in the hierarchy of sub-industries. (14)

Kennedy et al. (2003) in their paper “Situational Factors and Entrepreneurial
Intentions”, focused on personality traits that were connected to entrepreneurial
behavior through influence over either the reinforcement of established entrepreneurial
intentions or constitution of future ones. In this regard, the types of factors most frequently associated with entrepreneurial behavior included age, gender, professional background, work experience and broad based aspects of the potential entrepreneur’s educational and psychological profile. To these attributes a variety of values and attitudes, as well as personal objectives were added. This was also pursuantly emphasised by Brice (2004) and Li (2006). The studies however did not take into consideration the influence of contextual and environmental factors. (15)

Stephan et al., (2003) in their paper titled, “Conditions for Entrepreneurship in Germany, Czech Republic and Poland: Is Culture the Crux?”, argued that psychological attributes conducive to entrepreneurial behavior could be acquired and moderated culturally. Thus, they stressed the importance of contextual factors for understanding the origins of entrepreneurial intentions. They went on to state that the decision to adopt an entrepreneurial lifestyle was based on something more than merely personal characteristics and psychological traits. They emphasised that it was possible for people to learn to be entrepreneurs through the use of targeted educational approaches. With this perspective, they provided the groundwork for analysing the contribution of education to entrepreneurship motivation and development. (16)

The working paper of Johanna Mair and Ernesto Noboa (2003) entitled, “Social Entrepreneurship: How Intentions to Create a Social Enterprise Get Formed”, was aimed at contributing to the field of Social Entrepreneurship (SE). It attempted to build on the relatively little known dynamics and processes of Social Entrepreneurship. It clarified key elements, provided working definitions, and shed light on the SE process. It defined SE as the creation of viable economic structures, relations, institutions, organisations, and practices that yielded and sustained social and community benefits rather than mere profit objectives. The first part of the paper provided a mapping of SE,
its conceptualisations and review of existing literature. The second part developed a model on how intentions got formed to create a social venture, the tangible outcome of SE. It analysed the special traits, skills and behaviour needed for SE in light of the context and background. In this regard, the working paper combined insights from traditional entrepreneurship literature and anecdotal evidence to apply to the field of SE. It found that behavioral intentions to create a social venture were influenced by “perceived social venture desirability” and “perceived social venture feasibility”. Moreover it found that while the desirability factor was affected by attitudes such as empathy and moral judgment, the feasibility factor was facilitated by social support and self-efficacy beliefs. However the paper cautioned that additional empirical research was needed to support the process dynamics presented in the working paper. Before concluding, the paper provided guidelines for future research in SE. (17)

Bisnu Priya Gupta (2003) in the study “Work and Efficiency: Did the Indian Entrepreneur Fail?”, discussed low productivity of Indian entrepreneurs in contrast to those in the United Kingdom, Japan, Korea, China and even Thailand. Many parameters of comparison like work diligence, morale, knowledge based implementation, adaptability to change, technological orientation, scientific management, resource optimisation, risk-taking ability and shared responsibility were analysed. It was argued that while Indian entrepreneurs had outdone their counterparts in western and developed countries in individual effort, they lacked teamwork. Thus, they invariably failed to realise the fruits of synergetic group work, the study claimed. Another aspect was that nutrition levels and living conditions rendered Indian entrepreneurs, especially young and budding ones, physically incapable of higher work intensities. Further, the study pointed out that work effort and rewards were inordinately low in India. Finally, the study sought to address the shortage of skilled
personnel, high cost of technology, lack of team effort and many other factors. Before closing, the study offered to provide measures to keep Indian entrepreneurs on par with their counterparts in the US, Europe, China, Korea and Japan. (18)

J. Brice (2004) observed in his research, “The Role of Personality Dimensions on the Formation of Entrepreneurial Intentions”, that the behavioral characteristics most commonly found in entrepreneurs included propensity for innovation and use of conceptual, managerial and interactive qualities in venture initiatives. He also regarded that the long held traditional belief that entrepreneurs had distinctive psychological characteristics was valid. Of the characteristics, high self-confidence was identified as a typical trait of entrepreneurs. He produced some evidence of a relationship between the need for achievement and individual entrepreneurial behaviour. He concluded that three factors were frequently used to measure entrepreneurial tendencies namely personal characteristics, personality traits and contextual factors. (19)

Prem Chadha (2005) in his study “Performance Management - It’s About Performing, Not Just Appraising”, discussed the issue of systematically managing the performance of organisations and institutions. Study objective was to make innovative, goal-focussed, productive and satisfied businesses and institutions through a Performance Management system. The author took a step-by-step approach to building real systems of Performance Management, which shall be employed in organisations and institutions for effective implementation. With available tools and concepts, the author built on the basic issues in practical situations. The issues needed to be resolved for the successful implementation of a Performance Management system as part of organisation and institution building were also discussed. Before concluding, the author acknowledged the three important weaknesses of Performance Management systems. The author concluded that Performance Management System must be tailored to the
culture, technology, size and level of managerial sophistication in an organisational or institutional needs. (20)

Walker and Webster (2006) in their work, “Gender, Age, and Self-Employment: Some Things Change, Some Stay the Same.”, studied the motivational differences between men and women with respect to work. The result of that study indicated that women were still doing the double shift of having to cope with family and work. Moreover, the research pointed out that men were motivated by self-realisation, financial success and autonomy. On the other hand, women were predominantly motivated by compulsions and desired outcomes. However, nearly all of them accepted the fact that the success of entrepreneurs was predominantly dependent on personal motivation. The study concluded that although motivators varied between men and women, they were always controlled by the environment, most importantly, geographic region, demographic mix, socioeconomic outlook, and cultural restrictions. (21)

Nair and Pandey (2006) attempted a study titled, “Characteristics of Entrepreneurs: An Empirical Analysis”, in order to understand entrepreneurs. They listed the characteristics of entrepreneurs along with their motivation to become one. They found that although entrepreneurs had a stereotypically masculine image, there was a late significant increase in women entrepreneurs. They stressed that examining gender differences was important because gender differences played an important role in understanding many aspects of entrepreneurship. This study was of the view that those who had never been in full-time employment would have insufficient experience of the external environment and imperfect knowledge of the current conditions in the labour market. Furthermore, it claimed that they would be poorly informed regarding the pros and cons of entrepreneurship and self-employment by family, community and society. This is because their interest has not yet been stimulated and/or they fear for
poor dissemination by institutions, government and society of the business start-up support programs available. (22)

Geoffrey Jones and R. Daniel Wadhwani (2006) in their working paper titled, “Entrepreneurship and Business History: Renewing the Research Agenda”, discussed the historical growth of entrepreneurship and related research. They pointed out that business historians in the 1940’s pioneered the study of entrepreneurship. However the authors criticised that the business schools failed to serve as key institutional drivers of entrepreneurial research. Conversely, according to them, the business schools served corporate interests. As the attention shifted to the corporation, the study of entrepreneurship ran into formidable methodological roadblocks, they showed. Such a condition left the study of entrepreneurship fragmented and marginal. Nevertheless the authors cherished the role of business historians and their significant contributions to the study of entrepreneurship through their diverse coverage of countries, regions and industries. That is, in contrast to copious management research over the past decades that centred on materialistic achievement and profit maximisation, entrepreneurial research explored the economic, social, organisational, and institutional context. More clearly, they emphasised that when studying entrepreneurship, always an attempt was made in understanding the environment and the historical role of culture, values and attitudes on entrepreneurial behavior. Thus, they highlighted, it was possible to specify more exactly how important these context and environment were relative to other variables. However they issued a caveat that still important work needed to be done on the role of culture and values on entrepreneurial behavior using more careful methodologies than in the past. It concluded by asserting that entrepreneurship must be reaffirmed as a central research issue, as the focus in the coming days would shift from studying existing business to studying new business formation. In this regard the
authors called everyone interested to build on the strong roots which were already in place. (23)

Tuzin Baycan Leventa and Peter Nijkampb (2006) published a research paper entitled “Migrant Female Entrepreneurship: Driving Forces, Motivation and Performance”. The paper investigated the driving forces behind the motivation and performance of migrant women entrepreneurs in the Netherlands. Initially it reviewed the factors that pushed migrant women towards entrepreneurship. It further sought to understand the determinant factors underlying the economic and survival performance of migrant women entrepreneurs. In-depth personal interviews were conducted for collection and evaluation of data. Data were analysed by a recently developed Artificial Intelligence method namely Rough Set Data Analysis to assess and identify the most important factors in motivation and performance. The paper found that six factors, also called ‘critical attributes’, emerged as the driving forces behind the motivation and performance of migrant female entrepreneurs. They were, year of migration or foundation of the enterprise, education and language proficiency, working experience, size of the enterprise, gender and nationality of clients, and family support in capital and entrepreneurial tradition. However the paper concluded that the findings were provisional as a proper behavioural, cultural and economic foundation of the emerging phenomenon of migrant female entrepreneurship was needed for a more assertive judgment. Therefore the paper called for further solid research in the future. (24)

Martinez et al. (2007) in their work, “Entrepreneurs, the Self-employed and Employees amongst Young European Higher Education Graduates”, found that the idea of becoming an entrepreneur was more attractive to students because it remained as a valuable way of being at work without losing independence. The study indicated that persons with qualities such as strong drive for achievement, creativity, leadership
capacity and propensity for risk taking possessed the key factors favouring entrepreneurship. It further found that influence of parents was greatly powerful for students living in a patriarchal family set-up like that in India. The authors were also aware that analysts studying entrepreneurship needed to gain a better understanding of the interaction between a potential entrepreneur’s social background and his/her subjective perceptions of the contextual and environmental factors. For, only in this interaction the patterns of entrepreneurial behavior were concretely developed and the decision to become an entrepreneur was put into practice. (25)

Rodrigues et al. (2008) in their research paper, “Entrepreneurship Education and Business Creation Propensity: Testing a Structural Model”, investigated the extent to which entrepreneurial propensity and intention remained as the result of factors that could be significantly altered through education. They argued that if students with entrepreneurial potential were identified earlier and nurtured throughout their educational life, the result would be more and more successful entrepreneurs in the society. They further stated that it would benefit all students if they were exposed in the due course to well-designed entrepreneurship related inputs that stimulate independent, creative and critical thinking. Thus they attempted to diminish the intensity of the theory that entrepreneurial behavior was the result of inherited competencies and innate characteristics which distinctively belonged to a minority of individuals. (26)

S. Desai et al. (2008) in their research “What Does Entrepreneurship Data Really Show?” were of the view that students in developing economics like India wanted to start own businesses in order to improve their financial condition. However, before that they preferred to work for others to gain necessary experience and confidence. Moreover the authors found that the students saw the lack of capital, government policies and bureaucratic hurdles as obstacles. Moreover they showed that
dynamic and hostile environments had a negative impact on entrepreneurial performance outcomes, even though students had positive motivation and self-efficacy. Thus, the authors concluded, the entrepreneurial process and resulting performance outcomes in transition economies like India might depend mostly on systematic efforts toward recognising and developing entrepreneurship. (27)

T. Julior (2009) in his unpublished project report “Women Self Help Groups and Local Resource Management”, made a study on women self-help group activities in Tuticorin District. The study looked into the role of these groups in economic development and local resources management. Also, the study attempted to bring to light facts about their working conditions, occupational patterns and social and economic challenges. Moreover, the study analysed whether the existing system was adequate to meet the needs of women engaged in cooperative employment. The study showed the entrepreneurial inclination of a predominant percentage of the sample respondents. Further, the women revealed their individual-centric perception towards the activities of the establishment they worked with. Also in their vocations, only one-third were profitable, about half were barely profitable and the remaining were unprofitable. Here, geographical, business, religious, communal and social conditions determined their profitability. Majority of the women pursued even some unprofitable ventures in a hope to set things right in the near future. Yet, in some other profitable ventures, they were unable to execute things as wished owing to hindrance factors such as scarcity of raw materials. The author suggested streamlined training programmes, role of field experts and consultants, micro enterprise credit links, support from financial institutions and corporates, and the like to do the things more effectively. Upon conclusion, the author called for women to acquire education and skills to engage in socially productive work as legislation alone would not liberate them. (28)
A. Vishnu and Team (2010) attempted a study on “Customer Awareness of Online Services - A Marketing Research”. The study attempted to analyse the policies, practices and approach of news and media networks in the study area to win over a potential or existing customer. Also, the study dealt with the efficacy of media and online advertisements in modifying the behaviour of clients and thereafter, customer satisfaction. Educational institutions, small and medium businesses, export and shipping organisations, beauty parlours, women SHGs, builders and real estate promoters, cable and DTH operators, online service providers and many others constituted the sample base of respondents. The study found that business and vocational patterns and preferences of individuals and small and medium businesses had changed forever. This was owing to the media and Internet penetration. Moreover, although a pattern of transformation from direct to online activities for personal and business needs was observable, the study found many hindrance factors in the way. They were initial hesitance to the unknown, privacy, data theft, procedural hurdles, social and cultural factors, and the like. The study recommended the hindrance factors be removed by the policymakers as the Indian market was one of the largest in the world for online business. The study concluded that there was going to be extreme competition to control or capture market share by proxies of foreign corporate elements. (29)

Hassanali Aghajani1 and Mohsen Abbasgholipour (2012) undertook a study titled “Explanation of Relationships between Biographical Characteristics and Entrepreneurship Spirit of Students”. It investigated the relationship between biographical characteristics of students and their entrepreneurial spirit. The study was conducted upon the students of Mazandaran University in Iran. Questionnaire was employed to collect data from 335 students, who were chosen by stratified random
sampling. Seven independent variables that explained the biographical characteristics of students were identified. They were gender, marital status, employment status, birth order, age, education level of father, and education level of mother. The dependent variable was entrepreneurial spirit, which was measured by fifteen standard questions pertaining to creativity and innovation, risk taking, internal control, independence, progress motivation, and optimism. Hypothesis was framed that the seven biographical characteristics had meaningful relationships with entrepreneurial spirit of students. The study variables were analysed by T-Student, Anova and LSD (Least Significant Difference) tests. It was found that except age, the six other independent variables had no meaningful relation to entrepreneurial spirit. It further stated that the results were not consistent with previous studies in this regard. Before conclusion, it discussed the implications for managers and authorities so that they could work on to improve the entrepreneurial spirit among students. In this respect the study called for creating circumstances for a culture that supported venture development. It further called for providing challenging goals for students so that they could burden themselves with responsibilities and hard work. It moreover suggested that instead of pushing or pulling students to particular fields of study, the universities had to train them according to their practical activity preferences. Finally it sought to establish entrepreneurship cores in universities that conducted training sessions for students and professors with the help of successful entrepreneurs. (30)

Aziz et al. (2012) identified four motives that drive entrepreneurs in their work, “Entrepreneurial Motives and Perceived Problems: Differences Across Kyrgyzstan, Georgia, and the United States”. First motive was financial gain, which corresponded to increases in personal wealth. Second motive was the need for achievement and self-actualisation, which corresponded to recognition by the society. Third motive was
independence and flexibility, which corresponded to freedom of mind and body. Final motive was the desire to continue a family business, which corresponded to the upkeep of family tradition. They developed the Aspiring Entrepreneurial Motive Questionnaire (AEMQ) to measure these motives and compare the motives of aspiring entrepreneurs in Kyrgyzstan, Georgia and the United States. They found that financial motives were significantly higher in Kyrgyzstan and Georgia than in the United States. Similarly, recognition motives were significantly higher in Kyrgyzstan. On the other hand, students in the United States were motivated by increased freedom and greater working opportunities. The authors, however did not explore predictors of students’ initial desire to be entrepreneurs within each country. (31)

Dr. V. Rathika (2012) in her research paper entitled “Inclination of Entrepreneurship among MBA Women Students in Namakkal District, Tamil Nadu”, made an attempt to measure the entrepreneurial inclination of female students of management education based on the influence of four aspects namely demographic characteristics, family background, motivating factors, and perceived difficulties and hindrances. The author also examined the role of colleges in providing entrepreneurial education to students with thirst. Initially a theoretical background to women entrepreneurship in historical, social and cultural contexts was provided. The author also touched upon the role of institutions in promoting entrepreneurship among women. Five hypotheses were framed that sought to validate the condition of aspects contributing to the cause of entrepreneurial inclination. Data collection was effected by questionnaires administered to 110 women MBA students in the district of Namakkal in Tamilnadu. Chi Square test was employed to analyse the association between different socioeconomic factors under the four aspects and the binary states of entrepreneurship inclination. The author found that three quarters of women students chose management
education only to get a good job. She also found that parents were not barriers to selecting entrepreneurship. Moreover it was found that while family status, nativity, and education of parents did not significantly affect entrepreneurship inclination, income and occupation of parents did bear upon that inclination. The results also showed that role models were indispensable as they encouraged and cultivated entrepreneurship qualities. Upon conclusion the author recommended to conduct entrepreneurial awareness programmes, training sessions, and research with more funding and mentorship. (32)

Christian Busch and Andrea Lassmann (2010) jointly did a research paper, “How Robust is the Influence of Native Culture on Entrepreneurial Activity?”. It shed light on the relationship between culture and entrepreneurial activity in the United States. It offered new evidence on the robustness of the relationship between native self-employment and the self-employment pattern of immigrants. The study used 5 percent sample of the US Census 2000. It had 1,40,81,466 sample observations, of which 15,84,082 were immigrant observations. The data set covered a wide range of geographic, demographic and socioeconomic variables including age, gender, education, marital status, number of children, place of residence, country of origin, duration of stay in the US, proficiency in English, income, industry of employment, and nature of incorporation of venture. A statistical tool namely Logit Function was employed to estimate country-specific differences in entrepreneurial activity by observing the probabilities concerning immigrants’ ability to become self-employed. The paper found evidence of a significantly positive relationship between self-employment rates of the US immigrants and entrepreneurial activity in their respective countries of origin. It further found that the effect of such entrepreneurial activities was increasing the GDP per capita on a yearly basis since the immigrant’s arrival. Moreover
the paper observed that self-employment pattern of immigrants was different from that of the US natives. The findings suggested that differences in self-employment across immigrants of different origin were an expression of the behavior acquired under varying economic and institutional environments in the home country. These results, the paper concluded, were determinants for studying the behavior of subsequent generations of immigrants in contrast to a strong persistence of native entrepreneurial culture. (33)

R. Sriandal Esakkirani (2013) in her research work entitled “Performance Evaluation of Agro based Small Scale Industries”, studied performance of SSI units engaged in agriculture related business in Tuticorin district. A sample of 10 agro-based SSI units were chosen representing data for a nine-year period from 1997 to 2005. The work had four major objectives viz. to study the evolution of agro-based SSI units in the study area, to identify the scope of commercial activities of those units, to appraise their operating efficiency and performance and to identify hindrance factors to performance in managerial, personnel and economic areas. The units were classified based on three broad parameters such as investment, employee base and type of management. Performance factors were linked to employment generation, unit based productivity and level of capital investment. The study found out that units which had scope for forward or backward integration were well positioned for competitiveness. Yet, lack of concrete personnel policies, high employee turnover ratio, incompatible chain of vendor-supplier-customer relations, almost non-functional regulatory body, unwarranted diversifications, impulsive and intuitive management and many others affected their structural performance ratios and rate of growth. In this regard, the author recommended scientific administration in areas such as resource utilisation, personnel
recruitment, customer identification, financial management, logistical planning and channels of operation. (34)

3.3 A CRITICAL LOOK AT THE REVIEWS

From the later part of the 1990’s, the time when the effect of globalisation and liberalisation was begun to be felt across the continents, the facade of social, economic and cultural life of individuals, groups, communities, societies and nations changed forever for the worse. So has the schools of thought and interpretations regarding entrepreneurship. The reviews too show the change in the perspective, that is, from a purely psychological based approach to the one that puts emphasis on context, environment and education. Also, in much of the literature on entrepreneurship, there is consistent interest in identifying the factors that transform a person into an innovative venture developer.

Some other literatures attribute the frailness in student motivation towards entrepreneurship to the existing economic system, which is based on spending and consumption. Its uneven working, unjust yield pattern, and unfair prolongation are criticised. This, in addition, is exacerbated by poor but wilful implementation of namesake entrepreneurship development programmes. In this regard the literatures emphasise the need for enhancement, changeover or complete revamp of the existing system for it to be efficient and productive. This is to be done both at micro and macro levels, and both internally and externally. More clearly, be it thoughts or execution thereof, or, physical structures or contributive forces thereof, both domains should change across the board in an interdependent manner.

Yet other literatures emphasise scientific management, forward planning, adoption of new and updated technological solutions, innovations and above all, relinquishment of ulterior and corruptive motives in all endeavours. Moreover,
although the studies admit that reality is quite different from theoretical approaches, they call for minimising the gap therein by being self-responsible. Role of the governing bodies in allocating resources is also stressed at most places. Relatedly, the importance of entrepreneurial training, guidance and research is also underscored.

Finally, quite a section of the studies, especially research papers, undertake entrepreneurship research only to show their statistical prowess. Complex but assumptions-rich statistical tools are employed to arrive at otherwise obvious solutions. Moreover, women entrepreneurship is vastly covered, but not in the true sense of entrepreneurship, but in a manner to project the predominantly clerical and service based ventures such as food chains, beauty parlours, documentation job works, tailoring and many other routine and semi-skilled vocational lines as entrepreneurship. Some other works are heavily psychological and do not fit into the local geographical or cultural contexts.

3.4 CONCLUSION

Analysing entrepreneurship is a very complex task. As diverse attitudes, factors and aspects come into play, any study attempting on the same falls short of expectations. Yet, many researchers tried to understand entrepreneurs and entrepreneurship. Obviously they are incomplete in the sense they narrow their scope to a particular geographic region, sample base or analytical approach. Moreover, very few studies focussed on entrepreneurial propensity and intent of students. They attempted to assess which of the three determinants of entrepreneurial intention namely demography, psychology and context, remained the most relevant among the students. Areas covered in the literature review other than entrepreneurship motivation too provided an objective framework for the cause of the study problem.