

GENDER DIFFERENCE IN THE ENTREPRENEURIAL VALUES: A STUDY AMONG THE YOUNG ENTREPRENEURS IN GUWAHATI CITY AREA

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Abstract

Some of the values are found important for any entrepreneurs for successful entrepreneurship. These include innovativeness, independence, outstanding performance and respect for works etc. The gender difference in the entrepreneurship development is very common in India. This paper is the attempt to study the gender difference in the entrepreneurial values among the young entrepreneurs of Guwahati city area of Assam as the Guwahati is the major business hub of North East India. Study was conducted under descriptive survey method with random sampling method. Primary data were collected with a self constructed Likert type of scale. Data thus collected were tabulated and analyzed through statistical techniques, Mean, SD and t test for equality of means.

Keywords: Entrepreneurship, Entrepreneurs, Values, Innovativeness, Independence, Outstanding performance, Respect for work, gender difference.

INTRODUCTION

Entrepreneurship is basically an activity that helps in sensing the opportunities, existing in the environment by using the creativity and innovation with the help of the available resources. Entrepreneurship is a process undertaken by entrepreneurs to augment business interest. It is an exercise involving innovation and creativity that will go towards establishing his/her enterprise. One of the qualities of entrepreneurship is the ability to discover an investment opportunity and to organize an enterprise, thereby contributing to real economic growth. It involves taking risks. 'Innovation' and 'risk taking' are regarded as two basic elements of entrepreneurship. In the process of entrepreneurship and individual scans the environment for opportunities, identifies them, examine the feasibility of converting that opportunity into a possible enterprise for production. Entrepreneurship is important for national growth and social development. The unique contribution of entrepreneurship is that it is low cost strategy of economic development,

job creator and technical innovation. Entrepreneurship in recent time has become a serious area of study. It is considered to be a panacea for creating wealth, generating employment and providing new and better goods and services. Developing the spirit of entrepreneurship among the youth has become vital because government cannot provide job for all kinds of unemployed youth and corporate sector will provide limited job only to the best.

Importance of Entrepreneurs

The word entrepreneurs and entrepreneurship have acquired special significance in the context of economic growth in a rapidly changing socio economic and socio cultural climate, particularly in industry both in developed and developing countries. The entrepreneur as a person brings in overall change through innovation for the maximum social development. Entrepreneur is critical factor in the socio economic change. He is the key person who envisages new opportunities, new techniques, new lines of production, new

products and co-ordinates all other activities. Human values remain scared and inspire him to serve society. He has firm belief in social betterment and he carries out his responsibilities with conviction. The entrepreneur is visionary and integrated man with outstanding leadership qualities. Several factors go into the making of an entrepreneur. Individuals who initiate, establish, maintain and extend new enterprises constitute the entrepreneurial class. Entrepreneurship is an attitude of mind which calls for calculated risk; a true entrepreneur is one who can see possibilities in a given situation where others see none and has the patience to work out the idea into a scheme. The stimulation of entrepreneurship is a factor of both internal and external variables. To be a successful entrepreneurs certain entrepreneurial values essentially to be developed among the entrepreneurs.

Entrepreneurial Values

Values are the set of beliefs about various aspects of life and world. In general it is accepted that values provide standards that guide behavior. Values are described as the socially defined desires that are internalized through the process of conditioning learning and socialization and that becomes subjective preference standards and aspiration according to Radhakamal Mukharjee. N.T. Ramjee pointed out “values may be operationally conceived as those principles of life which are conducive to one’s physical and mental health as well as to social welfare and adjustment and which are true with ones culture.” Values in general are beliefs about what is desirable and what is not desirable. Values provide goal direction. In terms of entrepreneurship it means the cognitive functioning of entrepreneurs. Cognitive content refers to the individual’s idea about persons and things. Some values are found important for an entrepreneur. Cultivation of those values determines the entrepreneurship behavior of an entrepreneur. Some of such important entrepreneurial values are identified – (1) Innovativeness (2) Independence (3) Outstanding performance (4) Respect for works etc.

Innovativeness

No entrepreneurial activity is possible without being innovative either in terms of activity, location or ideas. An entrepreneur wants to

experiment with new ideas facing uncertainty and therefore it involves imagination, intuition and taking risks. ‘Entrepreneurship essentially means doing things that are not generally done in ordinary courses of routine work’ (Schumpeter 1934).

Independence

This value attributed to independence is important for entrepreneurship. ‘Instead of waiting for suggestions or direction from others, an entrepreneur works out plans of his own and explores resources and experiences an inner urge to meet the enterprise success’ (McClelland and Winder 1969). This makes him a self reliant and independent. They donot like to be controlled by others and consider it desirable to be the master of their own.

Outstanding performance

Performing routine tasks or repeating what others have done, doesn’t attract an entrepreneur who value contributing something that strengthen the beliefs that they can influence the environment. They would like to experience that they can make things rather than see things happenings by themselves. This value for outstanding performance helps them to accept their mistakes and improve the work for successful completion of the task.

Respect for work

Value for work has been found to be an important factor for entrepreneurship. An entrepreneur respects for work. To him there is nothing ‘big’ or ‘small’ or ‘low’ work. Entrepreneurs value work and consider that anything and everything can be achieved through work and accordingly work is worshiped.

Objectives of the study

The study was conducted with the objectives to understand whether there is any difference between male and female entrepreneurs in the development of four entrepreneurial values – (i)Innovativeness, (ii)Independence, (iii) Outstanding Performance and (iv) Respect for work.

Null Hypotheses

There is no significant difference between male and female entrepreneurs in the development of

entrepreneurial values i.e (i) Innovativeness (ii) Independence (iii) Outstanding Performance (iv) Respect for others

Methods and Sample

Method plays a very important role in any research activity and therefore proper selection of method is very important. Normative method was selected for the present study, as this method is considered most suitable for this type of study. The sample of the study consisted of 100 entrepreneurs within the range of 20 to 35 age group of which 50 male and 50 female entrepreneurs. The population of young entrepreneurs in the study area is not known to the researcher, as such sample was selected on the basis of snowball sampling method from the Greater Guwahati area of Assam. The reason for selection of sample from Guwahati is that Guwahati is the main business center of North East India. There is high potential of entrepreneurial activity in this area.

Research Tools

For collection of primary data from the sample of population the investigator constructed a scale on Likert's method. The scale consisted four aspects of values that are – (i) Innovativeness (ii) Independence (iii) Outstanding Performance and (iv) Respect for work. Each aspect contains 7 statements, as such total statement in the scale was $7 \times 4 = 28$ and each statement has three alternative responses. These are either favourable or unfavourable or uncertain. The weightage for favourable response was 3 and for unfavourable response 1. The highest possible score in each aspect was 21 and for all the aspects as a whole were 74. The reliability of the scale was estimated was .665 which was calculated by Split Half Method.

Data, thus collected were tabulated and analyzed through statistical techniques, Mean, SD and t test for equality of means. The computation of data was done through computer

package for analyzing data known as Statistical Package for Social Sciences (SPSS).

Major Findings and Discussion

The responses of male and female entrepreneurs in all the 28 statements of four aspects in the scale were analyzed as a whole with Mean, SD and 't' test which is presented in the following table-

Table-1

Gender	Number	Mean	SD	MD	't' value
Male	50	68.27	6.766	4.13	2.864
Female	50	64.14	7.535		

The analysis shows that the Mean score of male and female entrepreneurs is 68.27 and 64.14 respectively. The Mean score of both the male and female is near about the highest score in the scale. As such we can draw the conclusion that there is positive development of entrepreneurial values among the male and female entrepreneurs. However higher Mean value is found in favour of male with a mean difference of 4.13 only. Again the 't' value 2.864 is found significant at .05 level of significance, as such we can reject our hypothesis that there is significant difference between male and female entrepreneurs in their entrepreneurial values. As per the findings of the study there is significant difference between male and female entrepreneurs so far as entrepreneurial values are concerned.

The responses of the sample population in the four values – Innovativeness, Independence, Outstanding performance and Respect for Works were analyzed separately with Mean, SD, MD and 't' test which is presented in the Table-2.

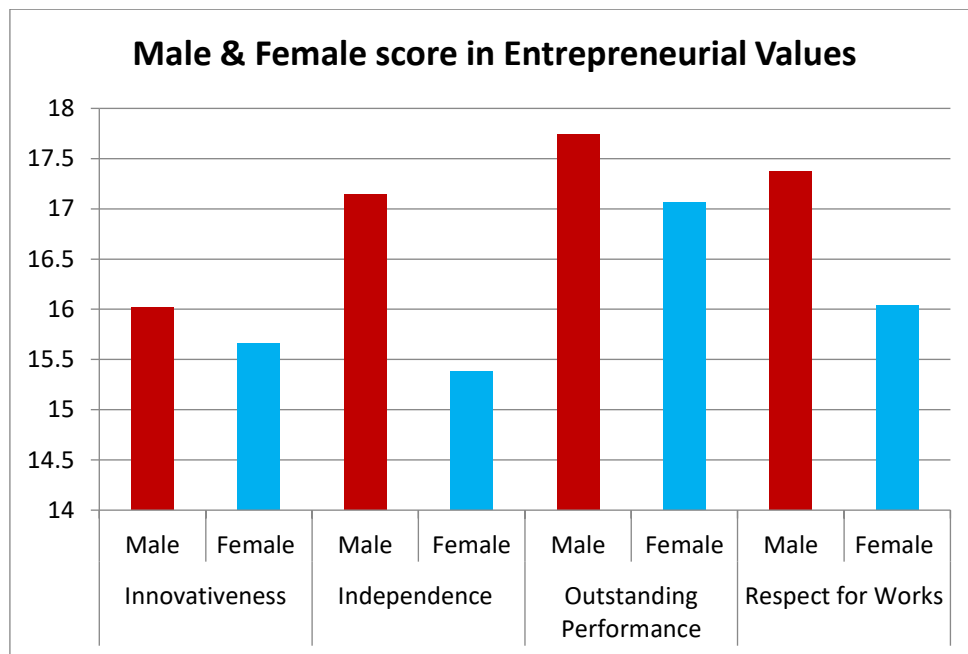
Table-2

Values	Gender	Mean	SD	MD	't' value
Innovativeness	Male	16.02	3.007	.36	.645
	Female	15.66	2.560		
Independence	Male	17.14	2.979	1.76	2.892

	Female	15.38	3.083		
Outstanding Performance	Male	17.74	2.805	.68	1.275
	Female	17.06	2.519		
Respect for Works	Male	17.37	2.447	1.33	2.605
	Female	16.04	2.618		

Mean scores obtained by the male and female entrepreneurs in the different aspects of entrepreneurial values are also presented graphically in the following figure.

Figure-1



From the analysis of the data related to the values – Innovativeness, Independence, Outstanding Performance and Respect for work, the following findings are revealed-

(1) In the value of independence the Mean score of male and female is 16.02 and 15.66 with a negligible difference of .36 only. As the Mean score of both are much higher than the average Mean score in the aspect, as such both male and female have positive development in the value of innovativeness. The 't' value .645 is found not significant and so we retain our hypothesis that there is no significant difference between the male and female entrepreneurs in the value of innovativeness.

(2) The mean score of male and female entrepreneurs in the value of independence is

found to be 17.14 and 15.38 respectively with a mean difference of 1.76. Both the category have positive development of independence as the mean score is more than the average mean score in the aspect. Again the 't' value 2.892 is found significant at .01 level and as such we reject our hypothesis that there is no significant difference between the male and female entrepreneurs. The findings of the study revealed that there is significant difference between male and female entrepreneurs so far as their value of independence is concerned.

(3) In the value of outstanding Performance, we find that there is positive development of both male and female as the mean value is 17.74 and 17.04 with a mean difference of .68 only. The 't' value 1.275 in this aspect is found not significant and as such we

retain our hypothesis that there is no difference between male and female entrepreneurs in their entrepreneurial value of outstanding performance.

(4) The data related to the entrepreneurial value of Respect for work were analysed with 't' test and found 't' value 2.605 is significant and we reject our hypothesis that there is no significant difference between male and female entrepreneurs. The findings of the study show a significant difference between male and female entrepreneurs so far as value of respect for work is concerned. However both the category have obtained higher mean value of 17.37 for male and 16.04 for female, which is much higher than the average mean score in the aspect.

CONCLUSION

In the present era when there are ample opportunities and increasing need for entrepreneurship the short supply of entrepreneurs in the society is largely because the absence of entrepreneurship elements in the education system. Education is a very strong intervention to set values and develop attitude. No entrepreneurial activity will be successful without proper value orientation. The entrepreneurial values like innovativeness, independence outstanding performance and respect for work are considered the most essential for any entrepreneurs to develop the spirit of entrepreneurship. The objectives of the educational institutions should be therefore, to train the students in developing entrepreneurial values so that our young generation will be attracted towards entrepreneurship as their career and become self dependent also contribute to the national growth and development. This becomes urgent need at the time of globalization and commercialization to compete the changing world.

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