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Entrepreneurial behaviour of women entrepreneurs

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ABSTRACT : Woman entrepreneur is a woman who innovates an economic activity. The purpose of present study was carried out to analyze entrepreneurs' entrepreneurial behaviour. Descriptive type of research design was used to study entrepreneurial behaviour which consisted of two indicators; achievement motivation and risk taking willingness. Sixty women entrepreneurs running boutiques/ beauty parlours were selected. For assessing achievement motivation, Thematic apperception test developed by Mehta (1976) was used with slight modification and risk taking willingness was assessed with the help of six risk taking situations given by Mathai (1978). Primary data were collected through interview schedule in zones of Agra city U.P. (India) during 2002-2005. Percentage, co-efficient of correlation were used as statistical measure. The study showed that majority of entrepreneurs were exhibiting moderate achievement motivation and risk taking willingness oriented behaviour. The findings of study are based on expressed opinions of the entrepreneurs. Hence, the findings of the present study would provide a better insight to the concern persons in preparing and implementing entrepreneurial development programme, even then the findings of this study will be an eye opener for policy makers.

KEY WORDS : Attributes, Psychological attributes, Achievement motivation, Risk taking willingness

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