

Research Article

## Entrepreneurial attributes possessed by women entrepreneur in Agra Nagar Nigam

### ■ SEEMAPRAKALPA

**ARTICLE CHRONICLE :**

**Received:**

17.11.2012;

**Revised :**

23.08.2013;

**Accepted:**

26.08.2013

**SUMMARY :** Every person possesses personality attributes; those attributes are exhibited in entrepreneurial world, are known as entrepreneurial attributes. For assessing this, this present study was conducted to know entrepreneurial attributes of 100 women entrepreneur running both boutiques and beauty parlours in Agra Nagar Nigam. Primary data were collected through entrepreneurial development scale developed by Dr. Surila Agrawal and Dr. Ira Das during year 2005. Based on nature of data, percentage was used as statistical measure. It can be revealed from the finding that sixty one per cent women entrepreneur were moderate risk takers and ninety eight per cent possessed high achievement motivation. Sixty one per cent women entrepreneurs possessed moderate leadership attribute. Ninety eight per cent were highly clear about themselves. Seventy two per cent women entrepreneurs had high capability for persuasion. Sixty five per cent of women entrepreneur had moderate attitude towards other entrepreneurs. Fifty seven per cent of women entrepreneurs had moderate problem solving ability. With the help of above findings for the wellbeing of the entrepreneurial world, Government and non- Government organization should do efforts for polishing attributes through training camps, demonstrations etc. So that entrepreneurial view could be alive and economic balance of the family can be maintained and people could live stresslessly.

**How to cite this article :** Seemaprakalpa (2013). Entrepreneurial attributes possessed by women entrepreneur in Agra Nagar Nigam. *Agric. Update*, 8(3): 480-483.

**KEY WORDS :**

Attributes,  
Entrepreneurs,  
Entrepreneurial  
attributes

### BACKGROUND AND OBJECTIVES

If we go through the business history of India, we come across the names of persons who have emerged as successful entrepreneurs. Who started their business/enterprise with small investment and at small level by considering common men's need. Success is attributed by appropriate application of entrepreneurs' attributes/life experiences in concerned line of entrepreneurial interest. Life experience which reinforces the individual's ability to work hard, take calculated risk, take initiative, perseverance in the face of challenges and set backs, maintain self-confidence, and be resourceful. Those kinds of people exhibits their personality attributes in running and managing an enterprise are known as successful entrepreneurs. On the basis of above exhibited attributes, entrepreneurs work as

dynamic change agent in transforming physical, natural, and human resources into production possibilities. Although prior research has debated whether entrepreneurial characteristics are innate in nature or not. Recent findings support the idea that psychological attributes associated with entrepreneurship can be culturally and experimentally acquired (Gorman, 1997). Individuals are predisposed to entrepreneurial intentions based on a combination of personal and contextual factors (Boyd and Vazikis, 1994). Personal factors such as prior experience as an entrepreneur and contextual factors such as job displacement have limited applicability to entrepreneurial propensity among people. Other personal and contextual factors attributable to entrepreneurs have generally been categorized as demographic characteristics and personality traits. According to Robinson *et al.* (1991),

Author for correspondence :

**SEEMAPRAKALPA**

Department of Home Science  
Extension Education,  
Institute of Home Science,  
Dr. Bhim Rao Ambedkar  
University, AGRA (U.P.)  
INDIA

demographic do not enhance our ability to predict entrepreneurial tendencies. Psychological attribute, on the other hand have produced the most support for predicting whether a person will pursue entrepreneurship (Carland and Carland, 1991) or not. Therefore, considering traits, qualities and social and economic environment required for making successful entrepreneurs and also the social and economic environment in which the women entrepreneurs could function and in this paper, an action is taken accordingly.

## **RESOURCES AND METHODS**

Agra division of Uttar Pradesh was selected as the locale for the present study by using purposive sampling. Agra division comprises of seven districts. Out of which, Agra district had been selected randomly for the present study. According to the requirements and to have balanced distribution of the respondents, the investigator divided Agra city into four zones; North – East zone; North – West zone; South-East zone and South-West zone. Twenty five women entrepreneurs running both boutique and beauty parlour from each zonal area were selected. Thus, hundred women, entrepreneurs were selected for the present study. Descriptive type of research design was used. Primary data regarding entrepreneurial attributes of women entrepreneur in Agra Nagar Nigam were collected through entrepreneurial development scale developed by Agrawal and Das (2005). Percentage was used as statistical measure.

## **OBSERVATIONS AND ANALYSIS**

In this section, seven entrepreneurial attributes *viz.*, risk taking, achievement motivation, leadership, self -concept, capability for persuasion, attitude towards other entrepreneurs and problem solving were judged on the basis of there categories :

- Low
- Moderate
- High

Women entrepreneurs possessing low attributes were those who were not so innovative and attentive but just survivor to their enterprise.

Moderate women entrepreneurs were doing substantial enterprise and they introduce new idea in their enterprise on calculated basis of success and failure.

Women entrepreneurs possessing high attributes were those who were up-to-date to introduce new idea in their enterprise either it is profit or loss oriented.

### **Risk taking attribute :**

Risk taking is an important aspect of entrepreneurial life. In the process of setting up and running a business, there is an inherent risk that things may not go as planned by the

entrepreneur. The effect of this inherent risk is that the entrepreneur may lose her own investment, as well as the money taken from other sources. Due to inherent success and failure, entrepreneurs are calculated risk-takers. This ability of taking calculated risks distinguishes the entrepreneurs from anyone else.

### **Achievement motivation :**

When the desire for achievement becomes a dominant concern for a person it is expressed in restless driving energy aimed at attaining excellence, getting ahead, beating competitors, doing things better, faster, more efficiently and finding unique solution to different problems. This need to achieve leads people to become entrepreneurs. Such people with strong achievement motivation set challenging goals, demanding more efforts and set goals which are possible to attain. Entrepreneurs are not satisfied with automatic success that comes from easy goals nor do they try to do the impossible. They make long-range plans and like to get concrete feed back on how will they be modified accordingly.

### **Leadership :**

An individual is a leader in any situation in which his ideas and action influences the thoughts and behaviour of others. Leadership is the phenomenon of influencing guiding and directing the actions and thoughts of the followers in the intended direction. An entrepreneur should possess leadership qualities which would help her to attack and retain talent and being out the best with the team of workers.

### **Self-concept :**

Different people express their identity in different ways. Most women seem to gain their identity through reference points outside themselves. Fewer women seem to gain there identify from internal source within themselves. However, every woman definitely has some internal sources for her real identity. There internal sources relating to her self image, her beliefs, values, drives, hopes and needs.

### **Capability for persuasion :**

A good entrepreneur successfully persuades other to see things in her way, without offending them. This is very helpful in convincing people to buy her product or service, convincing a person to provide financial etc. If the entrepreneur develops the quality of being persuasive, she can assert her own competence, reliability and other personal or business qualities.

### **Attitude towards other entrepreneurs :**

An attitude can be loosely defined as a tendency to act in some way toward some object, person, situation idea or enterprise. Positive mental attitude is one of the very vital

qualities that come handy while dealing with any problem which an entrepreneur is likely to face.

**Problem solving :**

Problem solving attribute among entrepreneurs is a very essential to solve problem, effectively. An entrepreneur having this attribute will generate new and potentially unique ideas or innovative solutions to reach goals. The entrepreneurs do have a clear picture of all the alternative roads available to a suitable alternative strategy to reach the goal.

It can be drawn from the Table 1 that sixty one per cent of women entrepreneurs were moderate risk takers and 31 per cent were high risk taker. Only 8 per cent were having low risk taking ability/ willingness. It can be said that women were taking risk on calculated basis .It means they are trying/keeping their enterprise in profit for expanding in future. Similar results have been reported by studies conducted by Caruna *et al.* (1998) and Gould and Parzon(1990) that women entrepreneurs were showing risk taking attributes. Studies by Buttner and Carland *et al.* (1995) are not in support to the above findings that most women entrepreneurs were either low or high risk takers.

**Table 1: Risk taking attribute of women entrepreneur (n = 100)**

Sr.No.	Risk taking	Women entrepreneur	
		Number	Percentage
1.	Low (up to 4)	8	8
2.	Moderate (5 – 9)	61	61
3.	High (10 – 14)	31	31
	Total	100	100

Table 2 clearly highlights that ninety eight per cent of women entrepreneurs possessed high achievement motivation. Only 2 per cent were having moderate achievement motivation. It depicts that women are highly motivated to achieve or to fulfill the motive for which they started their enterprise. It is being proved by the above lined explanation that they prepared/motivated themselves to achieve their motive at moderate level by keeping the enthusiastic flame at high level. The motive can be either personal, familial or society oriented. A study by Kroon *et al.* (2000) and Kaur and Bawa (1999) are also in support of above findings.

Table 3 clearly depicts that sixty one per cent of women

**Table 2: Achievement Motivation of women entrepreneurs (n=100)**

Sr.No.	Achievement motivation	Women entrepreneur	
		Number	Percentage
1.	Low (up to 4)	–	–
2.	Moderate (7 – 12)	2	2
3.	High (13 – 19)	98	98
	Total	100	100

entrepreneur had moderate leadership attribute and twenty nine per cent had high leadership attribute. Only 10 per cent were having low leadership attribute. It can be said that women are having leading attribute after having/considering gender and entrepreneurial world oriented aspects during the learning/ surviving period. A study by Agadi *et al.* (1996) is in the support of above findings and another study conducted by Kroon *et al.* (2000) is not in support of above findings that women entrepreneurs had highest score of leadership attribute.

**Table 3 : Leadership attribute of women entrepreneurs (n=100)**

Sr.No.	Leadership	Women entrepreneur	
		Number	Percentage
1.	Low (up to 4)	10	10
2.	Moderate (5 – 8)	61	61
3.	High (9 – 12)	29	29
	Total	100	100

It is clear from the Table 4 that ninety eight per cent of women entrepreneur were highly clear about themselves. Only 2 per cent of women entrepreneurs were moderately clear about themselves. It can be noted down that being from the entrepreneurial background, women were highly clear about their strengths, weaknesses, threats and opportunities. A study conducted by Kroon *et al.* (2000) is not in support of above findings.

**Table 4 : Self-concept of women entrepreneurs (n=100)**

Sr.No.	Self-concept	Women entrepreneur	
		Number	Percentage
1.	Low (up to 6)	–	–
2.	Moderate (7 – 13)	2	2
3.	High (14 – 20)	98	98
	Total	100	100

It is concluded from the Table 5 that seventy two per cent women entrepreneur had high capability for persuasion and twenty seven per cent had moderate capability for persuasion. Only one per cent of women entrepreneurs had low capability for persuasion. It can be said that after getting success/experiences in the field of entrepreneurship, women were capable to explain the present and forthcoming strengths, weaknesses, opportunities and threats.

It is concluded from Table 6 that sixty five per cent of

**Table 5: Capability for persuasion of women entrepreneur (n=100)**

Sr.No.	Capability for persuasion	Women entrepreneur	
		Number	Percentage
1.	Low (up to 4)	1	1
2.	Moderate (5 – 8)	27	27
3.	High (9 – 12)	72	72
	Total	100	100

women entrepreneurs had moderate attitude towards entrepreneurs and 33 per cent had low attitude towards entrepreneurs. Only two per cent were having high attitude towards entrepreneur. It can be concluded that women after facing/enjoying all kinds of circumstances, they are having moderate attitude towards other entrepreneurs.

It can be seen from the Table 7 that fifty seven per cent of women entrepreneur had moderate problem solving ability and 38 per cent had high problem solving ability. Only five per cent had low problem solving ability. It can be said that women entrepreneurs, having experiences along with simultaneous increase in resources, are capable in solving out every kind of problems instead of delaying for uncertain time. A study by Bhatia *et al.* (1999) is not in support of above findings that women were lacking in problem solving attribute.

**Table 6 : Attitude towards entrepreneur of women entrepreneur (n=100)**

Sr.No.	Attitude towards entrepreneurs	Women entrepreneur	
		Number	Percentage
1.	Low (up to 15 – 35)	33	33
2.	Moderate (36 – 60)	65	65
3.	High (61 – 75)	2	2
	Total	100	100

### Conclusion :

It can be concluded from the findings that woman entrepreneurs having clear concept about themselves set high level of achievement with a view of moderate risk taking power/ willingness and solving out problems regarding entrepreneurial activity. After having these entrepreneurial attributes, women said that they can do/ perform all the functions necessary, considered right from the genesis of an idea upto the establishment of an enterprise. These can be; idea generation and scanning of the best suitable idea, determination of the business objectives, product analysis and market research, determination of form of ownership/ organization, completion of promotional formalities, raising necessary funds, procuring machines and material, recruitment of men and undertaking the business operations. The women, who are running an enterprise having positive attitude towards their entrepreneurial world mate instead of jealousy oriented attitude. Because of this, they are leading and motivating others for eradicating economic obstacles. Those obstacles create a gap in the development of individual, family, society and nation also. For these kinds of women, who are identified as real entrepreneurs should be registered and to be promoted through concern organizations. So that,

they could be subsidized by government, non- government and voluntary organization in need/adverse conditions.

### REFERENCES

- Agadi, R.B., Shivaji, W. and Rao, N.M.** (1996). Women entrepreneurship in India-The role of women in co-operative dairying-A study of woman, co-operative societies in hulbarga milk shed area. In: C. Swrajyalakshmi, *Development of women entrepreneurs in India: Problems and prospects* (pp 94-100). Discovery Publishing House, NEW DELHI, INDIA.
- Agarwala, Sutila and Das and Ira** (2005). Entrepreneurial talent scale. Ankur Psychological Agency, 22/481, Indira Nagar, Lucknow (U.P.) INDIA.
- Bhatia, B.S., Saini, J.S. and Dhameja, S.K.** (1999). Women entrepreneurs, their problems, training needs and managerial capabilities. In: B.S. Rathore, S.K. Dhameja (eds.), *Entrepreneurship in the 21<sup>st</sup> century* (pp 316-328). Rawat Publications, Jaipur and NEW DELHI, INDIA.
- Boyd, M.G. and Vozikis, G.S.** (1994). The influence of self- efficacy on the development of entrepreneurial intentions and actions. In: S. Rasheed, developing entrepreneurial potential in youth: The effects to entrepreneurial education and venture creation. Retrieved from Foundation Website: *hrasheed@coba.usf.edu*.
- Carland, J.A. and Carland, J.W.** (1991). An empirical investigation into the distinctions between male and female entrepreneurs and managers. *Internat. Small Business J.*, **9** (3): 62-72.
- Carland, J.W., Carland, J.A. and Pearce, J.W.** (1995). Risk taking propensity among entrepreneurs, small business owners and managers. *J. Business & Entrepreneurship*, **7**(1): 15-23.
- Caruna, A., Morris, M.H. and Vella, A.J.** (1998). The effect of ventrelization and formalization ownership in export firms. *J. Small Business Mngt.*, **36**(1):16-43.
- Gorman, G.** (1997). Enterprise education for small business management : A ten-years literature review. Some research prospectives on entrepreneurship education. *Internat. Small Business J.*, **15** (30): 56-79.
- Gould, S. and Parzon, J.** (1990). In: *Enterprising women*, Paris France: OECD.
- Kaur, R. and Bawa, S.** (1999). Psychological correlates of entrepreneurial performance among women. *J. Entrepreneurship*, **8** (2): 195-205.
- Kroon, J., Aardt, A.V. and Visagie, J.C.** (2000). *Profile of women entrepreneurs in home based clothing manufacturing*. School Business Management, Potchefstroom University for CHE, SOUTH AFRICA.
- Robinson, B.P., Stimpson, D.V., Huefner, J.C. and Hunt, H.K.** (1991). An attitude approach to the prediction of entrepreneurship. *Entrepreneurship Theory & Practice*, **15**(4): 13-31.