

**A COMPARATIVE STUDY OF ENTREPRENEURS AND NON-ENTREPRENEURS  
ON SOME  
BACKGROUND AND PERSONALITY DIMENSIONS : AN EXPLORATION**

**BY**

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## CERTIFICATE

This is to certify that the thesis entitled :  
"A COMPARATIVE STUDY OF ENTREPRENEURS AND NONENTREPRENEURS  
ON SOME BACKGROUND AND PERSONALITY DIMENSIONS : AN  
EXPLORATION." being submitted by MANI K. MADALA, to the  
INDIAN INSTITUTE OF TECHNOLOGY, NEW DELHI, for the award  
of the degree of Doctor of Philosophy, is a record of  
bonafide research work carried out by her.

MANI K. MADALA has worked under my guidance and  
supervision and has fulfilled the requirements for the  
submission of the thesis, which to my knowledge has  
reached the requisite standard.

The results contained in this thesis have not  
been submitted in part or in full, to any other University  
or Institute for the award of any degree or diploma.

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## ABSTRACT

Since independence and particularly since 1956, the Government of India has been endeavouring to broaden the bases of entrepreneurship and has therefore instituted assistance in various forms to small entrepreneurs; giving built sheds, subsidised power, special quotas for raw materials etc. In spite of all the help, it has been seen that only 11 out of 100 succeed in setting up an entrepreneurial activity - figures given by DCSRI, 1979. Why so little of entrepreneurial activity? It becomes interesting to study who are the people who are best suited for entrepreneurship; what are the differences between the entrepreneurs and nonentrepreneurs?

This study investigates the differences between the entrepreneurs and the nonentrepreneurs on some background and personality dimensions: originality, efficiency, group conformity, adaptation - innovation (Kirtan, 1977), achievement value (Mudhooji, 1959), power value (as no questionnaire was available, the investigator developed one) and locus of control (Rotter, 1972) with the help of appropriate questionnaires.

The sample consisted of 150 industrial (from Delhi), 150 service (from Bangalore) entrepreneurs and 150 nonentrepreneurs (from Delhi). The sampling was

purposive and used sex, age and education as criteria for stratification, only those entrepreneurs were taken into the study who had started their own enterprises and sustained themselves in the market for atleast five years, were taken into the study. Care was taken that sex, age and educational qualifications were parallel in the three groups.

The hypotheses and the findings can be grouped under the following heads -

- A. The hypotheses that study the differences between the entrepreneurs and nonentrepreneurs on originality, efficiency, conformity, innovation, achievement, power and locus of control. It was found that the entrepreneurs and nonentrepreneurs differ significantly on these variables.
- B. The hypotheses that study the influence of background variables on the above mentioned personality variables. It was found background variables like residence during early years, father's occupation, his role during childhood, age of first earnings, make an individual more innovative, less conforming, more achievement and power oriented with a greater internal locus of

control than nonentrepreneur. Sex, age and education did not show any influence.

C. The hypotheses that study the relationship between the personality and background variables. It was found while sex, religion, age did not correlate significantly with the personality variables, the other background variables, residence during early years, father's occupation, father's role, age of first earnings and preference for entrepreneurship as career correlated significantly with personality variables.

D. The hypotheses that study the relationship among the personality variables. The correlations were found to be significant.

E. The hypotheses that study the relationship among the background variables. All the background variables except sex, religion, age and education showed significant correlations among themselves.

F. The hypotheses that study the predictive efficiency of personality variables in predicting background variables. It was found that the background variables were potential predictors of personality variables.

The thesis also covered a comprehensive treatment of the variables with their underlying theories and the impact of the background of respondents on them. On the basis of the findings, recommendations for further research were made.

" If God did not exist, it would be necessary  
to invent Him....."

--Voltaire.

" If small firms did not exist it would be  
necessary to invent them....."

--Bolton Committee

Report on Enquiry on  
small firms in U.K.

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About the Author