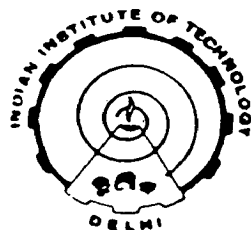


ENTREPRENEURSHIP : A STUDY OF ECOLOGICAL AND PSYCHO-SOCIAL FACTORS

by
CHANDRA PRABHA TRIKHA

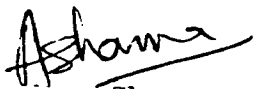
Thesis submitted in fulfilment of the
requirements of the degree of
DOCTOR OF PHILOSOPHY



Department of Humanities and Social Sciences
INDIAN INSTITUTE OF TECHNOLOGY, DELHI
MARCH 1987

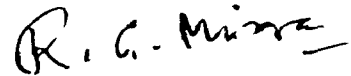
CERTIFICATE

This is to certify that the thesis entitled 'Entrepreneurship'. A study of Ecological and Psycho-social Factors; being submitted by Mrs. Chandra Prabha Trikha, for the award of the degree of Doctor of Philosophy to the Indian Institute of Technology, Delhi, is a record of bonafide research work she has carried out under our guidance and supervision. The results contained in this thesis have not been submitted to any other University or Institute for the award of a degree or diploma.



Anuradha Sharma

Department of Humanities
and Social sciences,
INDIAN INSTITUTE OF TECHNOLOGY,
DELHI, INDIA.



R.G. Mishra
Centre for policy
Research,
10, Dharam Marg,
New Delhi (INDIA).

ACKNOWLEDGEMENTS

I owe my grateful thanks to Dr. (Mrs.) Anuradha Sharma, I.I.T. Delhi, my supervisor who gave unsparingly of her time, constant inspiration, invaluable guidance and courage till the completion of this work. My gratitudes are also due to my co-supervisor Dr. R.G. Misra, retired professor NCERT who has painstakingly guided me at various stages of this work.

I express my thanks to the Principal, staff and students of Modern School, Vasant Vihar, A.P.J. School, Faridabad, Central School, Faridabad and Central School No.1, Delhi Cantt, Government School, Karol Bagh and Government School, Faridabad for their sympathy and cooperation and help in collecting data. I also thank Principal, staff and students of New Era Public School, Mayapuri, for the cooperation in collecting data for pilot study.


Intellectual work of this kind needs to consult lot of books, journals and periodicals. I extended my thanks to the managements of National Council of Educational Research and Training, Indian Institute of Technology - Delhi, National Institute of Entrepreneurship and Small Business Development, and Central Institute of Research and Training in Employment services for extending their help in library consultations.

I am grateful to my friends and colleagues Miss. Kiran
Pahwa, Mr. V.K. Nijhawan, Mr. S.L. Agarwal for typing first draft
of my thesis and special thanks to Mr. J.S. Bedi & Mr. K.M. Swamy
for expert typing of the thesis.

I extend my hearty thanks to Sh. B.S. Nagi, Senior
Research Fellow, Council for Social Development and E.D.P. Co-
ordinator for taking lots of pain in doing the computer analysis and
providing useful suggestions for the calculation part.

On the lack of whose cooperation, the work would have
been incomplete, they are my husband, my two little sons, NIPUN
and NISHCHAL, 3 years and one and half year old respectively and
my mother. They cooperated me at every step beginning from the
work to the submission of final draft.

Last but not the least my thanks are due to my friends,
colleagues & relatives who at every step helped me in some way or
other to fulfil this task in the allotted time. Above all, I express
my hearty gratitudes to all those who rendered their cooperation in
some way or other.


Chandra Prabha Trikha.

ABSTRACT

This investigation attempts to study some ecological, social and psychological factors likely to be related to emergence of entrepreneurship in adolescents studying in the final years of schooling, i.e. the time of their career planning.

The study is presented within the framework of Social Learning Theory. This theory emphasises a continuous interaction between the cognitive determinants and the environmental determinants of personality. The study presents the hypothesis that entrepreneurship is the result of one's interaction with social environment and family background, values and personality factors. The investigation is based on the information collected on variables which are as follows:- Residence, schooling, parental occupation, education, entrepreneurial personality, terminal instrumental values.

Correlation coefficients have been computed to find out the relationship of all the variables with entrepreneurship. The emergence of entrepreneurship as a potential starts from the school age (Hypothesis - I). Students from any locality can show the emergence of entrepreneurship though it is fully effected by the individual personality and the particular environment, i.e. the locality and whether or not industrial city have a slightly higher likelihood of the emergence of entrepreneurship (Hypothesis -II). Certain values also play role in the emergence of entrepreneurship (Hypothesis -III).

Like values, personality traits are also important factors which are closely related to the emergence of entrepreneurship (Hypothesis - IV). Various personality traits have shown a highly significant relationship with the emergence of the entrepreneurship.

While studying any aspect of behaviour, it is not only the person's values, traits and other personality factors but also that it is continuously effected by his surroundings. Overall development in our country has come with rapid industrial growth. It is well-known that industrialization has increased the quality of life of each individual in this society. This rise in the quality of life has also given rise to the development of entrepreneurship among people. Hence a close relationship is seen between entrepreneurship and quality of life (Hypothesis -V).

It is often thought that a better school brings better education and higher quality of development among students. The hypothesis that the schools from lower socio-economic strata will create lesser initiative in entrepreneurship has indicated that the emergence of entrepreneurship has no difference as regards the students from higher, middle and lower SES schools.

The role of family is important in studying any behavioural aspect of human personality. Hypothesis -VII states that the family background of a person has a relationship with the emergence of entrepreneurship, which is also supported by the results of tests.

Based on the aforesaid findings of the study, the hypothesis is made (Hypothesis -VIII) that ecological, social and psychological factors Predict the emergence of Entrepreneur^{ship} Certain personality traits and socio-economic factors have emerged as significant predictors in this study.

It is concluded that the emergence of entrepreneurship is a result of a person's continuous interaction with social, psychological and ecological factors.

The study is likely to make important contributions for entrepreneurship development programmes, strategies for selection or identification of entrepreneurship career planning and guidance. It also contributes to the understanding of personality development and enriches the field of occupational psychology. Finally, it make help to minimise the problem of unemployment diverting their interest and attention towards entrepreneurship.

Suggestions for further research and various recommendations have been presented in the study.

C O N T E N T S

<u>CHAPTER</u>	<u>SUBJECT</u>	<u>PAGE No.</u>
I	Introduction	1
II	Theoretical Orientation of the study	8
III	Review of literature	26
IV	Development of hypothesis	42
V	Methodology	49
VI	Development of Test (a) Development of entrepreneurial personality scale	60
	(b) Development of quality of life Questionnaire	68
VII	Results and discussions	78
VIII	Conclusion and recommendations	141
IX	Limitations of the study	144
X	Bibliography	146

APPENDICES:

I	Comprehensive scale of entrepreneurship
II	Answer sheet of comprehensive scale of entrepreneurship
III	Test of instrumental and terminal values
IV	Entrepreneurial personality scale
V	Quality of life scale
VI	Bio - Data