

ENTREPRENEURIAL CORE MOTIVATION AS A SUCCESS FACTOR FOR RURAL ENTREPRENEURSHIP IN WESTERN INDIA

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Abstract: Entrepreneurship development is increasingly being considered a potential contributor to economic growth and development as it opens various possibilities for rural people specifically regarding the creation of employment opportunities and the promotion of local markets and skills. India is categorised predominantly as an agricultural country with nearly 73 percent of the total Indian population living in rural areas. Consequently, agricultural entrepreneurial associated activities could be considered one of the main sources of rural income. This study attempts to investigate whether any significant differences exist between various owner demographic and business information groups specifically considering their entrepreneurial core motivation decisions. This research employed small medium entrepreneurship activities using 297 randomly selected registered entrepreneurs from the Vidarbha region. A simple random sampling technique was used for primary data collection. Data collected were analysed using descriptive statistics, MANOVA and ANOVA. Findings showed that in the case of rural entrepreneurs' core motivations, significant differences were observed amongst the difference education and income groups. This implies that a rural entrepreneur's level of income and education will have an influence on his or her core entrepreneurial motivation.

Keywords: Rural, entrepreneurial management, core motivation, demographics, India

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Introduction

Many countries are experiencing or recovering from economic crisis, high unemployment rates and lack of decent jobs (Verick and Islam, 2010; Bozsik, 2012; Meyer and Meyer, 2017). In this situation starting one's own business is becoming a more profound choice of employment. Entrepreneurial activity has brought success to many individuals and also created employment possibilities for others (Greblikaite et al., 2015). In spite of the increasing recognition of entrepreneurship as a source of job creation, regional development, and economic dynamism in a rapidly globalizing world, there has been limited systematic approaches investigating entrepreneurial activity, especially with regards to rural entrepreneurship (Pato and Teixeira, 2016). According to the 2018 Global

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Entrepreneurship Index, entrepreneurship development is picking up fast not only in developed countries but also in developing countries like India (Acs et al., 2018). Yet, the overall poor rate of entrepreneurship may be attributed to several different factors. With the state governments having provided a host of incentives for industrial development, the rate of entrepreneurship development remains to be low.

Educated, skilled and unskilled youth need to consider entrepreneurship and social entrepreneurship as an employment option (Baporikar, 2014; Greblikaite et al., 2016; Drotski and Okanga, 2016; Meyer and De Jongh, 2018).

In light of this, the Government of India has been making continuous efforts by implementing various employment generation schemes in order to create additional job opportunities for both educated and uneducated youth in the country (Niranjan and Shivakumar, 2017). As per the Government of India's Ministry of Labour and Employment report (2017/18), some of the important programmes include the Prime Minister's Employment Generation Programme (PMEGP); National Rural Livelihood Mission (NRLM), Swarna Jayanti Shahri Rozgar Yojana (SJSRY) and Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA). These programmes are done additional to entrepreneurial development programmes run by the Ministry of Micro, Small and Medium Enterprises. Though the government is improving and managing efforts to foster entrepreneurship amongst the youth through the various policies and schemes there are still many challenges facing entrepreneurs, especially in rural areas (Niranjan and Shivakumar, 2017). According to previous research conducted by Yimamu (2018), motivating people to become entrepreneurs and set up new self-sustainable future businesses could assist in the growth of the global economy. In addition, it motivates, entrepreneurs to participate in and keep improving the process of innovation and invention. The study of entrepreneurship is one of the fields that is growing fast in the social sciences realm and even being considered as an area of increased knowledge (Yimamu, 2018). Even though most entrepreneurs have a unique set of characteristics which leads to them acting differently in diverse situations, in general, it can be argued that entrepreneurs have certain specific characteristics or traits (Meyer, 2018). The aim of this study is, therefore, to obtain a better understanding of rural entrepreneurship and whether any significant differences exist between various owner demographic and business information groups specifically considering their entrepreneurial core motivation decisions.

Literature Review

Over the past few decades the importance of entrepreneurship has significantly increased and it has become a vast area of interest and topic for further research. There have been many scholarly articles published on this topic (e.g. Pato and Teixeira, 2016; Kot et al., 2016; Greblikaite et al., 2017; Yimamu, 2018). In addition, there is a huge body of research existing on the Theory of Planned Behaviour (TPB) and the link it has with entrepreneurial intention and

behaviour (Ferreira et al., 2012). Many authors have shown interest in the link between the behaviour and intention subsequently evolving into one of the most applied theories explaining and predicting individual behaviour (Engle et al., 2010; Lortie and Castogiovanni, 2015). Important factors surrounding intention are perceived desirability, perceived feasibility and the propensity to take action. The perceived desirability is the need for the attractiveness to start-up a business (Krueger, 1993). Perceived feasibility is defined as the degree to which an individual feels he or she is competent enough to start-up a business (e.g. lack of finance or entrepreneurial skills) (Krueger, 1993). The propensity to act is an indication of the individual's willingness to take up their own decisions (i.e. to actually start-up) (Nabi and Holden, 2008).

Likewise, motivation has emerged as a strong predictor of entrepreneurial behaviour and intention. Meyer (2018) found a strong correlation between motivation and intention also leading to a more positive business attitude and subsequently business growth. Motivation is a significant contributing factor to entrepreneurship (Meyer, 2018). Without motivation there is little chance of success and self-development and the same notion holds true for entrepreneurial activities. Several different types of motivation exist and these all lead to different reasons why people decide to become entrepreneurs. For example, Yimamu (2018) and Meyer (2018) describe the two main categories of motivation as being internally or externally driven which would ultimately provide different reasons for people to take up entrepreneurial activities. In addition, motivational drive may even impact on entrepreneurial attitude and decision making within the day to day running of a business (Yimamu, 2018). Several researchers opine that one of the main reasons for choosing to be an entrepreneur is for financial gain (Vijaya and Kamalanabhan, 1998; Edelman et al., 2010). However, recent research suggests that the motivation of an entrepreneur may not necessarily only or mostly be for financial gains but also could include aspects such as self-development, social welfare contribution and improving one's lifestyle (Meyer, 2018). People are unique and can have different motivational reasons and outlooks towards opportunity, risk-taking behaviour and the process of making decision (Shane et al., 2012). Internal-driven motivation factors, also referred to as pull-factors, relates mostly to positive driving forces. Pull-factors typically include looking for better working conditions, self-expression or even financial freedom opportunity. Pull-factors also include spotting an opportunity to introduce a new business idea into the market (Nel et al., 2010). Other aspects linking to pull-factors include desire for success (Johnson, 1990), independence and economic stability (Hisrich, 1985) and security and future planning (Meyer, 2018). On the other side, push-factors or external-driven motivation, can be described as "necessity" factors and are mostly negative motivation driving a person to set up his or her own business. Typical situations falling under the category of push-factors include unemployment (Cromie and Hayes, 1991), underemployment, retrenchment, job-dissatisfaction and economic necessity (Isaga et al., 2015).

In addition to the various push and pull factors, Vijaya and Kamalanabhan (1998) groups entrepreneurial motivation into five core categories namely entrepreneurial, work, social, individual and economic core. The entrepreneurial core is the main catalytic factor that drives the motivation to start a career within an entrepreneurial venture. The motivations under this factor are categorized as follow; the ability to undertake risk, the confidence to deal with it, the ability to be an independent entrepreneur and the need to provide good quality goods and services, along with the ability to provide employment and feel competent in one self to obtain the grants and loans from the banks and the government (Vijaya and Kamalanabhan, 1998; Ključnikov et al., 2017; Dvorsky et al., 2018; Oláh et al., 2019). The work core demands the necessity of being creative and innovative in one's endeavours along with the determination to achieve targets and goals differently from others. These motivational patters depend upon one's own psychogenic needs for achievements as defined by Murray (1938). The main points under the social core are the desires to assume a leadership role giving one the right to power and influence over others; the authority to gain social status and earn respect. Whereas, individual core is the inspiration to prove one's own self and individuality by expressing out their own chosen work style and lifestyle (Vijaya and Kamalanabhan, 1998). The final core motivation category is classified as the economic core and includes mostly financial and monetary related aspects (Vijaya and Kamalanabhan, 1998). The lack of money and cash flow shortages are one of the major obstacles in the path of middle class and rural entrepreneurs.

Adding to the motivational aspects of entrepreneurship, certain demographic characteristics also play an important role. These include but are not limited to age of business and owner, gender of owner, size of business, level of education of the owner, etc. Herrington et al., (2017) state that the co-relation between owner age and entrepreneurial activity is likely to transpire in all the GEM participating countries. The co-relation follows an inverted U-shape where the individuals between the ages of 18 to 24 years have the lowest entrepreneurial inclination showing an increase around the ages of 25 to 34 years, peaking at the age of 35 to 44 years and then sharply decreasing after 54 years (Herrington et al., 2017). With reference to the study conducted by Veena and Nagaraja (2013) approximately 90 percent of entrepreneurs were found to be males. This high rate has started to decline with more females starting and running businesses however the trend is still that more males compared to females revert to entrepreneurial activity. Gender bias can also influence the interaction between female entrepreneurs and different market opportunities and could in some cases negatively affect the ability of women to access the necessary resources and also the necessary support for becoming a successful entrepreneur (Hamilton, 2015; Meyer, 2018). This may generate an environment and condition in which women may feel insecure about their entrepreneurial activity (Zhao et al., 2005) with other barriers like lack of support, fear of failing and the unavailability of the competency. However, the old viewpoint and beliefs about gender roles and stereotyping within business is slowly

changing within many countries. Other contributing factors to entrepreneurial activity is education and income or funding. The impact of education on entrepreneurial intentions and on entrepreneurship in general has been widely investigated (Peterman and Kennedy, 2003). Education oriented and specialized courses on entrepreneurship and prior business experience can be considered as a key human capital component and could potentially enhance the success of the entrepreneur (Meyer, 2018). Knowledge through education and experience is one of the main resources that can positively influence self-efficacy and also the personal decisions of starting up a business and successfully running it. The lack of availability of sufficient funds to set-up a new business and even to insure sustained growth of the business is one of the main restricting factors for small businesses specifically in the rural context. Atieno (2009) and Pretorius and Shaw (2004) conducted research studies in which they found that lack of finance is one of the major restrictions encountered in the set-up of new businesses. Therefore, it is crucial that entrepreneurs have access to both internal and external sources of finances to maintain their survival and reach their determined growth (Oláh et al., 2017).

Methodology

The underlying philosophical underpinning that formed the basis of this study originated from the positivist paradigm as it primarily made use of empirical data obtained objectively and interpreted in a statistical manner. A single cross-sectional sampling approach was used which included a descriptive research design. Micro, small and medium rural businesses formed part of the study's target population. Although some data on the number of registered small business are available, no official list with the exact number of all rural businesses, including micro ones, exist. Therefore, the historical method of determining the sample size was used. Similar studies by Kock (2008), Buthelezi (2011) and Meyer and Neethling (2017) made use of a sample of between 30 and 200 small businesses therefore the sample of 297 used for this study is deemed sufficient. A simple random sampling technique was utilised to randomly select the final sample.

Research Instrument and Data Analysis

The study made use of primary data obtained through self-administered questionnaires. The original motivational scale used by Katekhaye (2018) included 11 items formulated from various authors (Linan et al., 2005; Lall and Sahai, 2008). After conducting Principle Component Analysis (PCA) one of the extracted factors including 5 items was used for the purpose of this study. The factor was named Entrepreneurial Core Motivation and links well with a previous study by Vijaya and Kamalanabhan (1998). The five items measuring the Entrepreneurial Core Motivation include: 'To become independent', 'I took over a family business / family tradition', 'I have the desire to utilise resources available to me', 'There is

not sufficient opportunities in government and other jobs' and 'Being an employer can provide job opportunities to other people'. Data collected were analysed using reliability measures, descriptive statistics, MANOVA and ANOVA.

Results and Discussion

Following the data collection process, only 297 usable questionnaires were received from the 350 registered entrepreneurs from the Vidarbha region who were requested to complete a questionnaire, were received back resulting in an 85 percent response rate. Demographic information which included aspects such as age, gender, education, sector, family perception, age of business, and size of enterprise etc. were included in the questionnaire.

The sample comprised 73.4 percent males while females constituted only 26.6 percent. Bushell (2008) opines that certain socio-cultural constraints are likely to negatively affect the participation of woman in entrepreneurial ventures. The majority of the sample (65%) was aged below 30 years' implying that most of the respondents decided to actively become entrepreneurs at an early stage. This data related to Herrington et al., (2017) findings stating that entrepreneurial activity increases incrementally from around the age of 25 years. This reflects the importance of carrying out aggressive measures in propagating entrepreneurship as early as possible at school level. As far as educational levels of the respondents are concerned, 49.5 percent of the entrepreneurs completed a secondary education and only 11.8 percent were in possession of a post-graduate degree. Ndedi (2009) pointed out that at tertiary level, entrepreneurship skills can be enhanced and this could increase entrepreneurial competencies. Most of the respondents (67.7%) were living in the same city as where their business was situated. Respondents had relatively big family sizes with a mere 15.8 percent having only 2 members. The majority of respondents had supportive family structures (79.5%).

Regarding the respondents' business information 57.6 percent of respondents made use of a bank loan to secure start-up capital and only 7.7 percent received financial support from family. This is a rather unique situation as many start-ups struggle to secure funding from a financial institution during the start-up phase (Meyer, 2018). This may suggest that India's entrepreneurial support programs and policies are working well and securing funds to rural entrepreneurs. For effective functioning and sustainability of a businesses, adequate investment and funding is an essential factor (Charantimath, 2005). Most of the businesses included in the sample are small (61.6%) and consist of sole ownership (73.1%). This is common for rural entrepreneurial activity. In India the classification of businesses is categorized into three types; Micro, Small and Medium Enterprises (MSMEs) (Lahiri, 2012). These same categories were used in this study. More than half of the businesses were still relatively young and only in existence for less than 3 years (57.5%). The majority of the sample (40.7%) operated in the agricultural sector followed by 38 percent in the services sector. The data regarding annual income of the entrepreneurs indicated that majority of respondents (64.6%) earned less than 1 Lac per annum

(approximately €1 252). This is a reflection of the developmental state of rural India and reflects that many of these entrepreneurs may be classified as survival or necessity-driven entrepreneurs.

Next, the reliability of the Entrepreneurial Core Motivation scale was tested. The variable returned a mean value of 3.13 and an acceptable Cronbach alpha coefficient of 0.711 (Nunnally and Bernstein, 1994). Concerning construct validity, the average inter-item correlation value (0.347) falls within Clark and Watson's (1995) recommended levels of 0.15 to 0.50 and as such, it was reasonable to assume convergent and discriminant validity.

The next step was to conduct Multivariate analysis of variance (MANOVA) in order to determine the differences in scores of the Entrepreneurial Core Motivation variable and the various demographic characteristics and business information. These demographic variables were analysed for statistical significance. In Table 1, MANOVA was utilised to determine if any differences in scores between the demographic groups with regards to the Entrepreneurial Core Motivation variable was present. Demographic and business information groups included number of family members, age of business owner, age of business / existence time-period of business, family perception, marital status, education level, gender, size of business, sector of business, business legal entity, start-up capital, place of residence and owner's income bracket.

Table 1. MANOVA results

Variable	Wilks' Lambda	f	Df	p	Partial Eta Squared (η^2)
Entrepreneurial Core Motivation	0.432	1.314	182.00	0.004*	0.063

Note: $\eta^2 > 0.01 < 0.09$ = small effect; $\eta^2 > 0.09 < 0.25$ = medium effect; $\eta^2 > 0.25$ = large effect.
* Statistically significant difference: $p < 0.05$.

Results were firstly analysed for statistical significance using Wilk's Lambda statistics and a significant p-value of 0.004 indicated that differences in some of the variables were present. Table 2 reflects the results for differences in Entrepreneurial Core Motivation levels and the different demographical and business information groups.

Table 2. Differences in Entrepreneurial Core levels of groups

Groups	Type III Sum of Squares	Df	Mean Square	F	P
Age of business	15.969	14	1.141	0.918	0.539
Family Perception	2.270	14	0.162	0.989	0.464
Gender	2.240	14	0.160	0.809	0.659
Number of family members	11.579	14	0.827	0.772	0.699
Age of owner	7.558	14	0.540	0.735	0.738
Education level	14.200	14	1.014	2.278	0.006*
Size of business	3.085	14	0.220	0.695	0.779
Sector	16.274	14	1.162	1.075	0.380
Legal entity	11.246	14	0.803	1.419	0.143
Start-u capital	36.092	14	2.578	1.620	0.073
Residential location	20.228	14	1.445	2.264	0.240

Income of owner	11.641	14	0.832	2.156	0.010*
Marital Status	3.892	14	0.278	1.182	0.289

* Statistically significant difference: $p < 0.05$

A MONOVA analysis was conducted with the 13 demographic variables as independent variables, and with Entrepreneurial Core Motivation as the dependent variable (Table 2). The 13 independent variables included: age of business, family perception, gender, number of family members, age of owner, education level, size of business, sector, legal entity, start-up capital, residential location, income owner and marital status. Significant associations were examined further by non-parametric testing. Findings revealed non-significant associations existed between the scores for Entrepreneurial Core Motivation and 11 of the 13 independent variables. However, the relationship between the owner's education level ($p=0.006$) and owner's annual income ($p=0.010$) had a significant influence on the Entrepreneurial Core Motivation of the business owner. Further to the MANOVA analysis, an ANOVA analysis was conducted on each of the two independent variables that returned a statistical significant difference to determine where the difference in the groups were present. This is depicted in Tables 3 and 4.

Table 3. Mean differences in Entrepreneurial Core levels on education

Group 1: Below graduation	Group 2: Graduate	Group 3: Post-graduate	P	Partial Eta Squared (η^2)
3.48	3.50	3.66	0.006	0.005

Note: $\eta^2 > 0.01 < 0.09$ = small effect; $\eta^2 > 0.09 < 0.25$ = medium effect; $\eta^2 > 0.25$ = large effect.
Statistically significant difference: $p < 0.05$

Table 3 reports on the results from the one-way between-groups ANOVA conducted to explore the differences in the Entrepreneurial Core Motivation variable between different Indian rural entrepreneurs' education levels. Respondents were divided into three groups according to their education level (Group 1: Below graduation, Group 2: Graduate and Group 3: post-graduate). Despite the statistical differences between groups ($p=0.006$), the difference is quite small between qualifications below graduation and graduate rural entrepreneurs. Post-graduate entrepreneurs measured higher levels than below graduation and graduated entrepreneurs. Of the three education levels, post-graduate rural entrepreneurs measured the highest levels ($\bar{x}= 18.31$) for having Entrepreneurial Core Motivation. This highlights the importance of education especially on a tertiary level as it can have a positive effect on the entrepreneurial core which includes important motivation aspects such as the ability to undertake risk, the confidence to deal with it, the ability to be an independent entrepreneur and the need to provide good quality goods and services, along with the ability to provide employment and feel competent in one self to obtain the grants and loans from the banks and the government (Vijaya and Kamalanabhan, 1998). Empirically evidence from the USA suggests that individuals with lower levels of education

may show less interest in entrepreneurial activities. In addition, individuals with higher levels of education may have a greater chance of success, not just as entrepreneurs but also as employees (Davidsson, 1995).

Table 4. Mean differences in Entrepreneurial Core levels and income brackets

Group 1: Less than 1 Lac	Group 2: Between 1 and 3 Lac	Group 3: Between 3 and 6 Lac	Group 4: Between 6 and 10 Lac	P	Partial Eta Squared (η^2)
3.53	3.44	3.78	3.60	0.010	0.008
Note- 1 Lac = 100 000 Rs (€1 = approximately 79 Rs) $\eta^2 > 0.01 < 0.09$ = small effect; $\eta^2 > 0.09 < 0.25$ = medium effect; $\eta^2 > 0.25$ = large effect. Statistically significant difference: $p < 0.05$					

Table 4 reports on the results from the one-way between-groups ANOVA conducted to explore the differences in the Entrepreneurial Core Motivation variable between the different income brackets of the rural entrepreneurs. Respondents were divided into five groups according to their income bracket (Group 1: Less than 1 Lac, Group 2: Between 1 to 3 Lac, Group 3: between 3 and 6 Lac, Group 4: between 6 and 10 Lac and Group 5: more than 10 Lac). As seen from Table 4 it is clear that the income group 3 Lac to 6 Lac have higher scores ($\bar{x} = 3.78$) than the other income groups. A small difference exists between the other income groups and entrepreneurial core motivations levels. This could suggest that due to the rural nature of the entrepreneurs, lower income bracket groups (less than 3 Lac) show lower levels of entrepreneurial core motivation as they might be more focused on survival. Survival entrepreneurs are plagued by challenges such as overcrowded markets, predatory government agents and misuse of their household income resulting in high uncertainty levels (Sahasranamam and Sud, 2016). Likewise, it seems that above Lac 6 entrepreneurial core motivations levels slightly declines again. This may suggest that an increase in owner's income can alter the motivation behind their entrepreneurial drive to for example a more economic or social core.

Conclusion

The main objective of this study was to investigate whether any significant differences exist between various owner demographic and business information groups specifically considering their entrepreneurial core motivation decisions. As entrepreneurs come from different backgrounds and situations, understanding the reason or motivation behind starting a business is may prove important. This studies made specific reference to the Entrepreneurial Core Motivation including aspects such as the ability to undertake risk, confidence and ability to provide good quality goods and services. Results suggested that education and owner's financial stature play an important role in determining the shape and future direction of the entrepreneurial venture. The managerial implications of this findings could be twofold. Firstly, on a national level, government departments can increase the

number of entrepreneurial skills development programs and funding assistance especially for Indian rural entrepreneurs. In doing so, these entrepreneurs may have the opportunity to be more successful and experience business growth. In addition, providing capital investment and high level infrastructure like computer aided technology in order for such small industries to avail internet services and increase the consumer range of their business beyond the rural areas and have a greater target audience may prove beneficial. Secondly, more established entrepreneurs could provide mentorship and guidance, especially on a management level to small rural entrepreneurs.

This research strived to produce a reliable investigation with various managerial implications, however, as with most studies there are limitations. The major limitation of this study is that it was only conducted among regional entrepreneurs. Therefore, generalization of this study regarding motivational factors and prospects of entrepreneurship to a larger section of society in India may not be applicable. Future research may include larger samples and observing differences between male and female entrepreneurs. Arising from the findings of this research, it is recommended that the following steps can be taken to address the entrepreneurial motivations in India:

- government should make easy and less time-consuming banking procedures and should focus on infrastructural problems and improve the legal procedures by reducing the cost of business registration;
- the schooling system should be modified and should be teachers trained in teaching entrepreneurial skills, in an attempt for children to realize their potential and become motivated in entrepreneurship early in life;
- private organizations should welcome learners who need exposure and experience in their businesses by providing services such as internships, in-service training, and leadership development programs.

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MOTYWACJA PODSTAWOWEJ PRZEDSIĘBIORCZOŚCI JAKO CZYNNIK SUKCESU DLA PRZEDSIĘBIORCZOŚCI WIEJSKIEJ W ZACHODNIEJ INDII

Streszczenie: Rozwój przedsiębiorczości jest coraz częściej uznawany za potencjalny czynnik wzrostu gospodarczego i rozwoju, ponieważ otwiera ludziom zamieszkającym na terenie wiejskim różne możliwości, zwłaszcza w zakresie tworzenia możliwości zatrudnienia oraz promocji lokalnych rynków i umiejętności. Indie klasyfikowane są głównie jako kraj rolniczy, prawie 73% całkowitej populacji Indii mieszka na obszarach wiejskich. W związku z tym działalność związaną z przedsiębiorczością rolną można uznać za jedno z głównych źródeł dochodu wiejskiego. W niniejszym badaniu podjęto próbę zbadania, czy istnieją znaczne różnice między różnymi grupami demograficznymi właścicieli i grupami biznesowymi, szczególnie biorąc pod uwagę ich kluczowe decyzje motywacyjne. W badaniu wykorzystano małe działania w zakresie średniej przedsiębiorczości z wykorzystaniem 297 losowo wybranych zarejestrowanych przedsiębiorców z regionu Vidarbha. Do pierwotnego gromadzenia danych wykorzystano prostą technikę losowego próbkowania. Zebrane dane analizowano za pomocą statystyki opisowej, MANOVA i ANOVA. Wyniki pokazały, że w przypadku głównych motywów przedsiębiorców wiejskich zaobserwowano znaczące różnice między różnymi grupami edukacyjnymi i dochodowymi. Oznacza to, że poziom dochodów i wykształcenia przedsiębiorcy wiejskiego będzie miał wpływ na jego motywację do przedsiębiorczości.

Słowa kluczowe: Wiejskie, zarządzanie przedsiębiorczością, podstawowa motywacja, demografia, Indie.

创业核心活动是印度西部农村创业的成功因素

摘要: 企业家精神的发展越来越被视为经济增长和发展的潜在因素,因为它为农村人民提供了各种可能性,特别是创造就业机会和促进当地市场和技能。印度主要归类为农业国,印度总人口的近73%生活在农村地区。因此,农业企业相关活动可被视为农村收入的主要来源之一。本研究试图调查各个所有者人口统计和商业信息组之间是否存在任何显著差异,特别是考虑到他们的创业核心动机决策。该研究使用了来自Vidarbha地区的297名随机选择的注册企业家进行的小型中型创业活动。一种简单的随机抽样技术用于主要数据收集。使用描述性统计,MANOVA和ANOVA分析收集的数据。调查结果显示,在农村企业家的核心动机的情况下,差异教育和收入群体之间存在显著差异。这意味着农村企业家的收入和教育水平将对他或她的核心创业动机产生影响。

关键词: 农村, 企业管理, 核心动机, 人口统计学, 印度。