



A Study Of Achievement Motive Of Traditional And Non-traditional Entrepreneurs

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Abstract: *The word entrepreneur and entrepreneur-ship convey different meanings at different stages of economic development. Even entrepreneurs are designated as a managers, promoters, labour, leaders and technical innovators, but the essence of the word's entrepreneurs is that he can react to changing circumstances and cope with all the activities required to create and run any commercial venture undertaking or business concern, weather big or small. The very test of entrepreneur ship is success in business circle. Entrepreneur undertakes to establish his/her enterprise. It is a creative and innovative response o the environment.*

Key Words: Pandemic, certainty, resolve, countries, economies, especially, organizations.

Entrepreneurship is thus a cycle of actions to fulfill the interests of the entrepreneur. The concept of entrepreneurship and the related issue are analysed discussed and deliberated one of the qualities of entrepreneurship is the ability to discover an investment opportunity and to organize and enterprise. There by contributing to real economic growth. It involves taking a risk and making the necessary investments under condition uncertainty and innovation, planning and taking decisions so as to increase production in agriculture, business, industry, etc. Entrepreneurship is a composite skill, the resultant of a mix of many qualities and traits. These include imagination readiness to take risks. Ability to bring together and put to use other factors or production capital, labour, land as also intelligible factors such as the ability to mobilize scientific and technological advances. The term "entrepreneur" has now been attributed to all small industrialists, small business, traders and industrialists.

All people who are gainfully engaged in work-manufacturing distribution or service and other sectors are called entrepreneurs, again even the founder, creator and risk taker are called entrepreneurs. Each of these terms focuses an some aspect of some entrepreneurs. They have some attributes, but they are not entrepreneur in the strict sense. Many successful people have been good at coping and or imitating others. For example, the first commercial production of two-wheelers is to be called an entrepreneur, who has visual see the

important in modern times for the benefit of the maximum and taken risk in manufacturing, marketing etc. And all subsequent scores of people engaged in manufacturing, distribution financing etc.

Are just imitators, like-wise, a brother-keeper or a called give business organizer can not be an entrepreneur, though he takes risks creates a market and gets a reward more than visualized so also a bootlegger, drug pedlar, black-marketer etc. These occupations are not for the social good.

They violate business ethics. The term entrepreneurs to be under study in this totality and not in a fabricated manner innovation proceeds entrepreneurship. The term "entrepreneurship" can only be understood with a bearing on economic psychological, sociological and cultural bearings. The social responsibility is essentially a part of entrepreneur outlook of life. Most of the definitions of an entrepreneur are in terms of its functions. In spite of many attempts the term entrepreneur still remain vague and was being identified with the term, "it was still a matter of controversy whether entrepreneur was a group or an individual" .

Most theorists did not envisage an entrepreneurial group as an entrepreneur was treated to be an individual, it was presumed that one who launched an enterprise would continue to associate oneself. Therefore launching of the enterprise and not the on going organization received their comments.



Achievement motivation is an important component of the present study achievement motivation has been defined by peter straiten and Nicky Hayes (1991) as "the motivation to accomplish valued goals and to avoid failure". This concept become important as motivation theory became less dominatil by philosophical drives. The need to except is known as achievement. It is single psychological factor that has been extensively researched in relation to entrepreneurship.

MC clelland (1961) and MC clelland (1969) has demonstrated that achievement motive is the crucial factor for entrepreneurship. Recent studies in India evaluating the efforts of achievement motivation is basic in helping people in becoming entrepreneur (Rao etal 1975) At the same time they did not strive to achieve something which is practically impossible to accomplish. It has been formed that some of the highly motivated entrepreneurs have developed an awareness of their own strength and weakness and also about the facilitating factors and constraints in the environment while striving to reach the goals.

All those dimensions of behavior have been formed to characterize person with high need achievement. A large number of experiments which arrive to this conclusion were conducted in India. Result of these experiments on achievement motivation training have helped not only entrepreneurs but also teachers, managers and salesman to become more effective and achieve better results in their own spheres of activity.

OBJECTIVE :-

- (i) To examine the difference of traditional and non-traditional entrepreneurs in terms of achievement motivation.

HYPOTHESES :-

- (i) Traditional entrepreneurs would different significantly from their non-traditional counterparts in respect of achievement motive.

METHOD :-

PARTICIPANTS- A purposive sampling consisting of 320 subjects will be drawn from entrepreneurial belonging to urban and rural areas of Bhojpur and Patna District. Half of the sample will be those who are engaged in some work different

from their family tradition.

SCALE :-

(i) PERSONAL DATA SHEET- A personal data sheet prepared by the researcher herself for gathering relevant information about entrepreneur responelent such as type of achievement motive ,name caste ,community , sex , level of education , SES of the family inhabitation , age , etc .

ACHIEVEMENT MOTIVE SCALE -

The scale is based on Atkinson 's achievement risk performance scale (Atkinson and features,1966) and is a measure of MS - MAF where ms stands for motive to achieve success and MAF for motive to avoid failure . The Hindi adaptation of the scale developed by N.P chaubey was applied in the research certain original items have been replaced considering the suitability of the instrument to the problem during tryout .

STATISTICAL DEVICES- Two parametric statistical devices namely product moment correlation method ,T test chi-square test were considered suitable to be used into the present study for the treatment and analysis of the blank

RESULT :-

TABLE - 1

Mean , SD , SE and T ratio showing the significance of difference between the means on achievement and non - traditional entrepreneurs .

Entrepreneurs	N	Mean	SD	SE	T	DF
Traditional	160	16.05	9.97	0.79	7.83	318
Non - Traditional	160	24.98	10.54	0.83		

P=0.01

The results contained in the table - 1 clearly indicates high level of need for achievement in non-traditional entrepreneurs as compared to their traditional counter parts . The mean score of the traditional entrepreneurs on the achievement motivation scale (mean = 24.98). The difference between two means was significant beyond 0.01 level of confidence (T = 7.83 , LF=318,PC = 0.01). Thus, the hypothesis was confirmed . it was hypothesis that the traditional entrepreneurs would be formed with lower level of need for achievement as compared to their non - traditional counter parts which was strongly supported .

TABLE -2



Chi-square showing a comparison of achievement motives among traditional and non-traditional entrepreneurs.

DIMENSION		TRADITIONAL	NON-TRADITIONAL	χ^2	DF	P
ACHIEVEMENT	HIGH	64(40%)	112(70%)	18.18	1	<.01
MOTIVATION	LOW	96(60%)	48(30%)			

The above table -2 showed significant difference between traditional and non-traditional entrepreneurs in respect of their level of achievement motivation 70% of non-traditional and only 40% of traditional entrepreneurs were found belonging to the high achiever group. Similarly, 60% of traditional and only 30% of non-traditional entrepreneurs were found belonging to low achieve group.

The difference between the two group in terms of their achievement level was highly significant ($\chi^2=18.18$, $df=1$, $p<0.01$) thus the finding based on chi-square test clearly confirmed those based on T test.

CONCLUSION- The non-traditional entrepreneur showed higher level of achievement motive than their traditional counter parts.

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