

A Study of Expectations' of Entrepreneurs from the Spouse

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Abstract—The path of entrepreneurship is full of hurdles. A successful entrepreneur is one who passes these hurdles, overcomes the problems, undertakes risk and innovates. It is always stated that behind every successful women there is her husband. The family support plays an important role in the smooth conduct of the business which further leads to success in business. The paper studied the expectations of entrepreneurs from the spouse and what is the impact of fulfilled expectations on the success of entrepreneur.

Keywords—Entrepreneur, Expectations', Success.

I. INTRODUCTION

THE success of entrepreneur in the start-up stage depends on available finance his technical capabilities his skills and qualities. An entrepreneur is one who conducts the business independently. An entrepreneur is a manger, problem solver, risk taker, decision maker and so on. The success in simple words means he is able to conduct the business smoothly, performs the various functions smoothly, effectively which in turn leads to satisfy the end customers.

Entrepreneur being a human being has expectations from the spouse. They need recognition support as vital psychological needs. The spouse if plays this role of satisfying these psychologies needs it has certainly positive impact on the success.

Research Methodology-

The research is based on primary data which is collected from the 100 entrepreneurs from Pune city. The convenient sampling method was used. A structured questionnaire with close ended questions was prepared. Among the total sample of 100 entrepreneurs 60 were male and 40 women entrepreneurs.

The list of MCCIA & WIMA is referred.

II. OBJECTIVES

To study the dimensions and type of support from spouse.

To study impact of fulfilled expectations and success of entrepreneur.

To study the different expectations of entrepreneur from spouse.

To study to what extend these expectations are fulfilled.

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III. STATEMENT OF PROBLEM

Entrepreneur accepts risks and uncertainty. There is keen competition. Survival of business in this keen competition is a challenge. The family expects from entrepreneur, similarly entrepreneur expects moral support help, advice and other from the family in general and spouse in particular. Hence a question arises what entrepreneur expects from spouse and if his expectations are fulfilled what is its impact on his success in business.

IV. HYPOTHESIS

Entrepreneurs have certain expectations from the spouse not as an individual but as a entrepreneur.

The collected data is analysed interpreted with the help of simple % method. The study was conducted in DEC2013.

V. DATA ANALYSIS

TABLE I
AGE GROUPWISE CLASSIFICATION

Age	Male	Female
20-30	11	5
30-40	25	12
40-50	14	13
Above 50	10	10
Total	60	40

TABLE II
EXPERIENCE OF ENTREPRENEURS

Yrs.	Male	Female
Less than 5yrs	11	5
5 to 10	28	10
10 to 15	11	15
above 15	10	10
Total	60	40

TABLE III
INDUSTRY/NATURE A BUSINESS

Business	Male	Female
Manufacturing	16	2
Trading	24	22
Professional services	20	36
Total	60	40

TABLE IV
EDUCATIONAL QUALIFICATION

Education	Male	Female
S.S.C/H.S.C	10	4
Graduation	28	20
Post-Graduation	12	10
Professional Education	10	6
Other	60	40

TABLE V
EXPECTATIONS FROM SPOUSE

Expectation	Male	Female
Financial Help	2	12
Financial Advise	2	12
Sharing of problems	60	40
Moral Support	24	40
Help in decision Making	5	7
A company while Trading at night	0	12
Help in sharing domestic	60	40

TABLE VI
FULFILLED EXPECTATIONS

Expectation	Male	Female
Financial Help	1	5
Financial Advise	2	12
Sharing of problems	24	33
Moral Support	1	4
Help in decision Making	0	8
A company while Trading at night	60	12
Help in sharing domestic		

TABLE VII
POSITIVE /NEGATIVE IMPACT ON SUCCESS OF BUSINESS

	Male	Female
Positive	55	32
Negative	2	3
Neutral	3	5

VI. CONCLUSION

1) The main objective of study was to find out the various expectations of entrepreneurs from the spouse. Irrespective of the gender. The respondents confirmed that they have different expectations as it is their psychological needs. It is observed that 100% of respondents' stated that they expect sharing of problem. 100% women entrepreneurs expect moral support. Irrespective of gender 100% entrepreneurs expect helps in sharing family responsibility. 18% of women entrepreneurs expect help in decision making .To feel safe & secure 30% of women entrepreneur & expect accompanying spouse while travelling at night. Compare to the male entrepreneurs 30% women entrepreneurs expect financial help & advise.

2) Majority of respondents 91% male and 80% women agreed that there is positive relationship between the smooth conduct of business which leads to success and the fulfilled

expectations from spouse.

RECOMMENDATIONS

1) In the path of entrepreneurship morale support from spouse as well as from the family members is the need of an hour.

2) The mind-set of the society need to be changed. There should be understanding between entrepreneur and spouse.

3) The hard work of the entrepreneur should be appreciated.

4) In hardship risen help of any nature to any extend should be provided as there are the expectations.

5) A trained spouse /educated spouse shall fulfil the expectations & hence short term training to the spouse is to be provided.

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