

A STUDY ON THE PERCEPTION OF FEMALE MBA GRADUATES IN SEEKING AN ENTREPRENEURIAL CAREER

S. LAKSHMI DEVI¹ & R. JAYAKUMAR²

¹Assistant Professor (SG), School of Management, Hindustan Institute of Technology and Science

²MBA, School of Management, Hindustan Institute of Technology and Science

ABSTRACT

Entrepreneurship is a major contributor to economic growth of any nation and it plays a crucial role in the overall development of the nation. Business organizations and Governments across the world have heralded the importance of entrepreneurship and its contribution to socio-cultural and economic development. Many studies show that female MBA graduates look for factors like attitude towards entrepreneurship, success rate associated with entrepreneurial career and the social functions satisfied by the entrepreneur in selecting an entrepreneurial career. There are so many hindering factors that take back female MBA graduates to seek a career associated with self-employment and entrepreneurship. Many have their own stereotyped views and fears in entering a challenging and demanding career in entrepreneurship. This paper is aimed at assessing the perception of female MBA graduates towards new venture creation as well as to explore the deterring factors in the selection of an entrepreneurial career among them. The primary data were collected from fifty female MBA graduates from Calicut district under the age of 45 by a self-prepared questionnaire and the collected data were analyzed using simple statistical tools and also using SPSS. The study revealed that at least some female MBA graduates under age 45 are nowadays ready to experiment on an entrepreneurial career if they have sound financial backup and family support. Several deterring factors were identified in choosing an entrepreneurial career namely dearth of self-confidence, insufficiency of technical expertise, lack of sufficient financial support etc.

Key words: Entrepreneurship, Perception, Entrepreneurial career, Deterring factors