

A CONCEPTUAL STUDY ON CHALLENGES OF NEW GENERATION ENTREPRENEURS

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Abstract

Successful entrepreneurs require an edge derived from some combination of a creative idea and a superior capacity for execution. The entrepreneur's creativity may involve an innovation product or a process that changes the existing order. Or entrepreneur may have a unique insight about the course or consequence of an external change. Entrepreneurship is the vehicle that drives creativity and innovation. Innovation creates new demand and entrepreneurship brings the innovation to the market. Innovation is the successful development of competitive edge and as such, is the key to entrepreneurship. Creativity and Innovation are at the heart of the spirit of enterprise. It means striving to perform activities differently or to perform different activities to enable the entrepreneur deliver a unique mix of value. Thus the value of creativity and innovation is to provide a gateway for astute entrepreneurship – actively searching for opportunities to do new things, to do existing things in extraordinary ways. Creativity and Innovation therefore, trigger and propel first-rate entrepreneurship in steering organization activities in whatever new directions are dictated by market conditions and customer preferences, thereby delighting the customers to the benefit of the stakeholders. Innovation also means anticipating the needs of the market, offering additional quality or services, organization efficiently, mastering details, and keeping cost under control. No doubt, the current economic environment is a volatile and violent one. The new environment demands renewed dynamism of approach. The present study is a conceptual one. It focus on three concepts such as attitude, Knowledge and skills. The attitude is the state of mind. Person's attitude must be positive; our behavior must be controlled one. It is found that skills need not be in born; they can be trained through proper thinking.

Keywords: Entrepreneurs, Innovation, Attitude, Skills, Knowledge.

Introduction

An entrepreneur according to few economists is one who is willing to bear the risk of a new venture if there is a significant chance of profit. Few others emphasize entrepreneur's role as an innovator who markets his innovations. Becoming an Entrepreneur isn't all that easy, but there is no definite profile as to how someone can evolve to be an entrepreneur. It is definitely not possible with a one night stand. A well planned innovative idea can act as a basic seed in order to grow into a successfully branching tree.

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As per “New Delhi- report on New Age Entrepreneurship,” the new age entrepreneurship is different in many ways. Having the desire to start a new venture is the urge to gain socio- economic independence. Being one’s own boss. Yes this might certainly sound impressive but it involves numerous challenges which have to be faced with right solutions. To make entrepreneurship a life’s choice, never stop innovating new strategies and ideas. It should always remain a life’s choice and not become a destination.

Independence is a factor mainly driven by genders. When surveyed, it was found that many women entrepreneurs were motivated by the sense of independence, challenges and employment generation. Money was found to be the last priority. However, among men while challenge is the most exciting factor, money and independence are also important. While the motivating factor for the entrepreneurs has changed ever since, the challenges related to budding entrepreneurs remain yet the same or in some cases has deteriorated to an extent. Access to finance, taxation and licensing issues are a few examples.

Statement of the Problem

The success of the economy is mainly depending on the production activities. India has lots of resources such as agriculture, mining, fishing and other natural sources. They will be idle if industries are not started. Even the central and all state governments are supporting industrial development. But in spite of all these initiatives, industrial growth are not enough compared to developed economies. One main reason for the under development in India is attitude and behavioral problem. So, the present paper is focusing on the essential qualities to be possessed by the young entrepreneurs for the better utilization of organizational resources.

Review of Literature

Shradha Shivani, observes that the socio-cultural factors influence the entrepreneurial behavior. However, It was also observed that the nature and the influence of such factors with an appropriate structural interventions can make all these socio cultural attributes to play a favorable role for the growth of entrepreneurship in the Indian society.

K.R.G. Nair & Anu Pandey (2006) examined the socio-economic and attitudinal characteristics of entrepreneurs on the basis of primary data for the state of Kerala. The result indicates that business acumen neither runs in families nor was there evidence that religion had an impact on entrepreneurship.

Objectives of the Study

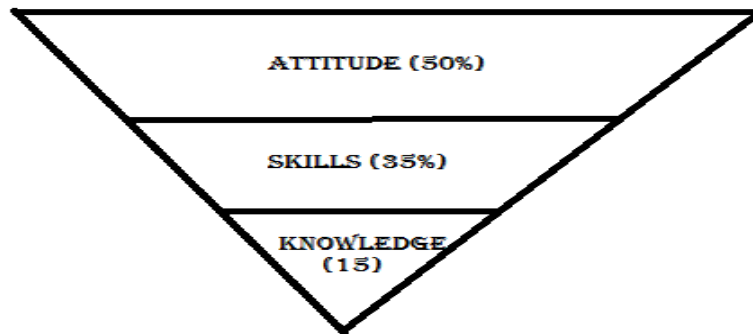
- To study the skills essential for successful entrepreneurship in India.
- To study behavior related factors for motivating entrepreneurship.
- To suggest qualities for young entrepreneurs.

Methodology

The study is conceptual one. The required data was collected through secondary sources such as text books, reports, research papers, articles in journals and magazines, and also information is collected mainly in websites.

Role of Entrepreneurs

An entrepreneur is one who plays significant role in the economic development of a country. Basically an entrepreneur can be regarded as a person who has the initiative, skill and motivation to set up a business or an enterprise of his own and who always looks for high achievement. He is a catalyst of social change and works for the common good.



Skills

There is a debate on a matter that whether entrepreneurs are born or made, one thing can't be disputed, and polishing certain skills can help be a better entrepreneur. Some of the skills to be possessed are as follows.

- **Communication:** The concept of communication does not rise when there is only one person. But when we are in group, entrepreneur is suppose to have good communication skills to interact with his subordinates, customers and public. It is very helpful to convince people. It is further said that good communication skill helps to boost the morale of the employees.
 - **Tips for Improvement:** communication skills need not be inborn, they can be acquired through proper listening skills and attending the clarifications.
- **Branding:** Branding starts with being active on social media, and is shaped through content publication, whether on or off the website. Be aware, though, that poor content can lead to negative branding. It's important to know how to deliver content and resources that the target audience wants and will find valuable.
 - **Tips for Improvement:** The brand can be created with the help of working nature and involving the welfare activities such as sponsoring the sports and conducting social responsibilities such as adopting villages and helping the poorest.
- **Sales:** Sales is art. It should be done by everybody. Starting from selling to the door steps of customers, foot path and in reputed shops. It needs to have lots of communication skills and convincing capacity. For the success of salesmanship, he is expected to have some qualities called patience, time sense, intelligence and memory capacity. It said that the greatest job is selling one. One who sell the things will be well anywhere.

- **Tips for Improvement:** There are plenty of strategies for selling without selling. Think about conversations you have with potential customers. The ones that resulted in a sale probably weren't really hard pitches to get them to buy from you. They probably centered around helping the potential customer find a solution to a problem.
- **Strategy:** It's easy to think about the "right-now" aspect of your business, because the results are easy to see. But what about the bigger picture, long-term challenges and goals?

Without a constant eye on the business' strategy and skilled assessment of that strategy relative to the industry and the competition, we can't hope to grow it over time and remain competitive in the marketplace.

- **Tips for Improvement:** Dedicate time to simply dreaming about what we want for our business. Where would we like to take it? What's our vision for it.
- **Finance:** While we don't need to be a CPA to run a successful business, we should still have a decent understanding of your finances, profit margins, cash flow and funding. The more comfortable we are with all of these numbers, the more confident we will be, and the better decisions we will make.
- **Tips for Improvement:** Start by spending some time in our accounting system. We can learn a lot about our profit and loss, average client revenue and expenses from reports. A tool that helps to visualize our revenue and costs is especially helpful.

Attitude

How many times have we seen the underdog team or player win over the more talented opponent? The difference is often attitude. These 10 attitude attributes can put you in the right mindset for achieving entrepreneurial success.

- **Be Flexible, Except with Core Values**
It's a given that our plans and strategies will change as time goes on. This flexibility for rapid change is an inherent advantage of small over large business. However, no matter the pressure for immediate profits, do not compromise on core values.
- **Make Timely Decisions**
It's okay to use our intuition. Planning and thought are good. But procrastination leads to missed opportunity.
- **Believe**
You need to believe in yourself, in your company, and that you will be successful. This confidence is contagious with your employees, customers, stakeholders, suppliers and everyone you deal with.
- **Rebound Quickly from Setbacks**
There surely will be plenty of ups and downs as you build the business. Learn from the setbacks and move on. We can't change the past.
Many organizational and leadership shortcomings can be overcome or mitigated with the good attitudes described above.

Challenges Faced by New Entrepreneurs

- **Developing the Vision and Business Idea**

To have a great idea, have a lot of them. Finding the right business opportunity or creatively developing an idea is certainly not an easy task. Envisioning the idea the first true task of an entrepreneur.

- **Capital for Startup**

After developing an idea, the next challenge that the entrepreneurs are going to face when starting a business from scratch is that of raising capital. An entrepreneur is the only one that knows business idea to the core. Trying to convince investors about something that does not exist is definitely a challenge.

- **Finding the Right Business Location**

Finding a good business location at the right place is definitely not easy. An efficient location that has a rapidly growing population, good road network and other amenities at a good place

- **Dealing with Competition**

Competition is the next challenge an entrepreneur will face when starting a business. Most individuals see competition as a plague but competition as a good challenge. Competition is a benchmark for creativity, the main engine that stimulates innovation and production of quality products at great prices.

- **Exiting the Business**

When building a business from scratch, an entrepreneur is going to face the challenge of determining the exit strategy.

- **Down in the Doldrums**

According to several studies, entrepreneurs are more prone to depression and anxiety than the average company employee.

Limitations of the Study

- The study is limited to secondary data only.
- The findings cannot be generalized.

Findings and Suggestions

- Communication skills need not be inborn, they can be acquired through proper listening skills and attending the clarifications.
- Selling is a great art. One who sells successfully can do anything in the business and life.
- Strategy plays a vital role in entrepreneurship since we are in competitive world. We can improve strategy by dedicating to time management in addition; we should have vision for action.
- Flexibility in work and values maintenance in business increases in productivity in workers and improve profits of the company. It satisfies even social responsibility of the business.

- Work ethics are most expected qualities in today's entrepreneurship. It improves the sales and profits in the long run.

Conclusion

"Entrepreneurship at its core is not only an activity. It is an attitude. One that can and should infuse every sector of our society". A literature review of the entrepreneurial personality has found that that certain traits seem to be dominant in case of entrepreneurs. They action oriented and highly motivated individuals who take risk to achieve goals. Such a capability is the outcome of certain personality traits in an individual which are acquired by training and practicing. An entrepreneur should possess distinct qualities like risk dealing, goal setting, decision making, information seeking, problem solving, time management and maintaining good interpersonal relations. In addition to other set of confidence, perception, team building, trust worthiness, hard work, consistency and analytical strengths. These soft skills are smart skills a person should acquire in order to be successful. Finally, it can be concluded that the attitude has more weightage than that of skills and knowledge.

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