



Asian Research Consortium

Asian Journal of Research in Social Sciences and Humanities
Vol. 10, No. 11, November 2020, pp. 7-19.

ISSN 2249-7315

A Journal Indexed in Indian Citation Index

DOI NUMBER: 10.5958/2249-7315.2020.00023.4

SJIF – SCIENTIFIC JOURNAL IMPACT FACTOR :7.615(2020)

Asian Journal
of Research in
Social Sciences
and
Humanities

www.aijsh.com

Exploring the Expressions of Entrepreneurial Attitudes, Intentions and Challenges Experienced by Indian Rural Entrepreneurs: A Systematic Review

Dr. P. Vidhyapriya*; Dr. M. Mohanasundari**

*Professor,

Department of Management Studies,
Kongu Engineering College,
Perundurai, Erode Dt., Tamil Nadu, India.

**Associate Professor,

Department of Management Studies,
Kongu Engineering College,
Perundurai, Erode Dt., Tamil Nadu, India.

mohanasundari.mba@kongu.edu

Abstract

In the light of changing scenario where more rural youth are taking up entrepreneurship, earlier studies have shown certain factors that affect entrepreneurial development. In the present study, an effort has been made to study those factors that affect entrepreneurs in the wake of changing business scenario in rural perspectives. The idea was to explore these factors for creating a platform for further research. It was observed that, many researchers have analysed the behaviour, intentions, attitude, the entrepreneur's challenges and issues. The impact of entrepreneurial attitudes, and various exogenous factors affecting entrepreneurial intentions like, cultural/ethnic background, family businesses background, their emotional intelligence along with the issues and challenges are also studied. However, majority of these observations are from the studies conducted mainly in developed countries. Few studies have been identified in rural parts of the country. This systematic literature review can create a platform for further study in Indian scenario.

Keywords: Literature review -Entrepreneurship Attitudes, Intention, Psychological Factors, issues and Challenges.



Introduction

A business thought is only the beginning of a progression of activities that an entrepreneur needs to perform or on the other hand take care during the process of completion of the thought. There is no characterized role for an entrepreneur, he might be some of the time a chief manager or at some point an engineer/architect or at some point a client care official or at some point even a hospitality manager or in any event, another thing to meet the business challenges, yet an entrepreneur's one of the most organized job is that of a business environment auditor. An entrepreneur is exceptionally presented to macroeconomic and microeconomic dangers. From a plan to its execution and beyond, an entrepreneur needs to confront a various issues and barriers. Not many of these boundaries might be education barrier, experience boundary, age hindrance, administrative boundary, cultural and social limiting factors, financial barriers, political hindrances, government strategies, absence of assets, absence of government and NGO support, government mediations, technological barrier, global relations, and category based barriers might be because of gender, being from minority community, having a place with denied territories and so on. Simplicity of doing business together is a significant factor that characterizes the degree of trouble an entrepreneur may look in its journey. An entrepreneur is probably going to confront more difficulties in the developing economies like India.

The significant role of entrepreneurship as a driver of financial, economic development and enhancement has for quite some time been recognised at India. Entrepreneurship is additionally a key part of the India 2020 strategy for keen, sustainable and comprehensive development. Entrepreneurship is a developing research field that has picked up importance in the present years. India is the nation of villages and towns. Larger part of the populace is living in rural part in India. Individuals in rural zones endure with lack of availability of job, lack of infrastructure facilities which might be solved with the advancement of the rural entrepreneurs. Rural entrepreneurs refer to the individuals who do the business in rural territories with the use of nearby resources. In any case, this rural entrepreneur is enduring with different issues like risk uncertainty, absence of money, lack of education, and rivalry from the urban business people. Rural entrepreneurs rise the way of life and purchasing power of the individuals by offering employment chance to the individuals in villages. Rural entrepreneurs are the individuals who complete entrepreneurial activities by setting up industrial and specialty business units in the rural part of the economy. In basic words, rural entrepreneurship infers entrepreneurship developing in rural territories. Rural ventures and business associations in rural territories for the most part connected with agriculture and partnered activities to farming. The changing worldwide condition brings up issues about the capacity of conventional, small-scale business in rural areas to share the potential advantages offered by the evolving environment. The quick (however declining) populace development, combined with considerably quicker urbanization, makes expanding demands. In India, urban populaces when all is said in done develop about twice as quick as the general aggregate, and by 2020 they may exceed the rural populaces. Such a significant demographic pattern difficulties the limits of some traditional small-scale businesses to adapt to the demands (Ramesh Chandrahasa, 2016).



Realization of Rural Market

Rural Entrepreneurship can be clarified as entrepreneurship rising at bottom level of social system(village) which can occur in an assortment of fields of Endeavor, for example, business, industry, agribusiness and goes about as an intense factor for economic development. The entrepreneurs with their capacity to check, examine and recognize openings in the environment transform them into business recommendation through making of economic substances. They by channelizing the resources from less productive to move beneficial use create wealth. Through productive and successful use of national resources, they go about as catalysts for economic development and specialists of social transformation and change. As per Joseph Schumpeter, the pace of economic advancement of a country relies on its rate of creativity and innovation which is turn relies upon pace of increment in the entrepreneurial ability in the populace.

Individuals in rural part of India are spending more than those in urban regions, as per an investigation by Accenture, a global management consulting, technology services and oil organization. Rural markets are getting noticeable for various reasons. Since 2000, per capita Gross Domestic Product has become quicker in India's rural zones than in its urban centres: 6.2 percent CAGR (compounded annual growth rate) versus 4.7 percent. Rural earnings are developing, and customers are buying optional goods and way of life-oriented products, including cell phones, TVs and bikes. Somewhere in the range of 2009 and 2012, spending in rustic India came to \$69 billion, essentially higher than the \$55 billion spent by the urban population. The hurry to rural markets is definitely not an ongoing phenomenon and organizations have been trying these business sectors for some time.

Objectives of the Study

The objectives for the study are as follows:

- To review the concept of Entrepreneurship development and its antecedents
- To review literatures regarding entrepreneurial attitudes and intentions of start-up rural entrepreneurs in India.
- To review literatures for problems and challenges faced by rural entrepreneurs in India.

Methodology

The current research is systematic in nature. Most of research articles on entrepreneurship were accessed from EBSCO, Science Direct, Google Scholar, Proquest etc.

This paper tends to the discoveries from various observational studies on entrepreneurial attitudes, their intentions, the difficulties experienced by the entrepreneurs, education level of the entrepreneurs from different perspective.



Literatures on Attitudinal Attributes of Entrepreneurship

The advancement of community-based business in the rural part or territories is indispensable so as to help local administrations, advance the strength of country areas and communities just as improve the quality of life or personal satisfaction of the rural populations. Entrepreneurship is a practical option in contrast to work for rural areas given that paid work openings are very uncommon in those networks. In addition, rural area business startup improvement and employment generation are essential to upgrading local level advancement and transformation.

Accomplishing productive employment in rural networks contributes massively to the expansion of quality of life and realization of the capability of individuals living in remote areas of communities (Kolawole and Ajila, 2015). National governments invest into activities planned for empowering community-based entrepreneurship with respect to the supposition that it adds to competitiveness and work. However, this isn't in every case simple to create.

In the light of changing business situation, prior studies have indicated certain components that influence entrepreneurial development. In the present literature review, an effect has been made to consider those factors that influence entrepreneurial development and growth in the wake of changing business situation. The thought was to investigate these variables for making a stage for additional research. It was noticed that, numerous researchers have broken down entrepreneurial directions, business people's conduct, their personality traits, initiative and leadership styles. The effect of entrepreneurial training on youth, and different variables like innovativeness/creativity, chance of taking risky things in business, pro activeness, information looking for conduct, social/ethnic foundation, background of family-owned companies, and their emotional intelligence (EI) are additionally examined.

Attitudes drive individual goals and, at last, their conduct (Ajzen 1982, 1985; Fishbein and Ajzen 1975). McCline et al. (2000) built up a multidimensional measure of entrepreneurial attitude that incorporates a measurement that estimates attitude toward opportunity recognition. It follows the tripartite build of attitudes where the psychological and intellectual segment catches thoughts and beliefs about the entrepreneurial opportunity; the emotional segment catches the positive or negative sentiments toward the chance; and the conative segment catches the conduct expectations and inclinations to act with a specific goal in mind toward the chance of opportunity (McCline et al., 2000).

K.R.G. Nair, Anu Pandey (2006) inspects the financial and attitudinal attributes of business people based on essential information for the territory of Kerala. It doesn't give the idea that business intuition runs in families nor is there proof that religion affects entrepreneurship. The monetary and economic status of the family, age, specialized technical education/training and work involvement with a comparative or related field appear to support entrepreneurship. In contrast with the remainder of the populace, entrepreneurs will in general be progressively imaginative in their attitude, yet don't appear to have more noteworthy confidence in the inward locus of control.

E.A. Dionco-Adetayo (2006) shows that creativity and enterprising nature were the entrepreneurial personality attributes that scored high while infrastructure, finance, and specialized technical elements were hindering their possibilities. The training framework and the pace of data



technology advancement were seen to have decidedly affected the entrepreneurial attitude. A straight reliance between entrepreneurial personality attributes, learning, and experience, and the entrepreneurial attitude was uncovered.

Since the greater part of these researches depend on urban undertakings, it isn't obvious how much their decisions generalize to rural areas, where firms will in general be smaller and firm performance is apparently more intimately intertwined with household- and farm events and investment occasions, and the speculation atmosphere is drastically extraordinary (World Bank, 2004, Deininger et al., 2007, Jin and Deininger, 2009, Rijkers et al., 2010). In spite of their significance as a possible catalyst of growth and a safeguard of developing rural labor supply, little is thought about the determinants of the performance of non-farm firms and how these may change with the gender orientation of the manager. Studies dependent on family information frequently archive lower returns for women in off-farm business employment (for example Canagarajah et al., 2001), yet proof on gender orientation contrasts in the overall significance of non-farm profit for household pay is restricted. Since the current proof on gender orientation contrasts in rural non-farm entrepreneurship is overwhelmingly founded on family and labour force reviews it doesn't permit us to unravel the significance of firm opposite family and community characteristics.

Social variables have an encouraging or obstructing impact on the expectation of people for entrepreneurial career. Family History and information, education, instruction, past work experience, risk facing attitude, over-good faith, inclination for autonomy, and the standards and estimations of a general public the choice of individual's life careers, i.e., business entrepreneurship or salaried work employment (Sanditov and Verspagen, 2011).

Jakpar, S et al., (2012) identified that individual and atmosphere factor do have relationship with the degree of inclusion in business. Besides, information and business system factor do have relationship with the degree of achievement in business.

Community manageability has been found to have a fundamental commitment to monetary development, by increasing the incomes of the national government, decreasing the unemployment rate and improving the human capital abilities. For instance, in declining rural regions in Netherlands, the side-activities performed by female agricultural producers were viewed as having the capacity to shield communities from relocating to different regions by adding to family unit salary and expanding the quality of life (Markantoni and Van Hoven, 2012). As commitment and payback to their nearby local communities are major to their expert, strategic and operational objectives, female rural business people create and develop activities that show the critical capability of turning into a significant part of the community advancement approaches and practices (Wang and Morrell, 2015).

Ravindra Jain, Saiyed Wajid Ali (2013) in their exploration evaluates the degree of innovative entrepreneurial beliefs (ESE beliefs), entrepreneurial marketing orientation (EMO) and entrepreneurial attitude orientation (EAO) of Indian business people. They likewise examine inter-relationships between these factors. All the three indicators, were seen as decidedly correlated to each other. The three indicators significantly affected an venture's performance.



Firdouse Rahman Khan (2014) reviewed that the greater part of the selected entrepreneurs of SMEs see the significance of components, for example, social, financial, lawful, political and technological factors to the greater extent. The research disclosed that the business people are enticed to enter the entrepreneurship area due to the apparent open doors accessible to make considerable benefit. The study additionally uncovers that the variables, for example, Education, Religion, Previous Experience, Family Type and Legal Status have noteworthy effect on the entrepreneurial conduct and the operational presentation of the chose SMEs' business, in the ongoing time frame.

Kasabov (2016) distinguished three individual characteristics that clarify rural business challenges and disappointment in Thailand, to be specific risk avoidance, lack of involvement and over-dependence on the public segment. These attributes supplement entrepreneurship resource shortcomings in rural communities. In this way, entrepreneurship in the rural setting become critical in light of the fact that it helps to supplement scarce resources and make new open doors for rural improvement base by encouraging systems administration and cooperating between provincial on-screen characters with different entertainers (Hukampal and Bhowmick, 2016). The result of an research done by Goraj and Gwiazdzinska-Goraj (2016) uncovered that the higher the demographic capability of rural cooperatives was, the more positive markers of development of entrepreneurship showed up. In that capacity, the demographic capability of workforce and its inclination for independent work demonstrated to considerably affect the advancement of the provincial territories of North-Eastern Poland.

Potential for improvement of community-based entrepreneurship in rural territories relies upon the presence of ideal smaller scale social and cultural conditions at the regional level, which may impact people's entrepreneurial inclination. This thusly will lead towards a better comprehension of the entrepreneurial activities (Păunescu et al., 2016), with all their prosperity, risk and disappointment towards startups.

Alemu and Adesina, 2017 found that training, regional cooperation and participation, access to market, communication facilities, and access to credit are among the principle drivers of family units' commitment in endeavors that are non-ranch in Africa. In addition, Muhammad et al. (2017) contended that strict, socio and financial context and basic powers assume a huge job in achieving a low degree of business enterprise in regional territories of Pakistan, agro-based areas, as these are not favorable for supporting the social capital betterment.

Nagler & Naude (2017) discovered that enterprises operated by rural households in sub-Saharan Africa are predominantly found in domains such as sales and trade, and include less activities that require higher starting costs, such as construction or transport services, or even professional services. They also found that rural and, particularly, female headed enterprises seem to achieve lower levels of labor productivity and consequently modest financial results compared to urban and male-owned enterprises. Moreover, the most prevalent reason for exiting the market of rural enterprises it due to a poor profitability or lack of financial resources.



Literature on Challenges and Issues of Entrepreneurship

Entrepreneurs are confronted with massive issues when entering the small scale and medium enterprise segment. India has the second biggest populace over the globe with 1.2 billion individuals, most of which are youthful persons and living without any job (Sarkar, 2016). The Indian Prime Minister, Narendra Modi, created the Stand-up India initiative activities to guarantee work creation for the youngsters through bank financing of their new start-up businesses. Regardless of the motivators, young entrepreneurs are as yet faced with massive difficulties (Sarkar, 2016). The government regulators began the Mudra Bank to address financing issues among the young entrepreneurs entering the product manufacturing and the small venture units. Some of the perceived difficulties consider the absence of information on entrepreneurial culture and awareness, tax collection related issues, administrative issues and social issues, like, limited understanding of market structure and absence of mentorship and direction among the young entrepreneurs (Sharifi and Hossein, 2015). As per Hyder and Lussier (2016), very nearly 50 percent of new organization's survival is big question in their initial five years of business activity. Absence of adequate level of capital is one of the important variables that the disappointment of these business organizations. Business activities require enough level of fund to work adequately (Adisa, 2014). The greater part of the young entrepreneurs doesn't have any support to access sufficient credit to help their business. Absence of information about finance availability for their business is another issue looked by the young entrepreneurs as they attempt to enter or begin small scale and medium business endeavours. Absence of data incredibly impedes the progression of credit to the business people (Chawla and Sujatha, 2016). The vast majority of the youthful business visionaries don't comprehend the financing methodology, strategies and qualification.

The research built up that the young entrepreneurs in Surashtra Region (Rajkot) of Gujarat State, India are tackled with financing troubles. Entrepreneurship education and proper instruction is fundamental in the effective running of the small scale and medium business undertakings (Fayolle and Gailly, 2015). Absence of business experience and family responsibility, which discourage the achievement of youthful business visionaries, was another noticeable test confronting the youthful business people. Contrasted with joint organizations, the sole proprietor has individual liability for the obligations acquired by their business. They are individually liable for the loans and debts of their business, though in joint organizations, all shareholders are obligated (Beyers and Maswanganyi, 2016). The sole business owners are at high danger of losing their own assets at whatever point the business falls flat into loss (Dorathy, 2015).

Issues related to Size of the Business

The size of the business is a determinant of the difficulties experiencing the entrepreneurs. Small and medium entrepreneurs require a group of experts for the various fields like HR and financial experts (Burns, 2016). Provision of employment to these individuals will require steady income and registration with the relevant authorities. The small-scale entrepreneur will require a limited number of workers, in this way, in most cases, their activities are manageable (Burns, 2016). The recruiting of employees to help in the provision of the services and the production of the goods is a sequential issue for the vast majority of the new start-up businesses. Moreover, having the correct group for the viable activity is a big challenge to most of the entrepreneurs. The growth of the



small-scale and medium undertakings is injured when the right group of employees and structure isn't set up. The huge organizations have numerous activities; along these lines, a great deal of data of reports is created from the operation. The administration of these reports is critical to the development of the business. Additionally, the medium business is confronted with the management crisis. Leadership decides the activity of the concern (Zhou, 2016). The entrepreneurs are in full administration of their business and the greater part of them don't have expertise in leadership management to help in dynamic decision making and other top administration obligations for their endeavors (Fatoki, 2014). The top leadership initiative is liable for conveying vision, obligations, objectives and settling the association clashes. Poor leadership is a point of reference for the poor operation inside the small and medium business enterprises.

Johansen (2014) entrepreneurship education is "the advancement of various entrepreneurial capacities, understudies' characteristics, and their attitude towards various things on the planet like prepared to take actions." Some researches pointed out the constructive connection between entrepreneurship education and business start-up intentions (Lena and Wong, 2003) notwithstanding what's more that, individual attributes additionally have a significant job in moulding the inspiration and motivation to start-up a business.

Young entrepreneurs experience several difficulties when going into business. Few of these difficulties incorporate inadequate finance/credit, some unsuitable government policies and absence of practical experience with running the business. The lack of financial resource is a conspicuous challenge influencing business people in India (Hampel-Milagrosa et al., 2015). Less supply of funds from lenders limit the development of the business. The small-scale ventures need sufficient assets to improve operational effectiveness. Business people need to go through cash to have an effect in communities. The Entrepreneurs need to have adequate finance to guarantee they address all phases of the business stages (Khosa and Kalitanyi, 2014). Capital is basic from the start-up stages until the time the business concern is mature and controls a greater level of the market. Also, they require required level of funds to extend the business, hire more employees and give them a decent pay as indicated by their set of working responsibilities (Porter and Kramer, 2019). Most entrepreneurs don't spend the cash on their human resources; in this way, their endeavours become restricted to development. At the point when adequate funds are not invested into a certified workforce, technology, promoting and arrangement of the best workplace, its development gets restricted and limited to some extend (Sarkar, 2016). A business undertaking requires a ton of cash to effectively experience all the phases of improvement and extend to give business chances to more employees as a result of the expanded workload. Funds are basic requirement for the convenient payment of salaries, training and the arrangement of rewards/monetary benefits to the workers to guarantee they are motivated, thusly, having the option to contribute their best abilities inside the association. Restricted credit is probably the greatest issue confronting new business people.

Issues related to Entrepreneurship Education

Entrepreneurship orientated education is basic for the effective running of the small and the medium business ventures (Fayolle and Gailly, 2015). Education towards entrepreneurship readies the entrepreneurs for the administration, financing and the promoting components, which are noteworthy in the running of the business activities. Required business education and training



advances individuals in creating effective business undertakings through upgrading entrepreneurial creative thinking, which is fundamental for a hearty economy and maintainable turn of events (Fayolle and Gailly, 2015). Difficulties are inescapable when maintaining a business; subsequently, education of the business people turns into an instrument, which can adjust these difficulties into circumstances, in this manner advancing the development of their ventures.

Entrepreneurs' education aids to overcome few of the difficulties, which influence the entrepreneurs. As per Bae (2014), there is a connection between entrepreneurial education and entrepreneurial expectations. The human capital and self-adequacy hypotheses agree this philosophy. The human capital theory is the best determinant for the advancement of the small and the medium undertakings. The abilities and knowledge on the human capital depend on schooling, continuous training and experience. Entrepreneurship education advances the entrepreneurial self-efficacy, which is an impetus for the entrepreneurial intentions and aims.

Education gives the entrepreneurs with the necessary information and knowledge on the most proficient method to run their business. Well educated and trained business people address the issues in basic and creative manners contrasted with those business people with restricted education (Nabi, 2017). Education is basic in investigating the competitors, promoting, staying aware of current patterns and the target market. Abilities alone may constrain the entrepreneurs, as different viewpoints require a top to bottom understanding of the effective running of business undertakings. Education promotes entrepreneur in doing investigate about the other business ventures to distinguish their strengths and weakness.

Issues related to Ownership of the Business

Boundless risk uncertainty and accountability is one the difficulties confronting the sole ownership and partnership firms. Both the sole owners and the partners in a joint business have boundless risk, along these lines, they are liable for debts caused by their business. They are actually at risk for the legitimate issues of their business (Beyers and Maswanganyi, 2016). The sole proprietors are in danger of losing their own properties at whatever point the business comes up fail and Moreover, they are confronted with administration related difficulties (Dorathy, 2015). Majority of these organizations face challenges of selecting and recruit the employees who have the necessary experience and right abilities to guarantee and enhance operational efficiency which required inside the business. It gets hard for the organizations to appoint reasonable skilled employee due to bring lower compensation and the restricted duties of some the smaller concerns. Talented and experienced representatives request higher wages and different advantages, which are given by the bigger organizations since they produce more profits and have greater tasks. Moreover, they are confronted with the regulatory challenges (Abraham et al., 2017). A few nations have severe tax collection approaches, which influence the profitability of a business. They are taxed vigorously with respect to the administrations they give; thusly, they are compelled to raise the costs of their products and services and in doing as such, the greater part of these organizations loses numerous potential clients.



Conclusion and Further Study

The research explored entrepreneurial attitude and goals across nations. In light of the overall survey of the examination, the accompanying elements will help in improving the entrepreneur by building strong justification for industrialist to exceed expectations and prevail in their businesses. Literature writing uncovers that being an entrepreneur requires a specific and clear attitude such as fearlessness, self-confidence, responsibility, and constructive reasoning. Numerous investigations reveals individual capacities and skill play a significant job for being business persons. The reviews shows objective/goal setting, opportunity taking advantage of, inventiveness and critical thinking are some inspirational attitude found in many business people. Additionally, access to fund, proficient contacts and systems administration with entrepreneurs, earlier business experience, family foundation, and accomplishment and instrumental availability likewise altogether factors that are contributing emphatically to entrepreneurship

Entrepreneurs are exposed to adverse challenges and issues. The systematic study of literature proves that entrepreneurs' challenges are attributed to government policy Another factor, which hinders the growth of the business enterprises, is task orientation. Many of the entrepreneurs focus on the jobs and tasks they have at hand, which they perform brilliantly, but they forget about the long-term strategy that is essential for the growth of the organization. Furthermore, the education of the entrepreneurs, the nature and type of the business are critical in determining the severity of the challenges that face the entrepreneurs. Rural entrepreneurship contributes a vital role for economic and wealth betterment in developing countries such as that of India. Rural entrepreneurship serves in salient development in the backward and remote regions and in that way, it is eliminating unemployment state and poverty. The problem is that most of the rural youth do not even think of entrepreneurship as the career option. Therefore, the rural youth and educated people need to be motivated to take up entrepreneurship as a career, with training and sustaining support systems providing all necessary assistance.

References

Journals

- Abraham, K.G., Haltiwanger, J., Sandusky, K., & Spletzer, J.R. (2017). Measuring the gig economy: Current knowledge and open issues. In IZA Labor Statistics Workshop "Changing Structure of Work.
- Adisa, T.A., Abdulraheem, I., & Mordi, C. (2014). The characteristics and challenges of small businesses in Africa: An exploratory study of Nigerian small business owners. *Petroleum-Gas University of Ploiesti Bulletin, Technical Series*, 66(4), 52-67.
- Ajzen, I. (1985). From intentions to actions: A theory of planned behavior. In *Action control* (pp. 11-39). Springer, Berlin, Heidelberg.
- Ajzen, I., Timko, C., & White, J. B. (1982). Self-monitoring and the attitude-behavior relation. *Journal of personality and social psychology*, 42(3), 426.



- Alemu, A. E., & Adesina, J. O. (2017). In Search of Rural Entrepreneurship: Non- farm Household Enterprises (NFEs) as Instruments of Rural Transformation in Ethiopia. *African Development Review*, 29(2), 259-271.
- Bae, T.J., Qian, S., Miao, C., & Fiet, J.O. (2014). The relationship between entrepreneurship education and entrepreneurial intentions: A meta- analytic review. *Entrepreneurship theory and practice*, 38(2), 217-254.
- Beyers, L.J.E., & Maswanganyi, F.T. (2016). Growth challenges affecting media enterprises in the polokwane municipality, Limpopo province, South Africa. *Journal of Communication*, 7(2), 337-343.
- Bharti, N. (2016). Microenterprise as a livelihood source and factors affecting their success: A Study from India. *Journal of Entrepreneurship and Management*, 5(1), 67-78.
- Burns, P. (2016). *Entrepreneurship and small business*. Palgrave Macmillan Limited.
- Chawla, A., & Sujatha, R. (2016). *Women entrepreneurship: Culture and norms—An Indian perspective*.
- Deining, K., Jin, S., & Nagarajan, H. K. (2007). Efficiency and equity impacts of rural land rental restrictions: Evidence from India. The World Bank.
- Dionco-Adetayo, E. A., Awoniyi, M. O., Adetayo, J. O., & Elumilade, D. O. (2006). Enterprise Promotion Policy on The Development of Small Scale Industries in Nigeria: An Assessment. In Refereed Paper.
- Dioneo-Adetayo, E. A. (2006). Factors influencing attitude of youth towards entrepreneurship. *International Journal of Adolescence and Youth*, 13(1-2), 127-145.
- Dorathy, M.B.C. (2015). One Person Company (OPC)-The new business format for small retailers in India. *Management: Journal of Contemporary Management Issues*, 20(1), 173-181.
- Everhart, J.R. (2018). Unlimited tax liability: A common misnomer of limited liability company taxation in the United States. *Small Business Institute Journal*, 14(1), 44-51.
- Fatoki, O. (2014). The causes of the failure of new small and medium enterprises in South Africa. *Mediterranean Journal of Social Sciences*, 5(20), 911-922.
- Fayolle, A., & Gailly, B. (2015). The impact of entrepreneurship education on entrepreneurial attitudes and intention: Hysteresis and persistence. *Journal of Small Business Management*, 53(1), 75-93.
- Fishbein, M., & Ajzen, I. (1975). *Intention and Behavior: An introduction to theory and research*.
- Goraj, S., & Gwiazdzinska-Goraj, M. (2016, April). DEVELOPMENT OF ENTREPRENEURSHIP IN RURAL AREAS OF NORTH-EASTERN POLAND. In *Economic Science for Rural Development Conference Proceedings* (No. 41).



- Hukampal, S. S., & Bhowmick, B. (2016). Innovation network for entrepreneurship development in rural Indian context: exploratory factor analysis. *International Journal of Innovation and Technology Management*, 13(04), 1650016.
- Jain, R., & Ali, S. W. (2013). A review of facilitators, barriers and gateways to entrepreneurship: directions for future research. *South Asian Journal of Management*, 20(3), 122.
- Jain, R., & Ali, S. W. (2013). Self-efficacy beliefs, marketing orientation and attitude orientation of Indian entrepreneurs. *The Journal of Entrepreneurship*, 22(1), 71-95.
- Jakpar, S., Shaikh, J. M., Tinggi, M., & Jamali, N. A. L. (2012). Factors influencing entrepreneurship in small and medium enterprises (SMEs) among residents in Sarawak Malaysia. *International Journal of Entrepreneurship and Small Business*, 16(1), 83-101.
- Jin, S., & Deininger, K. (2009). Land rental markets in the process of rural structural transformation: Productivity and equity impacts from China. *Journal of Comparative Economics*, 37(4), 629-646.
- Kasabov, E. (2016). When an initiative promises more than it delivers: a multi-actor perspective of rural entrepreneurship difficulties and failure in Thailand. *Entrepreneurship & Regional Development*, 28(9-10), 681-703.
- Khan, F. R. (2014). Socio-economic factors influencing entrepreneurship development: An empirical study across the small and medium enterprises of Chennai, State of Tamil Nadu, India. *International Journal of Students Research in Technology & Management*, 2(03), 89-94.
- Kolawole, O. D., & Ajila, K. (2015). Driving local community transformation through participatory rural entrepreneurship development. *World Journal of Entrepreneurship, Management and Sustainable Development*.
- Markantoni, M., & Van Hoven, B. (2012). Bringing 'invisible' side activities to light. A case study of rural female entrepreneurs in the Veenkoloniën, the Netherlands. *Journal of Rural Studies*, 28(4), 507-516.
- McCline, R. L., Bhat, S., & Baj, P. (2000). Opportunity recognition: An exploratory investigation of a component of the entrepreneurial process in the context of the health care industry. *Entrepreneurship Theory and Practice*, 25(2), 81-94.
- Nagler, P., & Naudé, W. (2017). Non-farm entrepreneurship in rural sub-Saharan Africa: New empirical evidence. *Food policy*, 67, 175-191.
- Nair, K. R. G., & Pandey, A. (2006). Characteristics of entrepreneurs: an empirical analysis. *The Journal of Entrepreneurship*, 15(1), 47-61.
- Nair, K. R. G., & Pandey, A. (2006). Characteristics of entrepreneurs: an empirical analysis. *The Journal of Entrepreneurship*, 15(1), 47-61.



- Păunescu, C., Staicu, D., & Pop, O. (2018, May). The propensity for entrepreneurship among rural populations. A Central and Eastern European country perspective. In Proceedings of the international conference on business excellence (Vol. 12, No. 1, pp. 728-738). Sciendo.
- Rijkers, B., Söderbom, M., & Loening, J. L. (2010). A rural–urban comparison of manufacturing enterprise performance in Ethiopia. *World Development*, 38(9), 1278-1296.
- Sanditov, B., & Verspagen, B. (2011, April). Multilevel analysis of the determinants of innovative entrepreneurship across Europe. In final DIME conference (pp. 6-8).
- Wang, Q., & Morrell, E. (2015). Gender and entrepreneurship revisited from a community perspective: experiences in a new immigrant gateway and beyond. *Environment and Planning A*, 47(12), 2645-2662.

Websites

- https://en.wikipedia.org/wiki/Climate_of_India Author: WikiMedia, MediaWiki, Pub: Wikipedia, Year: 2016
- <http://www.publishyourarticles.net/eng/articles2/what-are-the-problems-faced-in-growth-of-rural-entrepreneurs-in-india/2723/> Author: Sameer, Pub: publishyourarticles, Year: 2015
- <https://www.researchgate.net/publication/> Author: Kirk Heriot, Neol Campbell, Pub: ResarchGate, Year: 2005
- <https://www.scribd.com/doc/26661470/Rural-Entrepreneurship-in-India#scribd> Author: Kirk Heriot, Neol Campbell, Pub: Scdibd, Year: 2010
- <http://nextbillion.net/thinkimpact-offers-a-new-approach/> Author: Saul Garlic, Pub: NextBillion, Year: 2010