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INTERNATIONAL ENTREPRENEURSHIP: A STUDY WITH REFERENCE TO MICRO, SMALL AND MEDIUM ENTERPRISES IN KERALA

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ABSTRACT

The research was conducted to study 'International Entrepreneurship: A study with reference to Micro, Small and Medium Enterprises in Kerala'. International entrepreneurship is an emerging concept and number of studies are undergone based on this concept. International entrepreneurship help increased profit, increased resources procurement, increased marketing functions, increased entrepreneurial activities. The research is helpful for study different types of risk affecting international entrepreneurship, level of innovation needed at international level, importance of motivation and entrepreneurial learning for the success of entrepreneurship and financing aspects of micro and small sector enterprises. Also this research examined homogeneity between Micro and Small scale enterprise in the base of risk, innovation and financial constraint. The study helps to know the international entrepreneurship methods used and to identify what are the factors which affect the international entrepreneurship. Entrepreneurs as sample for data collection, were used to study the international entrepreneurship in micro and small scale industries in Kerala through questionnaire and from the study it is understood that majority of the respondents are thinking that international entrepreneurship is only about marketing side. Still majority of them holding old concept of entrepreneurs and giving more importance to some areas only. There is necessity to provide a proper awareness program to give a holistic picture of the international entrepreneurship.

KEYWORDS

entrepreneurs, entrepreneurship, international entrepreneurship, micro small and medium enterprises.

INTRODUCTION

Human life in 20th Century have come not from large corporations but from independent small firms- revolutionized through a study by US Department of Commerce. Micro and small enterprises are playing an important role in the industrial economy of the world. It has strength to ensure regional balanced development by providing large employment opportunities and industrialization. Micro and small enterprises can be easily established and maintained. it has sustained development anywhere in any situation. The world industrial economy is mainly depending on micro, small and medium enterprises. While comparing on employment opportunity, gross domestic product, per capita income, industrial output etc., it is clear that micro, small and medium enterprises are contributing more than any other categorical enterprises. Kerala is the best suitable place for the MSMEs. Kerala is the one of the well-developed state in the case of human recourses and enriched with different natural resources and providing with well-educated and skilled people. The MSME sector has contributed significant contribution to the economy of Kerala. The trend in growth of SSI's for the last ten years in employment, investment and production is given below.

STATEMENT OF THE PROBLEM

The research is titled as "International Entrepreneurship: A study with reference to Micro, Small and Medium Enterprises in Kerala". Few years ago, there was existing international business. Later business world identifies the need of involvement of entrepreneurs in international level. International entrepreneurship means whatever he/she doing in domestic market same functions are performing in international level. In other words, entrepreneur expands his/her entrepreneurial activities beyond the national boundaries.

IMPORTANCE OF THE STUDY

It is worldwide accepted truth that is MSMEs as an engine of economic growth for balanced development. At present the central and state government giving more importance for the growth of MSMEs. Because it is playing a vital role for the equitable development of the country through upliftment of backward areas through industrialisation, increased rate of different job opportunities, increase the standard of living etc. For the sustainability of MSMEs, the entrepreneur starts to think about go for internationalisation of entrepreneurial activities. If the entrepreneur hesitates to go for internationalisation, he can't be successful business man in industry.

OBJECTIVES OF THE STUDY

The main objective of this study is to analyse the **factors influencing international entrepreneurship**. The specific objectives are:

1. To study different types of risk affecting international entrepreneurship.
2. To study the level of innovation needed at international level.
3. To study importance of motivation and entrepreneurial learning for the success of entrepreneurship
4. To examine the financing aspects of micro and small sector enterprises.

HYPOTHESIS

Hypothesis 1: There is homogeneity between risk in Micro enterprise and risk in Small scale enterprise.

Hypothesis 2: There is homogeneity between Micro and Small scale enterprise in Innovation.

Hypothesis 3: There is homogeneity between Micro and Small scale enterprise in financial constraint.

METHODOLOGY

The study uses primary and secondary source of data for the analysis and interpretation. The primary information is collected through field survey with the help of well-structured questionnaire. The secondary information is collected from the different company's website, books, periodicals or journals. The total of 50 samples were taken for the study, the respondents included international entrepreneurs from Ernakulam and Thrissur district.

SCOPE OF THE STUDY

The present study focuses on international entrepreneurship of MSMEs in Kerala, concentrated on few micro and small scale enterprises from Thrissur and Ernakulam district specially Chalakudy and Aluva taluk. It also enables to know the factors influencing of internationalised entrepreneurial activities such as risk, innovation, motivation, entrepreneurial learning and financial constraints. The study tries to cover as many areas as possible in order to come with the best and accurate conclusions.

LIMITATIONS OF THE STUDY

- During the sample collection stage it was difficult to identify entrepreneurs engaged in international entrepreneurship.
- Some of the respondents were reluctant to exact details required in the questionnaire and some of them are not cooperative.

LITERATURE REVIEW

- K. Narayanan and Savita Bhat (2008) was conducted on IT based companies both hard ware and software in India. Here study about determinants of internationalisation such as export intensity, overseas investment and role of technological outsourcing from internal and external. Most of IT companies were experienced in international dealings. It helps to attain competitive advantages and leads to establishment of niche market.
- Antonin ricard, Abrara Ali (2013) were make attempt to find out factor of speeding up internationalization behaviour, which is attitude toward Internationalization. The research can be concluded attitude has a small but significance influence in speed on internationalisation of business. Indian SMEs have more tendencies for internationalizing the business than French SMEs.
- Prof. B Urban focused on entrepreneurial orientation and its role in the internationalization of multinational enterprises in the emerging markets. The study is resulted in EO prevalence is linked to success, while firms are engaged in several modes such as networks, knowledge, resources, branding etc.

ANALYSIS

TABLE 1: CHI-SQUARE TESTS-LEVEL OF RISK

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.211 ^a	2	.546
Likelihood Ratio	1.225	2	.542
Linear-by-Linear Association	.725	1	.394
N of Valid Cases	50		

0 cells (.0per cent) have expected count less than 5 count is 6.44.

Source: Primary Survey (2016)

The level of business increases from micro to small there is no significance increase in level of risk involved. There exist high as well as low risks in both micro and small enterprises.

TABLE 2: CHI-SQUARE TESTS-IMPLEMENTED INNOVATION

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.087 ^a	2	.958
Likelihood Ratio	.087	2	.958
Linear-by-Linear Association	.031	1	.860
N of Valid Cases	50		

a. 0 cells (.0per cent) have expected count less than 5. The minimum expected count is 5.98.

Source: Primary Survey (2016)

The level of business increases from micro to small there is no significance increase in level of innovation implemented. There exist different levels of innovation implemented in both micro and small enterprises.

TABLE 3: CHI-SQUARE TESTS- IMPORTANCE OF MOTIVATION

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.016 ^a	2	.992
Likelihood Ratio	.016	2	.992
Linear-by-Linear Association	.006	1	.938
N of Valid Cases	50		

0 cells (.0per cent) have expected count less than 5. The minimum expected count is 5.98.

Source: Primary Survey (2016)

The level of business increases from micro to small there is no significance increase in level of motivation. There exist different levels of recommended motivation irrespective of nature enterprises.

TABLE 4: CHI-SQUARE TESTS- ENTREPRENEURIAL LEARNING

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.971 ^a	4	.290
Likelihood Ratio	5.353	4	.253
Linear-by-Linear Association	.688	1	.407
N of Valid Cases	50		

a. 5 cells (55.6per cent) have expected count less than 5. The minimum expected count is 2.34.

Source: Primary Survey (2016)

There are existing policies for availing credit at faster phase for internationalisation of entrepreneurial activities. Most of the entrepreneurs are aware about these facilities and some of them are not.

FINDINGS AND SUGGESTIONS

- The level of business increases from micro to small there is no significance increase in level of risk involved. There exist high as well as low risks in both micro and small enterprises.
- The level of business increases from micro to small there is no significance increase in level of innovation implemented. There exist different levels of innovation implemented in both micro and small enterprises.
- The level of business increases from micro to small there is no significance increase in level of motivation. There exist different levels of recommended motivation irrespective of nature enterprises.
- A variety of programs should be provided to the entrepreneurs to make them more competent and efficient in their area of operations.
- Give a proper awareness program to entrepreneurs on entrepreneurship development.

CONCLUSION

The research was conducted to study 'International Entrepreneurship: A study with reference to Micro, Small and Medium Enterprises in Kerala'. Data were collected by means of giving structured questionnaire to the employees. The results can help to create a holistic picture of the international entrepreneurship and allow leveraging its strengths.

The study helps to know the international entrepreneurship methods used and to identify what are the factors which affect the international entrepreneurship. International entrepreneurship help increased profit, increased resources procurement, increased marketing functions, increased entrepreneurial activities.

Entrepreneurs as sample for data collection, were used to study the international entrepreneurship in micro and small scale industries in Kerala through questionnaire and from the study it is understood that majority of the respondents are thinking that international entrepreneurship is only about marketing side. Still majority of them holding old concept of entrepreneurs and giving more importance to some areas only. There is necessity to provide a proper awareness program to give a holistic picture of the international entrepreneurship.

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