

A STUDY ON THE INFLUENCE OF RESOURCES IN THE DECISIONS OF RURAL ENTREPRENEURS WITH REFERENCE TO KOVILPATTI DISTRICT

¹G.Dinesh Babu

¹Research Scholar – Management Studies,
Department of Management
Madurai Kamaraj University
Madurai

²Dr.P.Jayabharathy

²Assistant Professor,
Department of Youth Welfare Studies,
Madurai Kamaraj University,
Madurai

Abstract: Many times the rural entrepreneurs have involved themselves on taking the decisions regarding the available resources. It is the backbone of the business. The progress of the venture may be getting in an enhanced way through these decisions. The researcher understood this and he met many entrepreneurs in the rural areas. In this regard a detailed analysis and interviews conducted to the respondents with the help of questionnaire. It is inevitable that one business man could understand that the decisions, is those are best then it may yield a healthy result; if not it eventually end with havoc. But entrepreneurs couldn't accept the later one and they always want to protect their business by leading it in the path of growth. They also ready to accept the criticism in the business, but it must a worthy one and definitely not bogus. Because the memories must be pleasant not be a haunted one. The researcher is also advocating that the entrepreneurs timely decision have overcomes challenges, troubles and miserable things.

Keywords: Entrepreneurship, Challenges, Decisions, Research, Questionnaire, Resources

Introduction

Rural entrepreneurs in Kovilpatti are all much concentrating about the availability of the resources. The researcher in this research derives two categories. They are availability of the employees to support the process and the capital accessibility to enhance the business. This capital includes finance, physical and emotional. The entrepreneur in the rural areas may be afraid with the investment. Because those people are highly sentimental and money is a sensitivity issue. Every penny of the money is more valuable to them. History told that the habit of savings is coming from the village and still there is a concept that our country's spinal card is the villages. The employees are all the people whom required with the right knowledge. But many people are actually approaching the nearby town or city for the job for more salary and other amenities.

Employee Availability

Here the employees can negotiate for their preference for the job. This system is a regard to them, but in rural places the employees very well known about the business run by the entrepreneur. So that, the dosage of negotiation may be less compare with the urban places. The entrepreneurs are also expecting the employees must understand the responsibility ensuring about the task which they will be provided. In rural places the proprietor chose the employees from their own family members, neighbors or the very known persons. But any cost they restricted to recruit the school going boys. But, family situations forces some people to look over the business of their ancestors and they are bypassing their school studies. But, that is a very rare situation. On any cast, the owners never recruit the adolescents for their business.

Objectives of this study

- a. To understand about the factor influences in the resources
- b. To find out the decisions adapted by the rural entrepreneurs according to the availability of the factors

Research Methodology

- a. This is an exploratory study conducted by the researcher
- b. The size of the sample is 114 of rural entrepreneurs have been taken for the analyses.
- c. Two months time period have been utilized by the researcher
- d. **Tools used for this research:** - Regression Analysis, ANOVA, Coefficient, Residual Histogram