LITERATURE REVIEW

1. **Birkinshaw, J.** (1997) dealt with entrepreneurship in small scale enterprises specifically towards proactive and risk taking behavior. He studied the inclination of entrepreneurs towards building up successful entrepreneurship. The author conducted his study on 150 small industries and came to the conclusion that the owners of small industries should be aware of the changes in the market and change their strategies from time to time. The owners should enhance their problem solving skills and be ready to venture into new areas and technologies.


3. **Neelamegam, R. and Manickavel, S.** (1997) in trying to study entrepreneurship through innovative techniques in inventory control, found that the factor ‘size of investments’ made has a greater influence on the adoption of inventory control techniques rather than product manufactured. The authors found that when the inventory control is done with new methods rather than traditional ones, the impact of investment is more positive. Rather than concentrating on investment only from product point of view, it should be done from inventory point of view. It has given positive results through better efficiency.

4. **Manickavel, S.** (1997) investigated the gender bias in awarding of capital to new businesses. Findings showed that both male and female entrepreneurs experienced the difficulty of obtaining a loan for a new venture. Female entrepreneurs were found more likely to pursue venture capital after rejection of loan applications. The study on 200 micro, small and medium entrepreneurs found that availability of finance is there but accessibility is not there. The conclusion of the study that is very appreciable is that the women entrepreneurs did not feel dejected after rejection of their loans from institutional sources, but looked around for venture capital from individuals.

5. **Akhtaruddin, M.** (2000) conducted a study on 70 industrial units funded by Development Finance Institutions of Bangladesh and found a marginal impact of socio-economic factors in success of entrepreneurship. The research concluded that timely availability of finance has a huge impact on entrepreneurship. The author conducted a detailed study on small and medium units in Bangladesh and tried to correlate the impact of social factors on the success of both male and female
entrepreneurs. The factor that impacted the most was institutional sources of finance. They found that if finance was available timely, the entrepreneurs could pursue their businesses successfully.

6. **Sandee, H. and Rietveld, P.** (2001) analysed innovation adoption practices among 103 traditional enterprises and found that education, gender and social networks are important variables affecting the production processes, products and markets. Gender wise female producers lagged behind in information network and hence they were unable to procure formal credit. The study suggested exposing producers to exhibitions, production centres and clusters. Once the level of education is improved, even the women entrepreneurs could develop good networking, become members of various forums and associations and promote their business.

7. **Gyampah, K.A. and Boye, S.S.** (2001) studied Ghanian Manufacturing Industry to throw light on the operations strategy which is used by them in order to survive in the modern world of competition. The study concluded that timely changes in the operations of small scale industries goes a long way in the success of the enterprise. Although Ghana is a backward country, but the businessmen are very keen to learn new techniques and put them into practice. This has given an impetus to small enterprises and they have been able to move forward.

8. **Mallick and Rath, N.** (2002) analysed the impact of institutional support to 150 small women entrepreneurs from Balasore, Cuttack, Bhubaneshwar and Rourkela districts of Orissa. The study found that special entrepreneurship development programmes for women such as Reliance scheme, MahilaUdyamNidhi Scheme and MahilaVikasNidhi Scheme have been successful in bringing the women to the forefront. Through these initiatives, women have been able to learn new skills and develop a risk taking attitude.

9. **Supriya, M. V. and Srinath, T.T.** (2003) administered a list of 71 qualities aiding success and 52 qualities hampering success on 100 small scale entrepreneurs in Tamil Nadu for generalising the qualities entrepreneurs should possess for the successful running of their business. The study concluded that entrepreneurial spirit, risk taking ability, innovation and export competitiveness promotes entrepreneurship.

10. **Kristiansen, S.** (2003) evaluated information sharing practices and learning dynamics among rural and urban Javanese entrepreneurs in Indonesia. He found that
they constrained because of fear of knowledge sharing. To overcome this fear he suggested close interaction between producers, universities and research institutions.

11. Christopher, M.M, Erik, B. (2003) based their research paper on small manufacturing companies in Tanzania and gave a detailed report on the innovations carried by these industries. Although the companies were small, they did carry out process innovations and adopted new technologies in their manufacturing process.

12. Sardana, G.D (2004) in his research paper emphasized on promotion of entrepreneurship through proper designing of a business strategy. He carried out his research in 300 micro, small and medium enterprises and reached a conclusion that it is not only large companies that rely on strategy for their success but even the small companies make long term plans and become successful.

13. Dangayach, G.S, Deshmukh, S.G. (2005) based their research on small and medium enterprises in India and the advanced manufacturing technology used by them. They concluded that Indian SMEs are keen to introduce new technologies in their businesses.


15. Ganesan R, Pradhan, R.P. and Maheshwari, R.C. (2008) in their research paper titled Psychosocial Perceptual Differences An Empirical Exploratory Study on Indian food processing women entrepreneurs studied various factors such as age of entry, social categorization, education, family background as contributing factors in the success of women entrepreneurs.

16. Todd, R. P and Javalgi, R. (2008) in their research paper titled Internationalization of SMEs in India Fostering Entrepreneurship by Leveraging Information Technology have focused on the determinants influencing the internationalization of SMEs in India. They proposed in their study that the primary method for fostering or promoting the growth of entrepreneurship is through the utilization of technology.

17. Srikumar, U. (2008) in his research paper titled SME and Global Competitiveness: Strategies for Survival and Growth in the WTO Era conducted a field survey of the leather tannery belt in Chennai and gave a simple model of process innovation to improve productivity and at the same time reduce environmental burden.
18. **Lall, M. and Sahai S.** (2008) in their book titled entrepreneurship have elaborated on the strengths and weaknesses of small business. They have highlighted the strengths but have also pointed out very strongly that most of the SSIs die in their infancy. The authors have raised a question as to what makes them so easily dead and said that one of the reason could be their easy entry into the business.

19. **Pooja** (2009) studied Post – Independence policy regarding small Industries and emphasized that one of the major policy of the Government of India has been to provide an environment leading to unhindered growth of the small scale industries. She also highlighted the various advantages of SMEs such as providing widely dispersed entrepreneurial base, relatively low capital investment, regional balanced development and export potential.

20. **Dasanayaka, S. W.** (2009), conducted research on small and medium scale enterprises in Pakistan and Sri Lanka. He analysed the problems encountered by SMEs in these two countries and made a comparative analysis on them. He concluded that the problems encountered by the two countries are almost similar and suggested that the governments of the respective countries should take timely measures to promote the growth of MSMEs.


22. **Hisrich, R. Peters, M. and Shepherd, D.** (2009) in their book titled ‘Entrepreneurship’, have emphasized on the fact that there is a difference between male and female entrepreneurs. They believe that significant growth in the number of women employed outside the home has created a new field of research that is concerned with the question of whether female employees, managers and entrepreneurs are different from their male counterparts.

23. **Gohill, M.** (2009), in their article ‘Transformation of Indian small scale enterprise’ gave useful insights into the working of small scale industries.

24. **Sabale, T., Khatwani,S.** (2010), studied the problems faced by Women Entrepreneurs and the role played by Associations in curtailing the problems and increasing the profitability of Women owned businesses.

25. **Casillas, J.C. and Morena, A.M.** (2010), studied the concept of entrepreneurial orientation and entrepreneurial growth and tried to find the role of family involvement between the two. The survey concluded that at times social capital
becomes a very important element in the promotion and growth of entrepreneurship. With family support the entrepreneurs have been able to tide over the initial difficulties and become successful.

26. **Ajay, W.** (2010) in his book titled ‘And the award for best SME of the year goes to…….’ emphasized on the importance of networking for an SME. SMEs should join professional networking websites such as Linkedin. They should attend Webinars (Web Seminars). Depending on the specific industry, they should join associations like FICCI, ASSOCHAM and NASSCOM.

27. **Singh P. and Sharma P.** (2011) in their research paper titled “Rural Women empowerment through entrepreneurship development” suggested the ways and means by which the rural women can be empowered.

28. **Subrahmanya, B.** (2012) in his research paper titled “Technological Innovation in Indian SMEs”: Need, Status and Policy imperatives proposed policy recommendations for SMEs to promote innovations, quality of innovations and patenting culture among the SMEs.

29. **Hande, G. M.** (2012), in her research paper titled “Small Scale Women Entrepreneurs – Problems and Prospects” – analysed the problems faced by women entrepreneurs earning a monthly profit of 10,000 – 20,000 rs. She suggested use of mass media, vocational training and Counselling for their success.

30. **Datta, M.** (2012) studied the opportunities and challenges of 100 women entrepreneurs and concluded that self determination, expectation for recognition, self esteem and career goal are the key drivers for taking up entrepreneurship by women. The women included in the study were from very poor background and there was a marked change in their confidence as they took up various enterprising activities and started their own businesses.

31. **Dipanjan C. and Ratan B.** (2012) studied the concept of rural entrepreneurship in Assamese micro enterprises. They evaluated the role of microenterprises in the promotion of rural entrepreneurship in Assam. The study was conducted on the Assamese women from backward rural areas. The authors concluded that as women from rural areas entered into business of their own, they became enterprising and were ready to take up new challenges.

32. **Sheryl T. and LavanyaI.** (2012) conducted a study on growth and performance of selected women entrepreneurs in Coimbatore District of Tamil Nadu and found a rising trend in entrepreneurship development amongst them.
33. **Jaya K. and Binod M.** (2013) researched on the concept of women empowerment among the women in Thar Desert of western Rajasthan. They studied the rural women artisans and concluded that as women become engaged in an economic activity they feel more self confident and develop a sense of achievement.

34. **Jayashree R. and Jayati B.** (2013) conducted a study in Badarpur Development block of Karimganj district in Assam. They studied the relationship between micro enterprises and women empowerment and found a strong correlation between the two.

35. **Singh S. et al** (2013) constructed a case study on empowerment of rural women through entrepreneurship development. They studied the impact of entrepreneurship development on rural women working in micro enterprises and reached a conclusion that rural women can be empowered through the development of entrepreneurship qualities in them.

36. **Mohammad, J.K. and Gouda, S.** (2014) in their research paper titled Globalization and Policy Support for MSMEs, focused on the determinants influencing the internationalization of MSMEs in India. They also emphasized on the need to provide skill development and entrepreneurship development training to the first generation entrepreneurs.

37. **Gangaiah, B. and Yasmeen, V.** (2014) in their paper titled Women Empowerment through Micro Enterprises – A study of Y.S.R District, A.P concluded that women have attained economic, social and psychological empowerment after starting the micro-enterprises.

38. **Jain, R.** (2015) in her research on problems and prospects of 123 Small Scale Jain Community Women Entrepreneurs concluded that Women are ready to face the challenges associated with setting up and running a business. The women are into business not for survival but to satisfy their inner urge of creativity and to prove their capabilities.

39. **Martins, I.** (2016) in the survey of 121 manufacturing SMEs in Spain, found that networks provide small and medium sized enterprises, opportunities to achieve sustainable competitive advantages and hence they are able to compete successfully in the market place.

40. **Gurria, A.** (2012) in the OECD publication has said that small and medium sized enterprises (SMEs) are engines of growth, jobs and social cohesion. He has emphasized that the creation, survival and growth of SMEs is often hampered by
access to finance, a challenge that is at the centre of this scoreboard of financing small and medium enterprises and entrepreneurs. The OECD has pioneered efforts to develop data and statistical information on SMEs.