RESEARCH METHODOLOGY

TYPE OF STUDY

This study is a descriptive and quantitative study based on primary data and secondary data.

In the study descriptive research design has been used. As descriptive research design is the description of state of affairs, as it exists at present. In this type of research the researcher has no control over the variables; he can only report what has happened or what is happening.

Descriptive research designs are those design which are concerned with describing the characteristics of particular individual or of the group. In descriptive and diagnostic study the researcher must be able to define clearly what he wants to measure and must find adequate method for measuring it.

A pilot study was conducted on 300 MSMEs to locate own businesses. 82 businesses were family owned whereas 218 were found to be own businesses i.e entrepreneurial set up. The further research would be based on 218 entrepreneurs from the suburbs of Borivali, Kandivali and Malad.

Further data so collected will be analyzed and tested under suitable method of data analysis which will facilitate the study of determinants of success.

TOOLS FOR DATA COLLECTION

The data will be mainly collected through a self constructed Questionnaire which will mainly deal with the objective of present study i.e finding out the main determinants of the success of male and female entrepreneurs through their effect on perception.

Other relevant data would be collected through different books, magazines and journals.

SAMPLING DESIGN

Target population:

The population for this research study consists of men and women entrepreneurs in micro, small and medium enterprises in manufacturing as well as service sector.

Sampling unit:
In this study the sampling unit is working in western suburbs of Mumbai.

**Sample size:**
The sample comprised of 300 respondents.

**Sampling method:**
The sample will be selected by using stratified sampling method.

**Sampling frame:**
Data will be collected from entrepreneurs in Malad, Kandivali and Borivali regions of Mumbai.

**Variables**

Social factors such as age, education, social category, Parents’ occupation, Husband’s occupation, Government policy, technical training, innovation and membership in associations.

perceptional differences towards entrepreneurship, self-achievement, success, future entrepreneurial expectations, innovation and export competitiveness amongst male and female entrepreneurs.

**WORK PLAN**
The work plan is as follows:

**Step I: Pilot study:** To identify people with their own business and not family business.

**Step II: Survey:** To fill up the questionnaire majorly through door to door survey and a few through mailers.

**Step III: Analysis:** The data collected will be analysed for the impact of social factors on perception A Comparative analysis for male and female entrepreneurs will be done.

**Step IV: Evaluation:** Final evaluation will be done and conclusions will be drawn.