OBJECTIVES:

1. To identify variables that affect culture of innovation in the MSME sector.

2. To distinguish between cultural and non-cultural factors or variables affecting culture of innovation for the Indian MSME entrepreneurship.

3. To explore relationship between variables and socio-demographic variables.

4. To ascertain co-relation between cultural and non-cultural variables.

5. To investigate causal relationship between cultural variables and entrepreneurship intention of Indian entrepreneurs.

6. To explore causal relationship between cultural variables and innovation amongst Indian entrepreneurs.

7. To build a model of Indian MSME entrepreneurship based on entrepreneurship intention, cultural variables, and innovation.

8. To present varied Indian MSME entrepreneur niches based on cultural variables and innovation value.