RESEARCH METHODOLOGY & WORK PLAN

6.1. RESEARCH DESIGN

The philosophical base of this research will be interpretive epistemology as it will explore different perspectives of entrepreneurship. Eschewing a positivistic reductionist approach to methodology, the research will employ a pragmatic method to the study of entrepreneurship. Experimental research design will be used, and inductive inference based on the sample will draw conclusions about the population. This research will be a combination of exploratory and conclusive as it will test the hypotheses of the research problems formulated and will present definite conclusions for policy implementation. After hypotheses validation, a framework or model will also be formulated.
6.2. SAMPLE
Sample for the study will be selected through non-probability judgemental or purposive sampling. Sampling will comprise of entrepreneurs residing in the state of Maharashtra, and selected from the MSME sector through the MSME department, Entrepreneurship related institutes and associations.
Sample size will be selected as per the formula for results reported as proportion of sample responses. The population of entrepreneurs in Maharashtra will be intentionally considered for ease of questionnaire administration. A judgemental sampling technique will give a purposive sample that not only represents the population but are willing to provide answers to the questions posed in the questionnaire.

6.3. VARIABLES
a. Socio-demographic variables (age, education, income, gender, urban/rural, etc)
b. Entrepreneurship intent (do they plan to be an entrepreneur? If so, when?)
c. Prior entrepreneurial experience
d. Cultural variables (individualism, willingness to take risks, readiness to accept change, long-term orientation, status or hierarchy, uncertainty avoidance, openness to new information and technology, frequent travel, and religion)
e. Non-cultural variables (infrastructure, political environment, access to market and capital, government regulatory environment, entrepreneurship schemes)

6.4 TOOLS
Survey will be data collection strategy and questionnaire will be the tool employed. The questionnaire will be tested for validity and reliability by taking opinions from selected experts, and conducting a pilot study on small group of representative entrepreneurs. Care will be taken to not repeat the members of pilot study in actual sample. Errors of origin and inadequacy will be minimized from the questionnaire.
The research involves content analysis of non-cultural variables that affect culture of innovation. This will involve qualitative analysis of reports, and other resources to identify and validate non-cultural variables. While collecting this qualitative data, care will be ensured to reduce bias and errors.
6.5. **STATISTICAL ANALYSIS**

Descriptive statistics will be used to describe socio-demographic, cultural and non-cultural variables. Quantitative statistical techniques such as factor analysis, multiple regressions and other inferential statistical methods will be used to identify and confirm variables that affect culture of innovation in entrepreneurship, and verify dependency relationship between entrepreneurial intention and variables.

6.6. **SCOPE OF STUDY**

a. It will provide entrepreneur segments with specific cultural profile, and Indian entrepreneurship cultural model.

b. Help in creating conducive entrepreneurship policies, and identifying appropriate skill development programmes.

c. As this study will be conducted only in Maharashtra, further empirical studies on other Indian states for encouraging culture of innovation are needed.

d. Another extension of this study can be for a pan-India entrepreneurship model.

e. Variables not included in this study can be added in future further research.

f. Specialized MSME sectors like IT, Automobile, pharmaceuticals, and textiles to identify individual clusters of innovation for these sectors.

g. Further research can be extended to non-MSMEs start-ups and hi-tech companies started by entrepreneurs.

6.7. **WORK PLAN**

a. Introduce the topic and problem statement

b. Collecting and critiquing reviewed literature.

c. Drafting, testing for validity, and administration of questionnaire.

d. Data collection, Data Analysis and interpretation.

e. Presentation of Results and Findings.

f. Discussion and Conclusion, and Recommendations.