

NATIONAL CULTURES AS DRIVERS OF ENTREPRENEURS - A COMPARATIVE STUDY OF USA, UK, SINGAPORE AND INDIA

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ABSTRACT

The term entrepreneurship is stemming from the three main sources. They are economic approach, social-environment approach and psychological approach. The economic approach stresses the role of entrepreneurs in economic development. The social-environment approach stresses the influence of the social and cultural environment on entrepreneurs and the psychological approach envisages on the personality traits of entrepreneurs. The present study encompasses among other things all these three approaches. The present study focuses on nation-specific cultural dimensions and entrepreneurial attitude. Culture influences indigenous entrepreneurial attitude toward new venture creation and development. Past empirical studies corroborate some patterns and significant relationship. It is an acknowledged fact that substantial components and manifestation and its contingent influence on entrepreneurial outcomes. The study promotes new opportunities for scholarly inquiry. The present research study is directed towards establishing the relationship between culture and entrepreneurship it adopts a broad definition of both culture and entrepreneurship.

Keywords : Cultures as Drivers: Contingent, Psychological Approach Entrepreneurial Outcome.

I. INTRODUCTION

Entrepreneurs and entrepreneurship are arguably the pillars on which economic health of societies was built. Their role has been highlighted in opportunity creation through new ventures and maintenance of existing ones. Entrepreneurship has been identified as fourth factor of production that helps discover new frontiers leading to all round economic growth, and a resource that needs to be tapped by countries to enable them to compete in a globalized market economy. Promotion of entrepreneurship is identified as a focus area for governments, financial institutions and academic institutions.

Culture is the collective programming of the mind that distinguishes the members of one category of people from another. It can be measured in terms of power-distance, individualism, collectivism, uncertainty avoidance, and masculinity- femininity and long-term versus short- term orientation. Culture influences attitudes and behavior, varies within, across nations, within, and across ethnicities, and is strongly embedded in indigenous communities. Entrepreneurs have been described as “the makers of new worlds”, who are “instrumental to the conception of the idea of an enterprise and its implementation”, innovators and catalysts of change who continuously do things that have not been done before and do not fit established societal patterns, who “identify, access, evaluate, manage and transfer risk” and yet continue to be “a puzzling figure”.

The term entrepreneurship is stemming from the three main sources. They are economic approach, social-environment approach and psychological approach. The economic approach stresses the role of entrepreneurs in economic development. The social-environment approach stresses the influence of the social and cultural environment on entrepreneurs and the psychological approach envisages on the personality traits of entrepreneurs. The present study encompasses among other things all these three approaches.

How does national culture relate to levels of entrepreneurial activities of entrepreneurial activity? This question motivated by the observations of economists (e.g., Schumpeter, 1934), sociologists (e.g., Weber, 1930), and psychologists (e.g., McClelland, 1961) that countries differ in levels of entrepreneurial activity. Entrepreneurial activities are considered an important source of technological innovation (Schumpeter, 1934) and economic growth (Birley, 1987). Therefore, understanding the influence of national culture on entrepreneurship is of considerable theoretical and practical value.

II. STATEMENT OF THE PROBLEM

The present study has examined the characteristics attributed to entrepreneurs on account of nation-specific cultures in four countries. They are USA, UK, Singapore and India. The study is intended to identify similarities and differences in entrepreneurial characteristics backed by nation cultures in the said four countries. It is to better understand how people in these four countries view entrepreneurs. The identification of culture backed country-specific entrepreneurship can be useful for researchers interested in studying entrepreneurship internationally and in encouraging entrepreneurship in different countries.

The present study focuses on nation-specific cultural dimensions and entrepreneurial attitude. Culture influences indigenous entrepreneurial attitude toward new venture creation and development. Past empirical studies corroborate some patterns and significant relationship. It is an acknowledged fact that substantial components and manifestation and its contingent influence on entrepreneurial outcomes. The study promotes new opportunities for scholarly inquiry. The present research study is directed towards establishing the relationship between culture and entrepreneurship it adopts a broad definition of both culture and entrepreneurship.

III. RESEARCH QUESTIONS

1. Whether culture influence entrepreneurship?
2. Whether nation cultures influence entrepreneurship?
3. What is the entrepreneurial environment scenario in UK, USA, and Singapore and India?
4. What are the causes for entrepreneurial spirit?
5. Why some countries have innovative entrepreneurs'?
6. Why certain countries are more pronounced towards imitative entrepreneurship?
7. What are the drivers of entrepreneurs in UK, USA, and Singapore and India?
8. How culture in the sample countries. Resulted in entrepreneurship creation, their success and failures?
9. What are entrepreneurial activity and endeavors that are country specific under the study?
10. What are the similarities & dissimilarities in the Information technology entrepreneurship in UK, USA, Singapore and India?

IV. OBJECTIVES OF THE STUDY

The present research program is directed at achieving the following objectives among other things

1. To study the nation cultures of USA,UK, Singapore and India;
2. To examine the entrepreneurial environment of the sample countries;
3. To analyse the specific nation culture parameters influencing the start-up Information Technology entrepreneurship in sample countries; and
4. To evaluate the causes for success or failures in start-up Information Technology entrepreneurship in sample countries.

V. HYPOTHESES

1. There is no relationship between National culture and Entrepreneurial Activity in the sample countries
2. Information Technology Entrepreneurial endeavors are driven by innovations in UK, Singapore and USA
3. Success or failure of start-up Information Technology entrepreneurship in sample countries Depends on country –specific culture.
4. Success or failure of start-up Information Technology entrepreneurship in sample countries depends on prevailing entrepreneurial environment therein.
5. Fear of failure is the bottleneck of the Information Technology Entrepreneurial Activity in India.

VI. SCOPE OF THE STUDY

The scope of the study includes country-specific, entrepreneurial policy, entrepreneurial environment, nation cultures, level and depth of entrepreneurial activities, profile of entrepreneurs, Geert Hofstede cultural dimensions, global entrepreneurial monitor(GEM) parameters including culture framework, country culture comprehensive of values, beliefs, customs, traditions, behavior, attitude, perception, risk-taking ability, innovations, creativity and so on. Nation culture embedded entrepreneurship parameters, individual entrepreneurial determinants, and entrepreneur's strategic orientation towards new ventures in USA, UK, Singapore and India.

VII. METHODOLOGY

The study made use of descriptive survey, and exploratory research. The details are as follows.

a) Descriptive Study

The research programme undertook the influence of nation cultures on entrepreneurship and new venture creation in IT sector, the study is of international character because it covers 3 vibrant economics & 1 developing country it is finding mission to know the relationship between the nation culture and entrepreneurship activity. It is an ex post facto research to understand the causes for Information technology startup entrepreneurs in UK, USA, Singapore and India.

b) Survey

The Review of literature enabled and created a curiosity to know how culture influences entrepreneurship it is needless to say that National culture plays a dominant role in the upbringing of citizens and their development. The country specific culture as pointed out by Geert Hofstede plays paramount role in incubating scaling and sustaining of IT Entrepreneurs in every country more so in sample countries.

By identifying (dependent) IV & DV on the topic the study formulated the questionnaire administered the same and gathered the primary data. The object based findings were deliberated, appropriate suggestions have been provided. The study analysis the variables and their attributes therefore it is a survey pursuit.

c) Exploratory Study

The influence of culture on entrepreneurship is imperative. What is the kind of influence exerted by culture, especially by nation culture on Information Technology entrepreneurs? And new venture creation US & UK are established countries and know form professionalism and proficiencies the study explores entrepreneur's attitude, behavior and family cultures which are the cause for nourishing and nurturing start up entrepreneurs. In the said & countries these kind of exploration obviously add to the existing literature and for the professional bodies. Thus the study relied on descriptive survey and exploratory research methods.

a) Sampling

i) Population /Universe: Start-up Information Technology entrepreneurs of four countries.

ii) Source for the population: List for Information Technology start-up ventures in India, USA, UK, and Singapore

iii) Sample Units / Respondents: Start up entrepreneurs in Information Technology sector of USA, UK, Singapore and India.

iv) Basis of Sampling: The start-up entrepreneurs should be in Information Technology sector

The start-up entrepreneurs shall have invested a minimum of

a) One Million Dollars in USA

b) One Million Pounds in UK

c) One Million Singapore Dollars d) Fifty Lakhs INR

➤ Minimum age of the start-up entrepreneurship shall be Eighteen Months.

➤ The minimum workforce strength under a start-up entrepreneur shall be 25.

Thus, the sample respondents in Silicon Valley of USA, London (UK), Singapore City, Bengaluru (India) regions have been considered. By using simple random sampling for the Known population in the said four geographical regions, the respondents have been selected. The sample start-up Information Technology entrepreneurs

representing 34 from USA, 24 from UK, 12 from Singapore and 38 from India were picked Up.

The information technology start up entrepreneurs registered with the concerned authorities constitute the population of the study the sources of the population are the lists of startup information technology entrepreneurs registered ones in the sample countries . Start up information technology entrepreneurs constitutes the sampling unit. By using simple random sampling, sample respondents start up information technology entrepreneurs was chosen. The Detailed composition of sample size is more fully explained in the chart below.

Sl. No	Geographical Region	Population (N)	Sample size(n)	Sampling technique used
1	Silicon Valley, USA	224	68(30%. app)	Simple random sampling(known population)
2	London, UK	162	48(30%.app)	Simple random sampling(known population)
3	Singapore city	76	24(30%.app)	Simple random sampling(known population)
4	Bengaluru, India	228	75(30%.app)	Simple random sampling(known population)
	TOTAL	690	215	

VIII. DATA PROCESSING

The collected data have been edited, coded, transcribed, classified, and tabulated. The study used SPSS package for inferential statistical treatment.

IX. FRAMEWORK OF ANALYSIS

The collected data were analyzed with the help of statistical tools and techniques such as averages, percentages, standard deviations, mean scores. For the purpose of testing hypotheses under the study, Independent T test, Cross – correlation, multiple regression, and ANOVA test have been made use of.

X. LIMITATIONS OF THE STUDY

- i. At times in the thesis, “what is” is equated with “what should be.
- ii. Measuring exactly the factors influencing the entrepreneurial spirit is difficult.

XI. CONCLUSION

Culture is the collective programming of the mind that distinguishes the members of one category of people from another. It has been measured in terms of power-distance, individualism, collectivism, uncertainty avoidance, and masculinity- femininity and long-term versus short-term orientation. Culture influences attitudes and behavior, varies within, across nations, within, and across ethnicities, and a strongly embedded in indigenous communities.

The economic decisions of individuals are influenced not only by cognitive processes, but also by the family, psychological factors and national institutional environment. Alongside, specific nation cultures of USA, UK, Singapore and India were favorable to entrepreneurship not only for the IT sector, for all other Industry and sectors. This research has examined a wide array of potential determinants which foster or hinder entrepreneurship. Also, the study has identified similarities and differences in entrepreneurial characteristics backed by nation cultures in the said four countries. The identification of culture backed country-specific entrepreneurship can be useful for researchers interested in studying entrepreneurship internationally and in encouraging entrepreneurship in different countries.

The present study focused on family culture, individual culture and macro environment factors along with nation-specific cultural dimensions, and success and failure factors for start-up IT entrepreneurs towards new venture creation and development. Researchers have explored the effect of national, regional and organizational cultures on wealth creation through new venture creation, innovation and risk taking.

Hence, the present research study has established the relationship between culture and entrepreneurship. As the world turns into a global village, national cultures are paid more and more attention in business arenas. Entrepreneurial processes, with a growing attention within the entrepreneurship research, deal with entrepreneurs' decision-making mechanisms, reasoning and logics throughout the course of turning a business idea into new venture creation

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