

## INFLUENCE OF NATIONAL CULTURE ON TYPES OF ENTREPRENEUR WITH SPECIAL REFERENCE TO INDIA

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**Abstract:** Culture is the united indoctrination of the mind that makes a difference among the members of one group of people from another. Culture influences attitudes and behaviour, varies within, across nations, within and across ethnicities and is strongly embedded in indigenous communities. The canvas of India's culture is vast and has hues and vibrancy of all sorts. The country itself has been a living example of tolerance, cooperation and non-violence over so many centuries and continues to do so even today. In India entrepreneurial vigor is scuttled by multifarious factors such as government policy, education and training support, inventions and innovations and more importantly the cultures and sub-cultures.

This paper focuses on establishing the relationship between National Culture and Types of Entrepreneurs. Data was collected from a sample of start-up entrepreneurs of selected leading sectors in India. The study revealed that a positive relationship existed between National Culture and Types of Entrepreneurs.

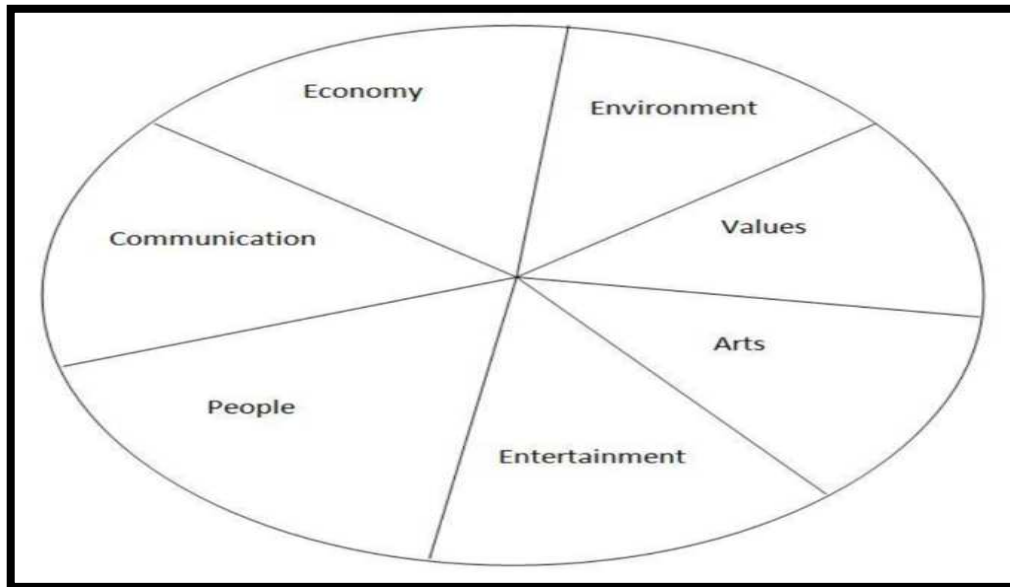
**Keywords:** *National Culture, Entrepreneur, Types of Entrepreneurs, Global Entrepreneurship Monitor*

### 1. INTRODUCTION

**National culture:** Culture is the united indoctrination of the mind that makes a difference among the members of one group 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 and indulgence versus restraint. Culture influences attitudes and behavior, varies within, across nations, within and across ethnicities and is strongly embedded in indigenous communities.

Hofstede, (1991) defines national culture as “the collective programming of the mind which distinguishes the members of one group or category of people from another”. He suggests that people share a collective national character that represents their cultural mental programming. This mental programming shapes values, beliefs, assumptions, expectations, perceptions and behaviour (Myers and Tan, 2002).

**Figure 1: Components of culture**



### **Culture of India**

"Unity in diversity" - these are not just words, but something that are highly applicable to a country like India that is incredibly rich in culture and heritage. From the times of Mauryas, Cholas and Mughals to the period of British Empire, India has always been famous for its traditions and hospitality. The warmth in the relations and euphoria in celebrations make the country stand out distinctively in the global fraternity. The country's liveliness and generosity attract a number of tourists to its vibrant culture which is an amalgamation of religions, festivals, food, art, crafts, dance, music and many other subtle things. Everything, from the culture and values to customs, rituals and traditions, is 'special' in this 'Land of Gods'.

### **Indian Values-Subtle, Apt and Eternal**

The canvas of India's culture is vast and has hues and vibrancy of all sorts. The country itself has been a living example of tolerance, cooperation and non-violence over so many centuries and continues to do so even today. Tolerance and Non-Violence: India is one country in the world that has the distinction of being tolerant and not resorting to arms and ammunition in the first place. Mahatma Gandhi's Satyagraha movement is a testimony to this. Secularism:

India has also been at the forefront of being a secular country. Freedom of worship and practice of religion is the manifestation of harmonious existence of diverse cultures in India. No religion is looked down upon or uplifted either. In fact, all religions, despite their cultural differences, come together in the times of calamity to show their 'unity in diversity'.

Culture plays a pivotal role in the development of any country. A culture of a nation represents its values, goals, practices and shared beliefs. The Indian culture has never been rigid and that's why it is surviving with pride in the modern era. It timely imbibes the qualities of various other cultures and comes out as a contemporary and acceptable tradition.

### **Entrepreneur:**

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”.

### **Entrepreneurship in India**

India is a multi-religious, multi-lingual, multi-cultural democratic country. It has the specialty of socialistic pattern of society coupled with capitalism. The entrepreneurial vigor is scuttled by multifarious factors such as government policy, education and training support, inventions and innovations and more importantly the cultures and sub-cultures.

The GEM report emphasizes the factors worse than global average in relation to entrepreneurial framework are government policy on new firms, government programs for new firms, Education and training support, Research and development transfer, Market openness and ease of entry, Adequacy of physical infrastructure, Cultural facilitation of entrepreneurship, Social support for entrepreneurship, entrepreneurship Intellectual property rights(IPR) law and enforcement, Facilitation of women's, Entrepreneurship.

However, financial support to new firms, skills for managing new and growing ventures is having equal footing with world average. The above average factors in relation to entrepreneurship are commercial, legal and professional infrastructure and opportunities for new ventures.

A very large majority of the start-ups were 'imitative' ventures in the low-tech areas operated by less educated, low-income groups, with very low potential for growth. These are probably not the kind of ventures that can stimulate the economy. What is needed for Indian economy is innovative, growth-oriented entrepreneurs (the Schumpeterian type) for stimulating economic growth? Obviously, there is no substitute for entrepreneurial innovation.

Empowerment of the private individuals/agencies seems to be a *sine qua non* for promoting entrepreneurship. Whether the process is called 'liberalization', 'privatization' or

‘globalization’ or a Combination of all three (LPG), it has to go on more vigorously. While there are many programs for promoting entrepreneurship initiated and operated by the government, the information on them is not widely being disseminated among potential entrepreneurs. It seems that the programmes are good in quality as well as quantity, but the major problem is with their implementation. A major thrust of the governments should be on reforming the ‘implementation machinery’. The need for an open culture which would facilitate interaction and transfer of learning from both within the country and outside cannot be overemphasized

## 2. REVIEW OF LITERATURE:

**Carol J. Fouke**, (1989) “Sensitivity to Cultures Builds Foreign Markets,” *Marketing News*, 19 June 1989, 8-9. The stereotypes of Arabs include: terrorist, sheik, harem, revenge, and torture. The stereotypes of Asians include: geishas, being submissive, gangsters, Samurai, pigtailed “Chinamen,” snake-charmers, turbaned Indians, and enemy. The stereotypes of Africans include: pygmies, cannibals, and savages. The stereotypes of Latin Americans include: being dirty, being lazy, and the character in sombrero reposing against a basket or cactus. It is undesirable to use stereotyping to characterize foreigners and minority groups. Some feel that stereotyping is a lazy way to learn about the others since it assumes that all members of the same group (e.g., women, Asians, etc.) are all alike. On the other hand, it is necessary to point out that some type of generalization and stereotyping is often a necessity if learning is to be facilitated. The world will be a chaotic place if a person has intent to learn from scratch about each new person, object, or event.

**Anisya S. Thomas and Stephen L. Mueller** (1997) in this research paper entitled “Are Entrepreneurs the Same Across Cultures” manifest the fact that as international entrepreneurship continues to gain momentum as a significant and relevant field of research, scholars must focus more clearly on methodological issues that can facilitates the triangulation of research results. In this paper, the authors analyzed the relationship between culture and the defining characteristics of the entrepreneurial archetype. By disclosing systematic deviations in entrepreneurial orientation across cultures, they raised important questions about the limitations of international entrepreneurship research and the challenges of transcending them.

**Chris Robertson & Paul A. Fadil** (1999), the authors contemplated that the primary purpose of the paper was to examine the relationship between national culture and ethical decision making. Established theories moral development and ethics are reviewed and a culture-based model of ethical decision making in organizations is derived. Although the body of knowledge in both ethics and cross-cultural management is well documented, researchers have often failed to integrate the influence of cultural values into the ethical decision-making paradigm. A conceptual understanding of how managers from different nations make

decisions on high ethical issues will provide business ethics researchers with a sound and clear theoretical foundation upon which future empirical inquiry can be based.

**Geert Hofstede**, in his famous publication, the referred that the word 'culture' has three different meanings: Literally it means tilling the soil: cultivation. Metaphorically the word Culture is used for the training or refining of the mind: civilization. However, in the past decades a broader metaphorical meaning has gained popularity, which is derived from anthropology: collective ways of thinking, acting and feeling.

**Hofstede&Minkov (2010)**. In the case of national culture, the category is the nation by itself. In the case of organizational cultures, the category is the organization as juxtaposed to other organizations—other things, like nationality, being equal. Next to national and organizational cultures one can differentiate regional cultures, occupational cultures, gender cultures and so on. However, the use of the word 'culture' for all these categories does not mean that they are identical and similar phenomena. For different kinds of social systems, their 'cultures' are normally of a different nature. This is particularly the case for organizational cultures vs. national cultures, if only because membership of an organization tends to be partial and more or less a voluntary in nature, while the 'membership' of a nation is often permanent and usually established at birth.

### **3. STATEMENT OF THE PROBLEM:**

The present study has examined the characteristics attributed to entrepreneurs on account of nation-specific culture of India. 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 context, concept, content, design and delivery differences in entrepreneurship development can have considerable influence on the nation development including entrepreneurship education. The present study focuses on nation-specific cultural dimensions and entrepreneurial attitude. Culture influences indigenous entrepreneurial attitude toward new venture creation and development. The present research study has established the relationship between culture and entrepreneurship it adopts a broad definition of both culture and entrepreneurship.

There is no need to say that national culture of each country has an influence on almost all aspects of life starting from people's mentality, mindsets and behaviors. 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 a new venture creation.

### **4. OBJECTIVES OF THE STUDY:**

1. To study the nation cultures of India

2. To examine the entrepreneurial environment
3. To analyze the relationship between National Culture and Types of Entrepreneurs.

## **5. METHODOLOGY:**

The study involves both primary researches based on face-to-face first hand data collection using survey questionnaire method and secondary research based on the published data, articles, journals, periodicals, websites etc.

### **Hypothesis:**

H<sub>0</sub>: There is no significant relationship between National Culture and Type of Entrepreneurs.

H<sub>1</sub>: There is a significant relationship between National Culture and Type of Entrepreneurs.

### **Variables of the Study:**

The study combines both macro and micro factors in relation to nation culture-based entrepreneurs of India. The macro variables are drawn from the Global Entrepreneurship Monitor (GEM) yardsticks of national entrepreneurial environment. The micro variables for the study include country culture dimensions as given by Geert Hofstede, sub-cultures within the country, family values, attitudes, perception, personality traits, race, gender, individual idiosyncrasies, and energy, and the like. 30 attributes for National culture factors were categorized as Power Distance Index (PDI), Uncertainty Avoidance Index (UAI), Masculinity Versus Femininity (MAS), Individualism Versus Collectivism (IDV), Pragmatic Versus Normative (PRA) and Indulgence Versus Restraint (IVR). Five Point Likert scale was used.

The independent variables are national culture, to which the entrepreneur belongs, individual perception, attitude, nation-specific business environmental factors to start and run successfully the entrepreneurship innovation and creativity, countries' aspirations and individual aspirations, women entrepreneurship, contextual and content factors including the actors in entrepreneurship. Nation-specific entrepreneurial profile embracing the demographic profile form part of causal parameters.

The dependent variables are entrepreneurial creation, entrepreneurial output, individual development, nation development, reducing inequities, imbalances of all forms on account of entrepreneurial activities backed by country-specific entrepreneurial policy and environment.

## **6. 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, Greet Hosted 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 India.

It also includes young entrepreneurs, innovative entrepreneurs, woman entrepreneurs, new-age entrepreneurs in multi-culture, multi-gender and multi-racial environment of India. The alignment of entrepreneurship and economic development also forms part of the study.

**Sample Size:** 300 start-up entrepreneurs having experience of a minimum period of one year were selected from various leading sectors in India. Stratified random sampling technique was adopted.

## 7. DATA ANALYSIS AND INTERPRETATION:

The collected data was analyzed with the help of statistical tools and techniques such as averages, percentages, standard deviations, co-efficient of variations and mean scores. It also applied inferential statistics such as cross-correlations, ANOVA, factor analysis, multiple regressions, canonical correlation and Cronbach's alpha. Wherever, necessary tables, charts, graphs and diagrams are used.

### Correlation Analysis between National Culture and Types of Entrepreneurs

A result of Pearson's correlations between components of National Culture and Type of Entrepreneur is presented below:

**Table 1: Components of National Culture and Types of Entrepreneur**

Components of National Culture		Types of Entrepreneurs			
		Innovator	Imitator	Disruptor	Total
Power Distance Index (PDI)	Correlation Coefficient	0.347	0.382	0.384	0.451
	Sig.	<b>0.001</b>	<b>0.001</b>	<b>0.001</b>	<b>0.001</b>
Uncertainty Avoidance Index (UAI)	Correlation Coefficient	0.418	0.479	0.452	0.546
	Sig.	<b>0.001</b>	<b>0.001</b>	<b>0.001</b>	<b>0.001</b>

Masculinity Versus Femininity (MAS)	Correlation coeff.	0.418	0.448	0.424	0.523
	Sig.	<b>0.001</b>	<b>0.001</b>	<b>0.001</b>	<b>0.001</b>
Individualism Versus Collectivism (IDV)	Correlation Coefficient	0.391	0.385	0.443	0.493
	Sig.	<b>0.001</b>	<b>0.001</b>	<b>0.001</b>	<b>0.001</b>
Pragmatic Versus Normative (PRA)	Correlation Coefficient	0.364	0.386	0.434	0.479
	Sig.	<b>.001</b>	<b>.001</b>	<b>.001</b>	<b>.001</b>
Indulgence Versus Restraint (IVR)	Correlation Coefficient	0.289	0.378	0.377	0.422
	Sig.	<b>.001</b>	<b>.001</b>	<b>.001</b>	<b>.001</b>

An 'Innovator' component of type of entrepreneurs existed originates to be related to meaningfully and absolutely with all the factors of national culture. The correlation coefficients obtained between innovator components and Power Distance ( $r=.347$ ;  $p=.001$ ), Uncertainty Avoidance ( $r=.418$ ;  $p=.001$ ), Masculinity Vs Femininity ( $r=.418$ ;  $p=.001$ ), Individualism Vs Collectivism ( $r=.391$ ;  $p=.001$ ), Pragmatic Vs Normative ( $r=.364$ ;  $p=.001$ ), Indulgence Vs Restraint ( $r=.289$ ;  $p=.001$ ), and total national culture ( $r=.573$ ;  $p=.001$ ), were all found to be positive and highly significant.

The 'Imitator' component of type of entrepreneur existed originates to be related to meaningfully and absolutely with all the factors of national culture including total national culture. The correlation coefficients obtained between Imitator and Power Distance ( $r=.382$ ;  $p=.001$ ), Uncertainty Avoidance ( $r=.479$ ;  $p=.001$ ), Masculinity Vs Femininity ( $r=.448$ ;  $p=.001$ ), Individualism Vs Collectivism ( $r=.385$ ;  $p=.001$ ), Pragmatic Vs Normative ( $r=.386$ ;  $p=.001$ ), Indulgence Vs Restraint ( $r=.378$ ;  $p=.001$ ), and total national culture ( $r=.627$ ;  $p=.001$ ), were all positive and highly significant. In other words, as the scores under 'Imitator' in type of entrepreneur increased, scores in all the factors of national culture also increased linearly and significantly and vice versa.

The 'Disruptor' component of type of entrepreneur was also establish to be meaningfully and absolutely connecting all the factors of national culture and total scores as well. The correlation coefficient values of Disruptor with Power Distance ( $r=.384$ ;  $p=.001$ ), Uncertainty Avoidance ( $r=.452$ ;  $p=.001$ ), Masculinity Vs Femininity ( $r=.424$ ;  $p=.001$ ), Individualism Vs Collectivism ( $r=.443$ ;  $p=.001$ ), Pragmatic Vs Normative ( $r=.434$ ;  $p=.001$ ), Indulgence Vs Restraint ( $r=.3778$ ;  $p=.001$  and total national culture ( $r=.639$ ;  $p=.001$ ), were all positive and



highly significant. Like other factors of Type of entrepreneur, if the 'Disruptor' in type of entrepreneur increased, scores in all the factors of national culture also increased linearly and significantly and vice versa.

As far as the total type of entrepreneur is considered, the correlation coefficient between overall national culture and overall type of entrepreneur was found to be .745. It shows that national culture and type of entrepreneur are very significantly related to each other. While analyzing the individual level factors of national culture and their relationship with overall type of entrepreneur, the following observations are made. The correlation coefficients obtained between overall type of entrepreneur and Power Distance ( $r=.451$ ;  $p=.001$ ), Uncertainty Avoidance ( $r=.546$ ;  $p=.001$ ), Masculinity Vs Femininity ( $r=.523$ ;  $p=.001$ ), Individualism Vs Collectivism ( $r=.493$ ;  $p=.001$ ), Pragmatic Vs Normative ( $r=.479$ ;  $p=.001$ ), Indulgence Vs Restraint ( $r=.422$ ;  $p=.001$ ), which were all positive and highly significant.

**The  $p$ -value=.001, is less than 0.05 (5% alpha level), hence the null hypothesis is rejected. It is concluded that there is a significant positive relation between national culture and types of entrepreneur.**

#### **8. ENTREPRENEURSHIP IN INDIA:**

India is a multi-religious, multi-lingual, multi-cultural democratic country. It has the specialty of socialistic pattern of society coupled with capitalism. The entrepreneurial vigour is scuttled by multifarious factors such as government policy, education and training support, inventions and innovations and more importantly the cultures and sub-cultures.

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**Table 2: ENTREPRENEURIAL ACTIVITY IN INDIA:**

KEY INDICATORS	PERCENTAGE
TEA	6.6
Established Business Ownership	3.7
Perceived Opportunities	39.0
Perceived Capabilities	37.0
Entrepreneurial Intention	8.0
Fear of Failure	38.0

### **Entrepreneurship: A Desirable Career Choice**

In India, adults are generally positive about entrepreneurship. GEM 2017 showed that 58% of Indian adults (18-64 years old) consider entrepreneurship a desirable career choice; around 66% think that entrepreneurs receive a high level of status and respect. However, on these measures India ranks below its peers in the factor-driven (least developed) economies as well as among the BRICS (Brazil - Russia - India - China - South Africa) nations.

More early-stage entrepreneurs in the 18-44 age groups than any other age range. In India, about one third (34%) of early-stage entrepreneurs are women.

GEM surveys (including GEM special reports on women) consistently confirm that early-stage entrepreneurial activity is gender sensitive, for a combination of cultural, societal and economic reasons. Global findings suggest that early-stage entrepreneurial activity is dominated by men, and that women are more likely than their male counterparts to start a business venture out of necessity. In India there are relatively more men who started their businesses out of necessity.

In India, entrepreneurship motivated by necessity (no other option for work) accounts for 32% of early-stage activity, while 37% is 'improvement-driven' (in pursuit of a business opportunity). Compare these rates with China - 33% and 45% respectively.

GEM 2017 found that in India, 4.1% of adults are 'nascent entrepreneurs' (actively involved in setting up a business) while 2.5% are 'new business owners' (in operation for more than 3

but less than 42 months). Combining these rates gives us the Total early-stage Entrepreneurial Activity (TEA) rate, meaning that close to 7% of the Indian adult population – or 1 in every 15 adults – are engaged in some form of early-stage entrepreneurial activity.

#### **Enablers and Constraints:**

According to the GEM National Experts Survey, the three major constraints on entrepreneurship in India are:

- Government regulation and policies;
- Entrepreneurial education at primary and secondary school level, and;
- Transfer and commercialization of R&D – new know-how and technologies.

#### **The major enablers are:**

- Commercial Infrastructure- the presence of property rights and commercial, accounting, and other legal services and institutions that support or promote SMEs
- Internal market dynamics – the extent to which markets change dramatically from year to year;
- Ease of access to available physical infrastructure – communication, utilities, transportation, land or space, at a price that does not discriminate against new, small or growing firms.
- Cultural and social norms- the extent to which social and cultural norms encourage or allow actions leading to new business methods or activities that can potentially increase personal wealth and income

### **9. Initiatives Supporting Entrepreneurship:**

The government has been trying to develop a specific policy on entrepreneurship for India. This task has been assigned to the Entrepreneurship Development Institute (EDI) of India, Ahmedabad. The EDI has prepared a draft report on the Nation's Entrepreneurship Policy and kept it open for debate and discussion. Several government departments are also developing policies and programmes aimed at enhancing entrepreneurship development. Many state governments have been trying to develop state level programmes to foster entrepreneurship in young people, women and those of different tribes and minorities.

### **10. CONCLUSION:**

While the economy is dynamic and the overall business climate is good, there is a need to develop entrepreneurship on the margins of society to achieve inclusive growth. Furthermore, to improve levels of business sustainability, systems of entrepreneurial education, training and development must be put into place.

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