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MOTIVATIONAL FORCES OF WOMEN ENTREPRENEURSHIP IN ANDHRA PRADESH

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ABSTRACT

More and more women enter the field of entrepreneurship with the changing times, cultural norms, socio-economic needs and increase in literacy rates. Sociologists attempt to understand women entrepreneurship in terms of caste, social status, values, migrations, family socialization etc. Psychologists analyze the phenomenon of entrepreneurship in terms of need for achievement, risk taking propensity, independent orientation, recognition, rebelliousness, creativity, innovation, adaptability, assimilation, un-individualistic, goal orientation, nature of confidence etc. Economists consider from the view point of economic gains. Hence, the success of entrepreneurial activity depends on social, demographic, cultural, political, legal and economic forces. The other variables for the emergence of women entrepreneurship are government policy, programs, assistance, existence of economic opportunity, functioning of financial system etc. What motivates women to become entrepreneurs is an interesting thing to explore and analyze.
