



## THE CAREER REASONS FOR SMALL INDUSTRIES ENTREPRENEURS IN CHENNAI, INDIA

**K.KAMARAJ\* ; R.RAMSUN\*\***

\*Doctoral Research Scholar,  
Department of Business Administration,  
Annamalai University, Chidambaram,  
Tamilnadu, India.

\*\*Research Scholar,  
Department of Business Administration,  
Annamalai University, Chidambaram,  
Tamilnadu, India.

### ABSTRACT

*Entrepreneurs rendered the economy well all around the world. Every country requires industrial entrepreneurs to a sustainable and balanced growth. The industrial development of a nation highly depends on the presence of an adequate number of entrepreneurs and the nation's environment. In India large numbers of Tamil Nadu (Chennai) entrepreneurs served continuously for the nation's industrial development and the province recognized continuous increase in the industrial entrepreneurial venture. But still the state is not anticipated the expected level. This study is carried out to identify the career reasons that influence an individual's choice to persuade independent business creation in the stiff market conditions. A survey was carried out among the small industrial entrepreneurs of Chennai to find out the factors that motivated the entrepreneurial people to start their own venture. The results of the survey apparently conveyed that non-economic factors have been the most influential motive for starting a business in Chennai.*

**Keywords – Career Reasons, Small Industrial Entrepreneurs, Economic & Non -economic factors.**