

Entrepreneurial Creativity of Rural Entrepreneurs: A Gender Based Assessment

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Abstract: The purpose of the study is to assess the entrepreneurial creativity on entrepreneurs based on their gender. Creativity is a mental and social process involving the generation of new ideas or concepts or new association of the creative mind between existing ideas or concepts. Entrepreneurial creativity has been defined as the generation and implementation of novel, appropriate ideas to establish a new venture. An entrepreneur is in need of entrepreneurial creativity to turn his/her creative idea into a commercially saleable commodity or service. It implies that when creativity is enhanced then the abilities of entrepreneurs also gets developed and sharpened. The gender of entrepreneurs play a predominant role in determining their creativity. To achieve the purpose of this study, a sample of sixty entrepreneurs were selected from Chidambaram town of Cuddalore district, Tamilnadu through non-probability convenience sampling. The primary data was collected through a well structured questionnaire. The collected data was analyzed using t test and analysis of variance (ANOVA). The results of the study showed that the gender of the entrepreneurs have a significant influence on entrepreneurial creativity of entrepreneurs with certain interesting facts.

Keywords: Entrepreneurial Creativity, Rural entrepreneurs, Gender, Entrepreneurs.

1. INTRODUCTION

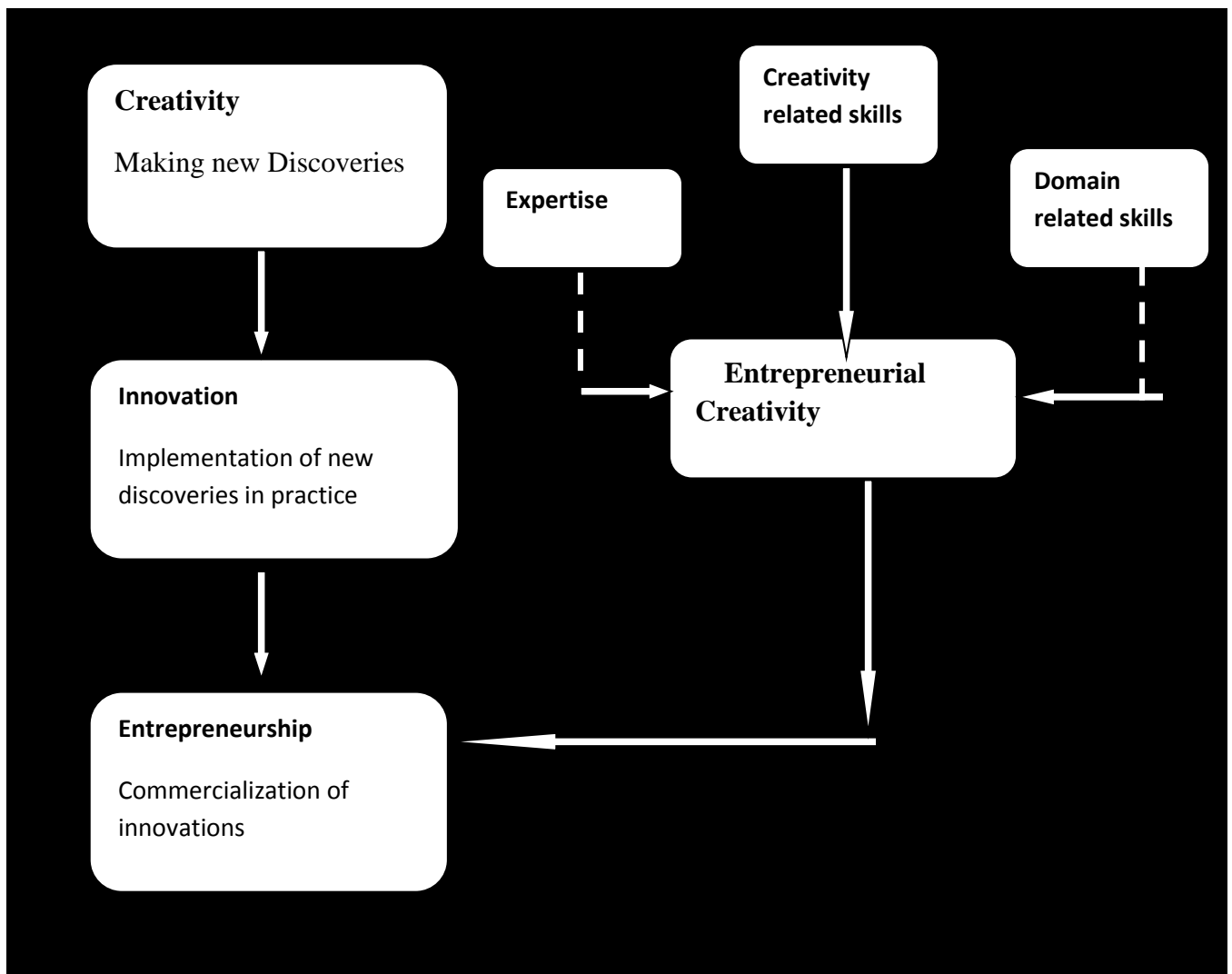
Creativity is the production of novel and useful ideas in any domain (Amabile, 1996). **Jaffrey. A. Timmons (1977)** defines entrepreneurship is the ability to create and build something from practically nothing. It is initiating, doing, achieving and building an enterprise or organisation, rather than just watering, analyzing or describing one. It requires the ability to take calculated risk and to reduce the chance of failure. It is the ability to build a founding team to complement the entrepreneurs' skills and talents. It is the act for sensing an opportunity where others see choose contradiction and confusion. It is the know how to find, marshal and control resources and to make sure the venture does not run out of money when it is needed most finally, it is the willingness to take calculated risks, both personal and financial and then do everything possible to get the odds in your favour".

2. ENTREPRENEURIAL CREATIVITY

Entrepreneurial creativity is needed by every entrepreneur to identify and grasp opportunity, to sustain competition, to maintain competitive advantage in his/her business. As Farzaneh et al. (2010) found creativity alone is not sufficient to be successful. The ability to turn up creativity as a marketable product is what expected out to become entrepreneur. Being innovative is what is needed. Innovation means "to renew or change". Although the term is broadly used, innovation generally refers to the creation of better or more effective products, processes, technologies, or ideas that are accepted by markets, governments, and society. Innovation differs from invention or renovation in that innovation generally signifies a substantial positive change as compared to incremental changes. The figure-1 exhibits how creativity and innovation gets embedded into entrepreneurship to stems out as entrepreneurial creativity because it represents the very general sequence of activities that create value in our society and economy. To put it simply, discoveries result in new ideas in the

form of knowledge and concepts, inventions result in new technologies and business models, and innovation exploits inventions to allow for the creation of value through commodities, goods, services and experiences.

Amabile (1997) associates the concept of creativity with entrepreneurship, noting that entrepreneurial creativity goes one step beyond ordinary creativity; it involves action, the implementation of those novel ideas in some aspect of new venture creation. According to Halim and Mat (2010), entrepreneurial creativity was viewed as “a value relates to entrepreneur who has a vision and mission, maximizes his capable, profit oriented, and a good planner, strategic in time consuming, innovative, has quality, and can take opportunities from outside who is good business”. Another correlation study by Forzani et al. (2010), using a sample of university students, found a significant relationship between creativity and entrepreneurship. However, the regression analysis also showed that creativity was a low predictor: in other words, creativity may be seen as a necessary, but not sufficient, factor in predicting entrepreneurship.



Source: own elaboration

Figure 1: Linking Creativity, Innovation and Entrepreneurial creativity in Entrepreneurship

Entrepreneurial creativity has been defined as the generation and implementation of novel, appropriate ideas to establish a new venture (Amabile, 1997). Entrepreneurial creativity, however, exists before, during and after the lifetime of a particular business since it is shaped in part by the social world and by the individual decision maker (Fillis and Rentschler 2006). Entrepreneurial creativity can be viewed as a process occurring in an individual who has been shaped, in part, by a range of social factors (Amabile 1996; Perry-Smith and Shalley 2003). Dr. Ed McMullan describes that

entrepreneurial creativity has five different personal resources. These resources contribute to an individual's entrepreneurial creativity. They are thinking style, Motivation, Personality, Intelligences and Knowledge. Entrepreneurial creativity is about coming up with innovative ideas and turning them into value creating profitable business activities. Entrepreneurial creativity impacts throughout the lifetime of the entrepreneur, and not just during the span of the business. From the viewpoint of motivational theory, Amabile (1997) described entrepreneurial creativity as a combination of intrinsic and extrinsic motivation, such that the generation and implementation of novel and suitable ideas can achieve a new venture.

3. REVIEW OF LITERATURE

Hills and Shrader (1998) in their study found out that the entrepreneurs agreed that creativity was very important in identifying business opportunities. This strengthens the perception that creativity and innovation are major factors in individuals being entrepreneurial and meeting the changing needs that offer new opportunities. **Talana Naudé (2005)** in the relationship between personality and creativity: A psychometric study conceptualizes that an individual's interests, personality, cognitive processes, products, motivation and cognition can determine their level of creativity. Each of these attributes can be subdivided into measurable constructs such as breadth and unusualness of interests, which should in turn be influenced by environmental factors such as the influence of these individual's parents, and biographical information such as age, gender and genes. **Matthews, Judith H. (2007)** comes out with the common attributes and differences between creativity and entrepreneurship. He brings out creativity is an input and process whereas entrepreneurship is a process and output.

Leonie Baldacchino (2009) in his **entrepreneurial creativity and innovation** explored the ways in which start-up entrepreneurs are creative and innovative. Data was collected by means of a combination of in-depth interviews and telephone questionnaires with entrepreneurs who started up an enterprise in Malta between January 2002 and June 2007. Results indicate that the start-up entrepreneurs in this study display high levels of creativity and innovation and these are reflected in several ways. These entrepreneurs generate, develop and implement new ideas for their start-ups, foster a climate that is conducive to creativity and innovation, provide top-down support for creativity and innovation in their organisations, and offer innovative products and services through innovative methods of production and delivery.

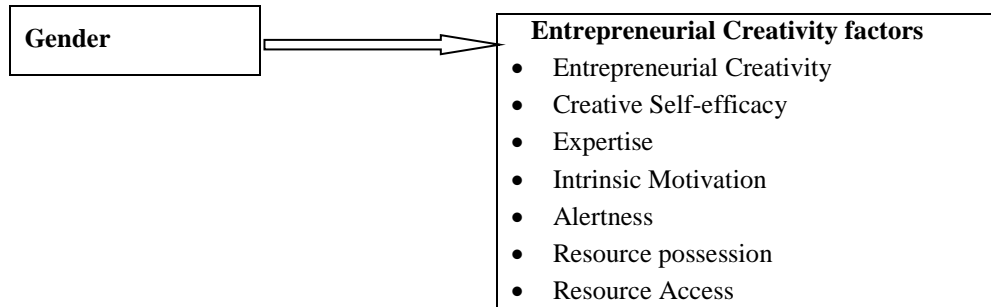
Phelista Wangui Njeru et.al,(2012) in their study titled "**Gender Based Entrepreneurial Mindset and Their Influence on Performance of Small and Medium Manufacturing Firms**" explores on the gender based entrepreneurial mindset measured through innovativeness, business alertness and creativity and their influence on performance of small and medium manufacturing firms .It looks in to the effects of socialization, entrepreneurial orientation and other factors that act as barriers to better performance by female entrepreneurs. The performance indicators like market share, growth, change in number of employees and sales volumes over five years period was used to measure performance. The research findings indicate that the mindset of male entrepreneurs is more important than that of females in determining how their businesses perform. Men entrepreneurs traits exhibited through innovativeness, business alertness and creativity were able to interact more effectively and resulted to better performance than their female counterparts. Gender orientation is therefore a significant factor that affects the relationship between business performances through the mindset. Business performance can be an outcome their traits namely creativity.

Mumin Dayan et.al, (2013) in their "**An Exploratory Study of Entrepreneurial Creativity: Its Antecedents and Mediators in the Context of UAE Firms**" studied to understand the role of entrepreneurial creativity in the context of firms in the UAE. This study was conducted on 119 entrepreneurs within the UAE and investigated: (1) the extent to which different resource-related and individual-related variables influence entrepreneurial creativity; and (2) the extent to which alertness to opportunity and intrinsic motivation mediate the relationship between these antecedent variables and entrepreneurial creativity. The findings suggest that while the resource-related variables, access to resources and possession of resources, are necessary for entrepreneurial creativity, these variables alone, without sufficient alertness to opportunity, will not likely lead to entrepreneurial creativity. Therefore, the study supports the assertion that being alert to and recognizing new opportunities for market development is a large factor in determining entrepreneurial creativity, which leads to growth and economic sustainability of companies. Furthermore, the individual factor, expertise, was found to have a negative effect on entrepreneurial creativity, leading to the supposition that prior exposure to diverse practices, know-how, approaches and relationships are not necessarily an advantage when it comes to entrepreneurial creativity. On

the contrary it may lead to an inclination to exploit past competencies or routine thinking, which is adversely related to entrepreneurial creativity.

4. OBJECTIVE OF THE STUDY

To study the factors of entrepreneurial creativity of entrepreneurs based on their gender.



Source: (Mumin Dayan et.al (2013))

Figure 2: Research Model

5. METHODOLOGY

Descriptive research design has been selected for the present study. The study uses both primary and secondary data. Secondary data have been collected from books, journals, internet, published and unpublished papers. Primary data have been collected with the help of well designed structured questionnaire on the basis of literature. The questionnaire was adapted and designed on the basis of the research article titled “An Exploratory Study of Entrepreneurial Creativity: Its Antecedents and Mediators in the Context of UAE Firms(Mumin Dayan et.al (2013)).The questionnaire was pre-tested on a sample of 35 and necessary changes were incorporated. For the present study non-probability convenience sampling was administered on a sample of 60 entrepreneurs from the town of Chidambaram in the district of Cuddalore, Tamilnadu. To prove the hypothesis, “t” test and ANOVA test were employed to analyze the primary data.

6. ANALYSIS AND FINDINGS

The proposed hypothesis Ho1: there is no significant difference between entrepreneurial creativity factors on the basis of the gender of the entrepreneurs.

Table 1: T Test for significant difference between the Gender of Entrepreneurs and the Entrepreneurial Creativity Factors

Sl.No	Entrepreneurial creativity factors	Gender	N	Mean	S.D	“t” value	“p” value
1	Entrepreneurial creativity	Male	36	1.83	1.108	1.701	0.094
		Female	24	1.38	0.875		
2	Creative self efficacy	Male	36	1.36	0.683	2.511	0.015*
		Female	24	1.96	1.160		
3	Expertise	Male	36	1.89	1.166	2.208	0.031*
		Female	24	1.33	0.482		
4	Intrinsic motivation	Male	36	1.47	0.774	2.162	0.035*
		Female	24	2.04	1.268		
5	Alertness	Male	36	1.94	1.264	2.065	0.043*
		Female	24	1.38	0.576		
6	Resource access	Male	36	2.10	1.296	2.407	0.021*
		Female	24	1.40	0.503		
7	Resource possession	Male	36	2.08	1.296	2.397	0.020*
		Female	24	1.42	0.504		

*denotes significant at 0.05%

Table-1 shows the obtained “P” value for the entrepreneurial creativity is greater than the 0.05 and the null hypothesis is accepted in that dimension. All the other factors namely creative self-efficacy, expertise, intrinsic motivation, alertness, resource access and resource possession have the “P” lesser than 0.05, this indicates that the null hypothesis is rejected. Based on the results of the data, there exists significant difference towards all the factors of entrepreneurial creativity except entrepreneurial creativity dimension based on the gender of the entrepreneurs. Based on the mean score, the factor resource access was higher than all other factors for male entrepreneurs, whereas for female entrepreneurs the mean score remained higher in the factor intrinsic motivation.

7. DISCUSSION

The findings of this study endorsed and contradicted the findings of **Mumin et.al** on two different perspectives. Results of the present study showed that men entrepreneurs have mean higher score on the factor, access to resource whereas women entrepreneurs have higher mean score on intrinsic motivation. This may due to the rural Indian social- economical environment. Men are able to access resources easily whereas women have certain unseen obstacles but women entrepreneurs are able to motivate themselves intrinsically to sustain successfully as entrepreneurs. **Mumin,(2013)**, came out that though resource possession and access are necessary for entrepreneurial creativity, these variables alone, without sufficient alertness to opportunity, will not likely lead to entrepreneurial creativity. The findings of this study contradict in sense that rural Indian entrepreneurs have different order of priority on their entrepreneurial creativity factors. The interesting fact found by this study was both the women and men entrepreneurs do not have significant difference on entrepreneurial creativity dimension. This finding endorses the studies of (**Hills & Shrader,1998**), (**Judith H. Matthews,2007**), (**K.Yogalakshmi & G.Latha,2015**) . **Amabile, (1996)** in her note stressed that entrepreneurial action should take place in creativity to make it as entrepreneurial creativity. This is possible only when the entrepreneurs are aware on their capabilities to exhibit their creativity. This is confirmed by the findings. The results of the study also endorsed the findings of **Talana Naudé**, who linked personality with creativity.

8. CONCLUSION

The study to assess the entrepreneurial creativity factors based on the gender of the entrepreneurs brought out the fact that in rural Indian environment both the men and women entrepreneurs exhibit no difference in entrepreneurial creativity. At the same juncture there is lesser importance to alertness to opportunities. The interesting findings were the access to resources was higher to men and intrinsic motivation was higher in women entrepreneurs. Precisely the gender of the entrepreneurs had a notable influence on their entrepreneurial creativity.

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