

## ENTREPRENEURIAL MOTIVATION IN SMALL SCALE INDUSTRIES IN MADURAI

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### ABSTRACT

New venture start-up is an interactive process between individuals and their environments. We thus propose and empirically test a model of the entrepreneurial process that examines the dynamic relationships between entrepreneurs' personality characteristics and environmental conditions. Findings reveal that entrepreneurs' achievement motivation significantly and positively relates to performance regardless of the munificence level in the environment. However, risk-taking propensity is only negatively associated with performance at low munificence level.

**KEYWORDS:** Entrepreneurial Process, Dynamic Relationships Between Entrepreneurs' Personality, Achievement Motivation Significantly