

ICTMS-2013

Is an MBA degree essential for successful entrepreneurship?

Asha Nagendra*, Deepak Dobal, Surabhi Ghildiyal, Eishan Gupta, Aakash Gurung

*Symbiosis Institute of Management Studies (SIMS) Symbiosis International University (SIU),
Range Hills Road, Khadki, Pune – 411 020, Maharashtra State, India*

Abstract

This research was undertaken to find out what the successful entrepreneurs think about the relationship between an MBA degree and success of an entrepreneurial venture. It gives a comprehensive study of the views of the various entrepreneurs on importance of an MBA degree and the various hurdles they have to face in setting up a new enterprise. The study was done on 100 small scale entrepreneurs who were running enterprises in the city of Pune, Maharashtra. The enterprises ranged between real estate firms, service centres, restaurants, IT companies, showrooms, cyber cafes etc. A well-structured questionnaire was filled by the respondents for the study. Results revealed that the entrepreneurs believed that an education such as Masters in Business Administration (MBA) is not a necessity for starting a business. It also highlights the problems faced by the entrepreneurs

© 2014 The Authors. Published by Elsevier Ltd. Open access under [CC BY-NC-ND license](#).
Selection and peer-review under responsibility of the Organizing Committee of ICTMS-2013.

Keywords: Entrepreneur; MBA degree; Enterprise; Success

1. Introduction

An entrepreneur tends to bite off a little more than he can chew hoping he'll quickly learn how to chew it."

– Roy Ash

Is an entrepreneur born or made? How does one create the next generation of Dhirubhai Ambanis, Narayanmurthys, Ashok Sootas etc.? Is there a formal process that can create a lot more entrepreneurs? Is a degree in MBA a guarantee of successful entrepreneurship? In today's time where MBA is given a lot of importance, this research paper attempts to find out the views and opinions of entrepreneurs on whether or not having an MBA

* Corresponding author. Tel.: +91-8055399996; fax: +0-000-000-0000 .
E-mail address: asha.nagendra@sims.edu

degree is essential in starting one's own business. Is it that entrepreneurs know by virtue of their real life experience many things which are taught at the B-schools today?

2. Objectives

- To study the significance of MBA in entrepreneurship
- To study the problems faced by non MBA entrepreneurs

3. Review of Literature

Martinez and Riportella conducted a research on “MBA Students and Their Motivation to Start-Up Their Own Enterprises” in 2011. The survey composed of 213 entrepreneurs, 60% with an MBA degree and 40% without an MBA. They found that specific training/education on entrepreneurship does not have a significant impact on Entrepreneurship initiative. However on analysing the perception on starting-up their own companies, the respondents recognize the relevance and positive impact of training/education received at university. The postgraduate studies give the opportunities to the graduates to develop skills and abilities to discover new business opportunities and to start-up their own business. An MBA programme helped them to feel self-confident with their entrepreneurial intention. Bansal (2009) conducted a study on 20 entrepreneurs who dared to find their own path without an MBA. She chose people from varied cultural and educational backgrounds who were determined to succeed on their own. She does not analyse the successes of the entrepreneurs, rather it emphasizes their failures which ultimately culminated in success stories for them. As per her study, there are 3 basic qualities which are most essential when one is daring to excel without any relevant degree or knowledge and they are –“JUGAAD”, “JUNOON” & “ZUBAAN”. Age was not a consideration for becoming an entrepreneur as long as they had the above three qualities viz. *Jugaad*, *Junoon* and *Zubaan*.

4. Methodology

The study was conducted on 100 small scale entrepreneurs. The respondents were restaurant owner, cybercafé owners, property dealers, *KIRANA* shops, software firms and boutiques in Pune. Primary data was collected for the research by means of a questionnaire. Secondary data was collected from magazines, newspapers, books, online journals etc.

5. Hypothesis

Most entrepreneurs do not find an MBA degree essential in the success of an enterprise.

6. Results

The study revealed that entrepreneurship in India is male dominant. 83% of the respondents were males and only 17% were females. Majority of respondents were above 35 years old. 34% of the entrepreneurs were in the age group of 30-35 years and about 3% are in age group 21- 25. 50% of the respondents were college graduates, 38% were post graduates.

About 31% of the respondents had an MBA degree unlike the rest 69% who were without an MBA degree and this result is in accordance with the hypothesis “Most of the entrepreneurs do not find MBA essential in the success of the enterprise”. The result is also in agreement with that of Bansal (2009), according to whom *Jugaad*, *Junoon* and *Zubaan* are the 3 basic qualities which can ensure success.

Table 1: Demographic information of the respondents

Download English Version:

<https://daneshyari.com/en/article/1116206>

Download Persian Version:

<https://daneshyari.com/article/1116206>

[Daneshyari.com](https://daneshyari.com)