ATTITUDE OF YOUTH TOWARDS ENTREPRENEURSHIP – AN EXPLORATORY STUDY AMONG THE COLLEGE STUDENTS IN COIMBATORE DISTRICT

DR.MRS.G.KAVITHA

M.COM., M.PHIL., PGDCA., PH.D,
HOD, DEPARTMENT OF B.COM(E-COMMERCE),
PSGR KRISHNAMMAL COLLEGE FOR WOMEN,
PEELAMEDU,
COIMBATORE.

ABSTRACT
Recently there has been a growing interest in undertaking and intensifying actions promoting and supporting the idea of entrepreneurship as an attractive alternative to wage employment among youth. Youth entrepreneurship has gained more importance in recent years in many countries, with increased interest in entrepreneurship as a way of boosting economic competitiveness and promoting regional development. Entrepreneur plays a pivotal role not only in the development of industrial sector of a country but also in the development of farm and service sector. This study has been designed to analyze the factors that are responsible for influencing the attitude of students towards entrepreneurship. The results show that there is high relationship between entrepreneurship attitude and entrepreneurship opportunities and less relationship among knowledge about sources of assistance and entrepreneurial objectives.

KEYWORDS: Youth entrepreneurship, Attitude and Entrepreneurship Opportunities.

References


