

IMPACT OF INFORMATION COMMUNICATION TECHNOLOGY ON ENTREPRENEURIAL TRAITS AMONG EXPORTERS IN COIMBATORE REGION

S.Shobana*

Dr.R.Kanagarathinam**

INTRODUCTION

An entrepreneur is an originator, a challenger and a driver. Creating new innovation with innovative ideas or thoughts is main character of an entrepreneur in business or a company. The entrepreneur is a leader and a person always drives with individual traits that make their initiative, innovative and creative ideas into reality. The entrepreneur is the ultimate responsible for the destiny of its venture, which can be a company, a project, or any other endeavour. In the globalisation era to compete in the competition, survival of fitness entrepreneur enters into global market.

Entrepreneur entering into export arena are highly sensitivity to overcome the cross cultural difference. To strength the world market the exporters take advantage of electronic information technologies to develop innovative business based on the demand of international market.

In the knowledge era the exporters in Coimbatore region venture into different business line for attracting in the high market competition globally. The success of the firm depends on the leadership style followed, traits, functions and relationship in the organisation. With the best use

* **Assistant Professor , PG Department of Commerce(International Business), Sree Saraswathi Thyagaraja College,Pollachi**

** **Assistant Professor – ommerce, NGM, Pollachi**

of Information Communication Technology the exporter's leadership style is being trained and shaped to deliver the growth in business and business value.

Information Communication Technology (ICT) in a business environment can be used for Recording Data, Storing data, Manipulating. The strong growth in ICT in business has made the exporters easier in sharing and collection of information. The electronic equipment in electronic communication process the information to the diversified people and train them to update and aware on the recent happenings to develop their skill (e.g. television, radio, telephone, desktop computer, game console, handheld device, fax, social media, Internet) may also be considered electronic media. This paper aims to know the role of ICT in developing the entrepreneurial traits among the exporters.

Profile of the Coimbatore districts

Coimbatore is amongst the fastest growing tier-II cities in India and a major hub for textiles, industries, commerce, education, information technology, healthcare and manufacturing in Tamil Nadu. The study is confined to industrially developed districts Coimbatore which provide ample opportunities to budding entrepreneur and exporters as well.

OBJECTIVES OF THE STUDY

The present study was done to find the impact of information communication technology on entrepreneurial trait among exporters in Coimbatore district as the primary objective.

The secondary objectives of the study are:

- To find the Level of ICT Device Usage by exporters
- To know the influence of ICT in development of Entrepreneurial Traits

SCOPE OF THE STUDY

The study has contributed to identify the Impact of Information Communication Technology on entrepreneurial trait among entrepreneur in export business which in turn supports to increase efficiency in the business performance.

RESEARCH METHODOLOGY

The present study was descriptive in nature. It constitutes the blue print for the data collection, measurement and analysis of data. The study describes the socio demographic variable of the exporters with narration to traits factors influenced by Information Communication Technology.

DATA COLLECTION

The study was conducted on the basis of primary data and secondary data.

PRIMARY DATA

Data was collected directly by meeting the respondents individually through structured questionnaire. The data was collected from the exporter during the period of 2015-2016.

SAMPLE DESIGN

The sampling unit of the study is done by selected exporters in and around Coimbatore region. A sample 204 exporters have been taken for the study .The respondents are selected under the probability sampling technique, random sampling method has been adopted.

REVIEW OF LITERATURE

Bholanath Dutta (2009)¹ in his book, *Entrepreneurship Management: Texts & Cases*, deals in detail on the factors influencing entrepreneurship on education, legality, infrastructure, finance, procedures, IT and communication, rapid changes, size of the firm, R & D and technology, stakeholders and globalization. The author discussed the characteristics of a successful entrepreneur at length. According to him, there are many critical factors contributing success such as skills, innovative mind, providing completeness to the factors of production, right decision making, proper planning, dynamic leadership, creator of wealth, self-confidence and goal achievement, overcoming risk, and creative and innovative ideas.

¹ Bholanath Dutta, *Entrepreneurship Management: Text and Cases*, Excel Books, New Delhi, 2009.

Michael H.Morris ,Donald.F.Kuratko,Jeffrey .G.Covin (2011)² in his book explained that in the competitive game keep changing, companies begin to realize that sustainable competitive advantage is essential .Success of the entrepreneur is the abilities to think and act innovatively to engage the on-going process of creative destruction as source of competitive advantage in gained through updating the sources of information related to business.

ANALYSIS AND INTERPRETATION

TABLE 1

Year of establishment

S. No	Year of establishment	Number of respondents	Percentage
1	Less than 5 years	56	27
2	5 to 10 years	60	29
3	11 to 15 years	76	37
4	Above 15 years	12	6
	Total	204	100

Source: Primary data

Experience and education have their own influences. Experience support to handle the real world issues where education supports to equip oneself to enhance the knowledge. 37% of the entrepreneurs have established their business firm for past 15 years, with his knowledge potential 27 % of the budding entrepreneur fly colours and come in success.

² Michael H.Morris ,Donald.F.Kuratko, Jeffrey .G.Covin, Entrepreneurship and innovation in corporations, Cengage learning India Private Limited, 2011

TABLE 2**Future Business Plan**

This table helps to predict the future business plan of entrepreneur.

S.No	Factors	Number of respondents	Percentage
1	Increase the existing company size	31	15
2	Increase employment	64	31
3	Setup other business	30	15
4	Start or increase exporting	36	18
5	Acquire other companies	17	8
6	Merge with other companies	26	13
	Total	204	100

Source: Primary data

To achieve the goal and to grab the opportunities the entrepreneur plan strategically and foresee the future possibilities. From the total respondents it is found that, 31% of the entrepreneurs have a plan to increase the employment opportunities, 18% of the entrepreneur have a future business plan to start or increase the exporting activity which gains growth for nation, 15% of the entrepreneur are having a future business plan in increasing the company size , and merge with other companies Majority, 31% of the entrepreneurs have a plan to increase the employment opportunities.

TABLE .3**Type of Companies**

This table helps to find the type of company dealt

S.No	Factors	Number of respondents	Percentage
1	Manufacturing industry	118	58
2	Service industry	86	42
3	Total	204	100

Source: Primary data

From the total 204 respondents, 58% of the entrepreneurs are dealt with manufacturing sector (motors and pumps, foundry casting, textile engineering, ancillary automobile, wet grinders, fabrication, machine tools, air compressor, electronic products) and 42% of the respondents are from the service sector

TABLE 4

The below table give a clear picture of the devices used by the exporter in their business activities and influence of the device in developing the entrepreneurial trait.

Level of ICT Device Usage by exporters

S. No	Factors	Very Often	Always	Sometime	Seldom	Never	TOTAL SCORE	AVG SCORE
ELECTRONIC MEDIA								
1.	Radio	77	60	47	14	6	800	3.9
2.	Television	96	68	29	7	4	857	4.2
INFORMATION AND COMMUNICATION TECHNOLOGY(ICT)								
3.	The portal of ministry	80	70	25	17	12	801	3.9
4.	Fax machine	74	87	17	15	11	810	4.0
5.	Computer	88	79	20	7	10	840	4.1
6.	Internet computer	65	98	23	11	7	815	4.0
7.	CD/ DVD Player, video	86	76	15	15	12	821	4.0
8.	Telephone	81	71	32	13	7	818	4.0
9.	Mobile phone	88	79	20	7	10	840	4.1
10.	PDA Personal Digital Assistant	82	70	20	18	14	800	3.9
PRINTED MEDIA								

11.	Magazine	89	61	30	16	8	819	4.0
12.	Journal	81	75	24	14	10	815	4.0
13.	Book	79	61	40	16	8	799	3.9
14.	Newspaper	83	77	20	14	10	821	4.0
INTERPERSONAL COMMUNICATION								
15.	Refer to expert	445	384	18	16	5	868	4.3
16.	Salesman	465	320	54	22	2	863	4.2
17.	Related entrepreneur colleague	475	340	30	20	4	869	4.3
OTHER SOURCES								
18.	E-Seminar	490	256	69	24	7	846	4.1
19.	E- Course	395	320	63	24	12	814	4.0
20.	Virtual Visit	505	300	42	20	4	871	4.3
21.	e-Expo	485	304	54	22	2	867	4.3
22.	Association	320	308	111	32	10	781	3.8
BUSINESS USAGE								
23.	Prevalence of foreign technology licensing	440	296	75	20	7	838	4.1
24.	Firm-level technology absorption	410	284	78	26	12	810	4.0
25.	Capacity for innovation	375	252	96	54	7	784	3.8
26.	Adopt to risk taking	395	268	81	30	16	790	3.9
27.	Creative	370	348	60	28	9	815	4.0

	industries exports							
28.	Utility patents	365	304	99	30	7	805	3.9
29.	Sharing , retrieval and storage of data	445	300	48	28	10	831	4.1
30.	Skill awareness and updation	445	300	48	28	10	831	4.1

Source: Primary data .

The above table shows the level of ICT used and Media used by the exporters for the following purpose like counselling related to export business , even getting ideas related to source of export financing, for having membership in international trade associations , to connect the buyers, conduct global market research, track your competitors worldwide, acquire new sales leads and evaluate opportunities, including finding new sources of supply on a brand new product idea. With average score value of 4.2 television occupies highest position compared to radio with 3.9 score value .Through this media exporters are getting aware of the cultural influence of the buyer country and skill required for an exporters. The exporters get aware by sharing of the successful entrepreneur in television talk or business related programs. Under the different devices of information communication technology which supports the exporters to share , record and retrieval of information, computer has occupied the top position with 4.1 as average score value, then occupies the Internet, DVD player, telephone, fax machine and mobile phone is major device used for sharing of the information in doing multitask activity..

In print media magazine, journal, newspaper with 4.0 as average score was occupied the top position where book occupies 3.9 as average score value.

In interpersonal communication, related entrepreneur colleagues and referred experts occupy the leading position with 4.3 as average score, sales man occupies next position.

The entrepreneur receives information mostly from study visit and expo which has been recorded with 4.3 as average score, through seminar entrepreneur receive information and through association they receive official information regarding expo data, price structure, R&D data, market survey etc. will be informed to the entrepreneur.

The above table reveals the ICT and business usage of entrepreneur which supports the entrepreneur to Prevalence of foreign technology licensing, High-tech exports with 4.1 average score , Firm-level technology absorption , Creative industries exports with 4.0 as average score , Sharing ,retrieval and storage of data through internet , Skill awareness and updation with 4.1 as the score.

The analyzes of the above table depicts the level of ICT usage among exporters and the purpose served by the device they have used.

TABLE 5

ICT influence on Entrepreneurial Traits

By using the ICT in business to what extend the entrepreneurs traits is developed was analysed in the following table.

S.No	Traits skills	SA	A	N	DA	SDA	Total Score	AVG Score	Rank
1	Assertiveness	86	76	15	15	12	821	4.02	16
2	Insistence	70	81	7	14	32	755	3.70	21
3	Forward-looking	72	56	44	18	14	766	3.75	20
4	Continuity	124	54	13	10	3	898	4.40	3
5	Critical thinking	114	68	8	6	8	886	4.34	8
6	Hard work/ smart work	136	43	5	8	12	895	4.39	4
7	Innovation / Creative skill	147	39	3	6	9	921	4.51	1
8	Preparedness	121	23	8	20	28	789	3.87	19
9	Responsibility	129	38	15	13	9	877	4.30	9
10	Passionate and always full of positivity	111	69	12	9	3	888	4.35	5

11	Open mindedness	89	96	6	8	5	868	4.25	11
12	A desire to achieve	112	52	21	13	6	863	4.23	12
13	Goal Oriented and Decision making	124	64	5	8	3	910	4.46	2
14	Nurturing quality	115	45	23	13	8	858	4.21	13
15	Able to accept responsibilities	134	39	9	9	13	884	4.33	7
16	Independence and effective leadership	111	69	12	9	3	888	4.35	5
17	Self-efficacy	103	70	18	11	2	873	4.28	10
18	Reward oriented, optimistic excellence oriented earn profit	89	61	30	16	8	819	4.01	17
19	Energy level, risk taking and change	81	75	24	14	10	815	4.00	18
20	Dominance, endurance, self-esteem, low anxiety level	95	67	21	13	8	840	4.12	15
21	Information processing capability	88	79	19	11	7	842	4.13	14

Source: Primary data

Traits of entrepreneurship is the ability to spot an opportunity and have a curiosity that identifies overlooked niches and puts them at the forefront of innovation and by converting the vision to reality. In the above analysis it is clear that the ICT supports exporter by highly influencing in innovation and creativity skills which is occupying the first position supports to compete in the diversified market for taking right decision at appropriate time is very much essential for exporter to get success in high competitive global market and to attain the goal as per the plan scheduled earlier, decision making power was pointed as second rank with mean score (4.46), then occupied the Continuity, hard work/smart work, Independence and effective leadership occupies the next consecutive position which supports the entrepreneur to foresee the real world problems with their creative and innovative traits on right decision making power they do hard work and attain success.

FINDINGS

In Service based or manufacturing based business networks of customers, suppliers, banks, consultants and business support agencies the sharing of information between the exporter and the buyer is more essential and especially knowledge generation and experience is a key area for success of the exporters. The ICT play major role in sharing of the information and knowledge enhancement through computer and mobile phone among the exporters which supports the exporter to develop their innovative and creative thoughts in their business.

Virtual visit is highly influencing the entrepreneur to get aware on the activities taking place related to their fields. ICT supports the exporters to exhibits their talents in most Innovative / Creativity skill to improve their business.

SUGGESTION

- Providing training programmes with emphasize on usage of ICT tools to bridge the skill gap will support the exporters to use the ICT in a appropriate manner.
- Basic skills on linking the ICT, usage of ICT in business and developing their traits should be focused
- Giving awareness on importance of Entrepreneurial traits for success of entrepreneurs through training programme and imparting the values of using ICT tools in their business and through case studies exporters should be emphasis on the usage of ICT techniques in business.
- Through training and special motivational lectures to exporters' awareness on ICT in developing their traits should be addressed.

CONCLUSION

It is mandatory in India to bring ICTs in their educational curriculum and provide adequate training there by the updation in the concern fields would support them to develop he activities. Senior advisor and support for usage of ICT in their companies should be well taken which drive them to learn and enhance their darken to reality. Governments, NGOs or international organizations could organize and provide advice and guidance to exporters for support them to avoid gap in ICT filling in their business thoughts. The exporters are aware of ICT devices and usage of ICT in business and developing the traits of business is also good.

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