

MANAGERIAL SKILLS OF ENTREPRENEURS: A COMPARATIVE ANALYSIS OF MALE AND FEMALE ENTREPRENEURS

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ABSTRACT

In recent year's women has been playing very vital role in economic development by participating in economic activities like an employee, employer, manager, and entrepreneur and so on. Though she is stepping into almost all phases of work culture, still many chauvinists believe that women is inferior to men and she posses less managerial skills/abilities than men to manage may be an enterprise, organization or department. The present study made an attempt to evaluate and compare the managerial abilities of both women and men entrepreneurs. To accomplish the above, the researcher collected date on first hand in Mysore District and to arrive at conclusion applied the descriptive statistics and Pearson correlation.

KEYWORD: Enterprise, Organization, Descriptive statistics and Pearson correlation.
