



ENTREPRENEURIAL STYLES AMONG THE ENTREPRENEURS OF MSME'S (A STUDY WITH REFERENCE TO PUDUCHERRY REGION)

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ABSTRACT

Developing and preserving an entrepreneurial spirit should be a concern of all who want to convert their conventional business as professionally managed corporation. There is no single capsule that could be prescribed to achieve this as all organisations have the potentiality to excel but only some are able to do so and many are unable. Different strategies, techniques, styles of leadership have been evolved to manage people effectively. However, success can be achieved through the use of particular style. Hence, this study has been an to examine the leadership styles practised by the entrepreneurs of Micro small scale Enterprise. To overcome challenges in the present day competitive environment, inculcating entrepreneurial leadership style is concomitant or inevitable. Application of entrepreneurship in all walks of life is essential to gain competitive edge and succeed in all endeavours. The study reveals that must of the entrepreneurs have inherited the business from their parents or grandparents. They follow the participative style widely followed by Autocratic style, the key leadership behaviour possessed by them are visionary and improver traits.

KEYWORDS: Charismatic Leadership, Fireball, superstar, Transactional Leadership, Visionary.