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MUSLIM ARTS COLLEGE

(Affiliated to Manonmaniam Sundaranar University)

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on

MULTIDISCIPLINARY RESEARCH ETHICS

Certificate

This is to certify that Prof. Dr/Mr/Mrs/Ms. A. SAHIA, ASSISTANT PROFESSOR, DEPARTMENT OF COMMERCE,
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MAC RESEARCH FORUM

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Thiruvithancode-629174

Kanyakumari district

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A STUDY ABOUT THE WORK ENVIRONMENT AND ENTREPRENEURSHIP TOWARDS MSMEs

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Abstract

Micro Small and Medium Enterprises are one of the integral parts of the Indian Economy. Now a days every sector faces competition. Working in a challenging and competitive environment of business is very difficult. So every MSME attempts themselves to meet these challenges. The present study conducted in the work environment in the work environment in some of the MSMEs operating in the Neyyattinkara Taluk in Thiruvananthapuram District. It studies the impact of work environment on the job related attitudes of the employees. The various work domain factors which directly affect the psychological perceptions of the employees about the work places are tent according to the sample selected. It displays that the work place played a crucial role in social support and role overload in affecting work behavior like job satisfaction affective commitment, turnover intention and also in affecting work family conflict faced by the employment in MSMEs. It shows that the work place plays a significant role in the improvement in the standard of living and quality of life of employees.

Key words: MSMEs, Indian Economy, Competitive Environment, job related attitudes domain, work behavior, affective commitment, standard of living

Introduction

The growth of the Indian economy is significantly influenced by Micro, Small, and Medium-Sized Enterprises (MSMEs), particularly by their contribution to the gross domestic product. Its widespread presence, which today dominates most business activities in India, is one of several elements that promotes the MSMEs' growing significance and development in that country. Additionally, trade globalization has increased the influence of the private sector in a number of emerging nations, including India. MSMEs are crucial to the strategic growth of the national economy. MSMEs contribute to distribution of development outcomes in addition to economic growth and employment. The contribution of human resources (HR) to the development and success of MSMEs is equally crucial. The organization will struggle to meet its goals if they do not have a quality workforce, even with huge capital, advanced technology and equipment, a decent work system, and qualified work facilities. It indicates that it has a capable workforce with a high level of organizational commitment and a solid understanding of entrepreneurial orientation. Human resources are a partner in business operations, thus it is crucial for MSMEs to comprehend the demands of their staff, especially those who have the capacity to grow. In order to improve the performance of Micro and Small and Medium Enterprises, this effort will promote improvements in staff quality and quantity.

Statement of the Problem

Performance includes both the outcome of the work and the manner in which it was accomplished. Performance can be summed up as what is done and how it is done. The ability, skills, motivation, work environment, job satisfaction, job design, leadership style, rewards, and other elements all affect how well an individual performs in an organization. Employee performance frequently suffers as a result of workplace discomfort, low pay, unsupportive skills, and dissatisfaction at work. The interaction between the workplace's surroundings and its personnel is known as the "workplace environment." Physical location, immediate surrounds, behavioral practices, regulations, rules, culture, resources, working relationships,

working location, and anything else that affects how employees work are all included in this environment. A respectful work environment that supports employee engagement and fosters a high-performance culture, which fosters innovation and creativity, is good for business. Performance is also influenced by a wide range of additional characteristics, including those related to entrepreneurial inclination. Therefore, the current study sheds information on the employees' working environment in the current context.

Objectives of the Study

The main objective of the study is to analyze the work environment and entrepreneurship towards MSMEs and also to find out the main factors that influence the work environment of the entrepreneurs in MSME sector in Neyyattinkara Taluk.

Review of Related Literature

Vernika Agarwal, K. Mathiyazhagan, Snigdha Malhotra and Busayamas Pimpunchat(2023), have put forward a study to examine the sustainability of MSMEs in Indian handicraft industry. Instead of only selling products, which are heavily reliant on demand, the handicraft industry sells ideas. The market for handicrafts for Micro Small and Medium Enterprises (MSMEs) is growing in developed nations. Due to the industry's informality and cyclical demand, the pandemic's effects on it are severe. These handicraft MSMEs face numerous obstacles to their survival and resiliency in the aftermath of the COVID-19 outbreak. By carefully examining the available literature and engaging with stakeholders, the current study focuses on understanding and analyzing the major obstacles to resilience building in handcrafting MSMEs. In order to plan for both short-term and long-term business growth, the study classified the obstacles to the incorporation of resilience into survivable, sustainable, and feasible categories. To comprehend these contextual links for each resilience dimension, grey DEMATEL is being used. The study's findings show the various stakeholders the causal connections between the cited resilience challenges. These findings provide the government with useful information that will help it allocate resources, enact policies to maintain resilience, and comprehend the cause-and-effect link. According to the study's findings, the main obstacles to internationalization are "Competition from machine-made items," "Insufficient government support and incentives for export," and "Inefficient managerial concern and response."

Muksona, Hamidahb and Anton SatriaPrabuwonoc(2021), were conducted a study to analyze the performance model impacted by the workplace, entrepreneurial attitude, and organisational commitment, this research intends to examine and construct a theoretical framework. The methodology for this study was a quantitative approach. A questionnaire was used to deliver the survey. The sample in this study consisted of 377 MSME owners and the population in this study consisted of 6,708 MSME owners in Brebes Regency, Central Java, Indonesia. This study's sampling method combined nonrandom sampling with proportional sampling. Additionally, a multivariate structural equation modelling approach was applied in this work to examine the assumptions (SEM). Based on the findings of statistical tests, it is possible to infer, to some extent: 1) that the work environment has a substantial impact on MSMEs' performance; 2) that entrepreneurial orientation has a big impact; and 3) that organizational commitment has a significant impact. 4) The work environment has a significant impact on organizational commitment; 5) Entrepreneurial orientation also has a significant impact; 6) the work environment has a significant impact on the performance of MSMEs through organizational commitment; and 7) entrepreneurial orientation also has a significant impact. The unique aspect of this study is how the empirically developed organizational commitment model has been shown to be important as a work-related mediator.

Subagyo, Vikas Kumar and Gesty Ernestivita(2020), has conducted a study to find out the entrepreneurial parameters. The East Java province of Indonesia experiences significant economic growth thanks to micro, small, and medium-sized businesses. However, their performance is constantly a problem and needs to be enhanced. To determine the most important entrepreneurial elements that influence the success of MSMEs as well as the factors to measure their performance, a thorough literature research was conducted. The growth in sales, profit, assets, and employment has been highlighted as performance indicators, whereas entrepreneurial character, learning, and competency have been identified as the most significant entrepreneurial variables contributing to the success of MSMEs. The performance of MSMEs in the Indonesian province of East Java is investigated using a combination of exploratory, descriptive, and causal research designs. Purposive random sampling was used to select 177 MSMEs from the total

population of MSMEs in East Java, and a structured questionnaire was used to collect responses. SEM has been used to analyze the relationship between the factors influencing MSMEs' performance and the metrics that measure it. The AMOS 20 program was used to analyze the data.

Research Methodology

A straightforward random selection procedure was used to choose the number of MSME units. There are many MSMEs; however, I only chose 150 businesses. Both primary and secondary data were gathered for the investigation. While secondary data were gathered from numerous journals, books, and websites, main data for the study were gathered through the interview approach. Statistical procedures like the percentage method and Chi-square test were used to analyze the data and p value was kept significant at the level of 0.05.

Hypothesis

H1- There is no relationship between Work environment and success of entrepreneurship.

MSMEs and work environment

The primary body for developing and enforcing laws, rules, and regulations pertaining to MSMEs in India is the Ministry of Micro, Small, and Medium Enterprise, a division of the Indian government. With the adoption of the MSMED Act, 2006, the Small Scale Industries (SSI) was renamed as Micro, Small and Medium Enterprises (MSMEs). People from rural areas frequently move to cities in pursuit of employment. Urban regions are under undue pressure as a result, which leads to social and personal issues. By establishing a network of micro, small, and medium-sized businesses in economically depressed areas, this issue can be solved. The MSME sector can meet local demands, enhance the local economy, and, most crucially, bring about a qualitative shift in the national economy. The secondary nature of the data used in this study was mostly gathered from the Ministry of Micro, Small and Medium Enterprises' Annual

Existing and Revised Definition of MSMEs



Existing MSME Classification			
Criteria : Investment in Plant & Machinery or Equipment			
Classification	Micro	Small	Medium
Mfg. Enterprises	Investment < Rs. 25 lac	Investment < Rs. 5 cr.	Investment < Rs. 10 cr.
Services Enterprise	Investment < Rs. 10 lac	Investment < Rs. 2 cr.	Investment < Rs. 5 cr.
Revised MSME Classification			
Composite Criteria : Investment And Annual Turnover			
Classification	Micro	Small	Medium
Manufacturing & Services	Investment < Rs. 1 cr. and Turnover < Rs.5 cr.	Investment < Rs. 10 cr. and Turnover < Rs.50 cr.	Investment < Rs. 20 cr. and Turnover < Rs.100 cr.

Reports.

The sustainable workplace is "the setting where employees carry out daily operations." A positive work atmosphere gives employees a sense of security and enables them to perform at their best. Employee emotions may be affected by the workplace. If an employee enjoys his workplace, he or she will feel at ease there and put in the effort to make the most of his or her time there. An organizational environment, according to Robbins and Judge (2013), includes external institutions or forces that can influence the operation of the business, including vendors, clients, rivals, governmental organizations, rules, and pressure groups from the general public. It is concluded that the workplace's conditions, including daily activities, working practices, and workplace arrangements, can have an impact on everything. Overall tooling, materials encountered, and a favorable work environment are among the indicators

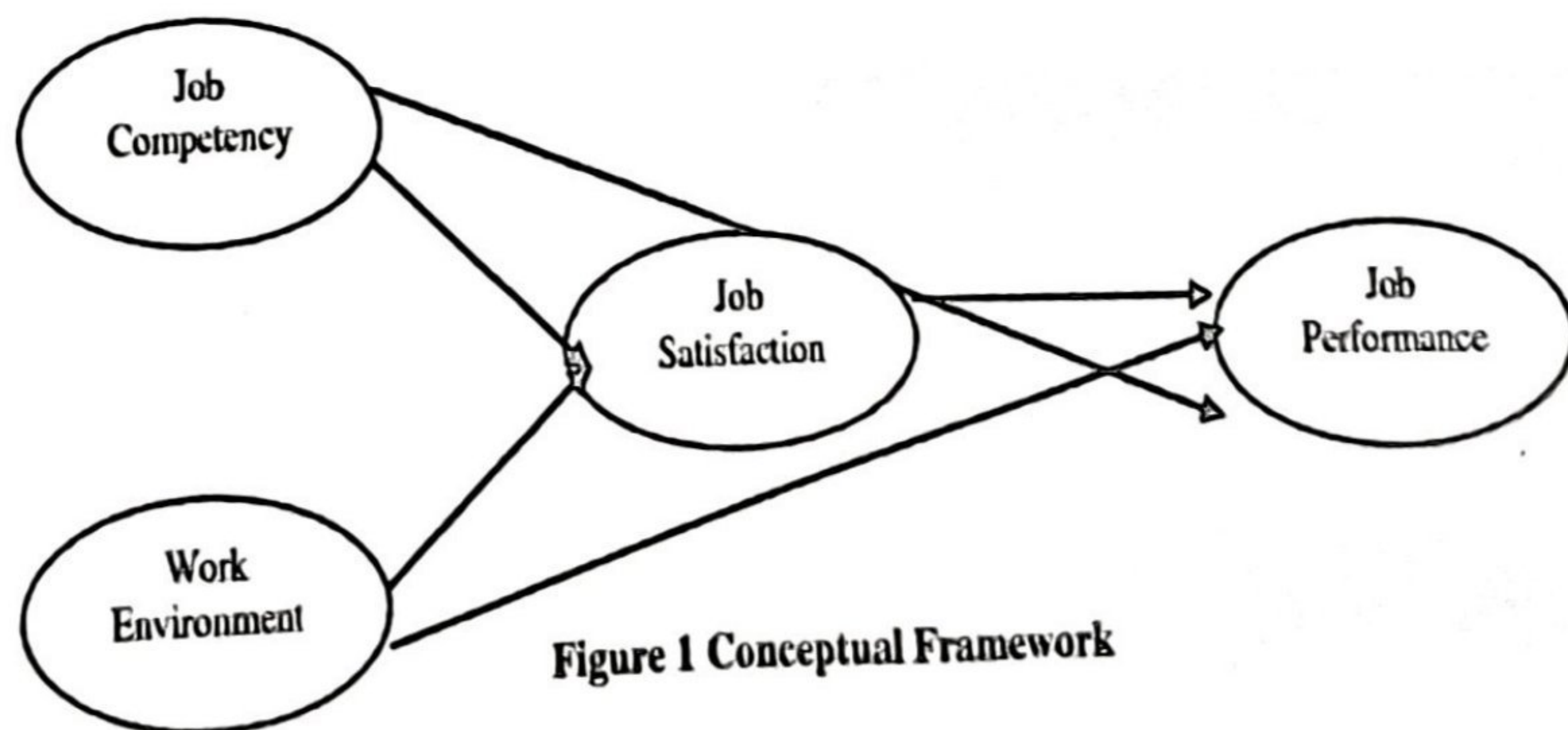


Figure 1 Conceptual Framework

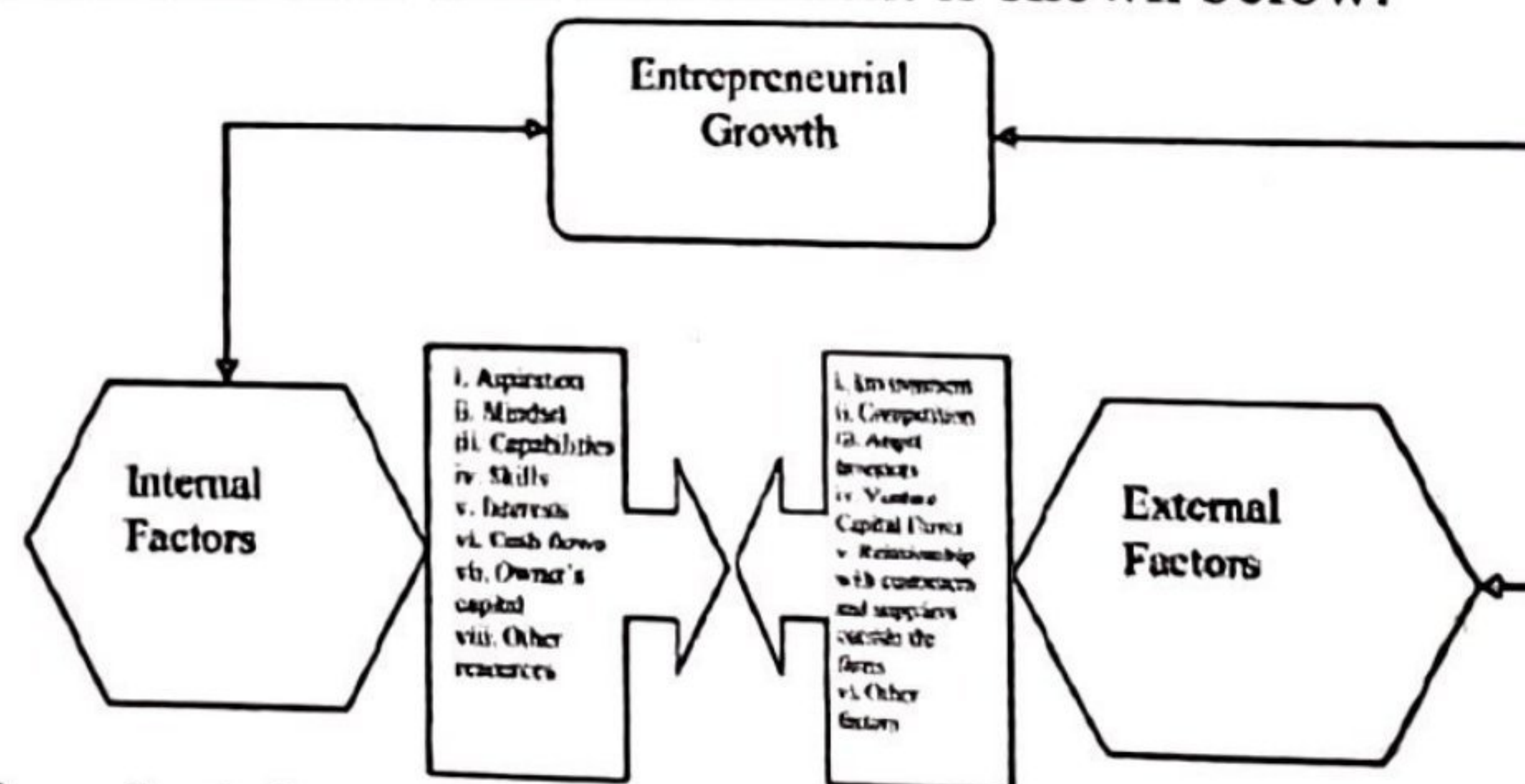
that are expected to improve work completion, particularly when it comes to carrying out duties and responsibilities that both directly and indirectly support productivity and lead to an improved level of performance.

Factors Affecting The Work Environment And Entrepreneurship

The following are the main factors which affect the work environment and entrepreneurship;

- 1) **Job satisfaction:** The degree of enjoyment employees experience with their jobs is known as job satisfaction. Beyond their regular responsibilities, this includes their relationship with coworkers and bosses, their opinion of the organization's rules, and the effect their work has on their personal lives.
- 2) **Job competency:** Competencies are the knowledge, abilities, personal traits, and other "worker-based" elements that distinguish between exceptional performance and average performance in a given situation. To precisely describe the fundamental responsibilities of the position, competencies are determined.
- 3) **Job performance:** The act of performing a job is related to job performance. Job performance is a method of achieving a goal or set of goals inside a position, role, or organization, although it does not necessarily result in the outcomes intended by the actions taken therein.
- 4) **Job security:** Job security is the conviction that one's position is not at risk of being eliminated. Your ability to continue working at your existing job for the foreseeable future is ensured. With a sense of safety from things like layoffs, economic downturns, and other potential employment-impacting variables, job security is a good thing.
- 5) **Attitude of employer:** Employers value workers, who are driven and motivated, committed to taking action to produce results, and willing to take risks in order to succeed. Teams risk becoming ineffective and bogged down in bureaucracy and procedures without them, teams risk becoming ineffective and bogged down in bureaucracy and procedures.
- 6) **Motivation:** The level of dedication, vigor, and innovation exhibited by a company's employees while they are at work is known as employee motivation. Because of the fact that not every task will be engaging, it can be challenging for many businesses to maintain and improve worker motivation.

The other factors which influence the work environment is shown below:



The business profile of the selected respondent is discussed in the following table

TABLE 1

Factors	Criteria	No. of Respondents	Percentage (%)
Age (in years)	Below 30	28	19
	30 – 40	75	50
	40 – 50	36	24
	50 above	11	7
Marital Status	Married	103	69
	unmarried	47	31
Monthly Income	Below 20000	38	25
	20000 – 30000	65	43
	30000 – 40000	34	23
	40000 above	13	9
Educational Qualification	SSLC	21	14
	HSS	38	25
	Graduates	45	30
	Post Graduate	32	21
	Others	14	10
Modes of doing Business	Sole proprietorship	74	49
	Partnership	60	40
	Others	16	11

(Source: Primary data)

The above table shows that the people who do entrepreneurship fall under the category of 30 - 40 years of age and it is about 50% of the total respondents, 19% are fall under below the age of 30 years and only 7% are above the age category of 50 years. 69% of the respondents are married and 31% are unmarried. Most of the entrepreneur's monthly income is between ₹20000 to ₹30000, which is about 43% of the total respondents. Only 9% of them had the monthly income of above ₹40000. About 30% of the respondents are graduates, 21% has post graduates and only 10% have other qualification like IT, Polytechnic, Engineering etc., majority of the entrepreneurs select the modes of doing business is in the form of Sole proprietorship, it is about 49% of the total, 40% do partnership form of business and only 11% have other forms of business strategies.

**Chi-square Test
Table 2**

Nature of Environment	Success of Entrepreneurship		Total
	Yes	No	
Job satisfaction	29	26	55
Job competency	17	15	32
Job performance	16	12	28
Others	27	8	35
Total	89	61	150

$$\begin{aligned} \text{Degree of Freedom} &= (C-1) * (R-1) \\ &= (2-1) * (4-1) \\ &= 1 * 3 = 3 \end{aligned}$$

Table value = 7.815

Here, the calculated value is less than the table value, the hypothesis is rejected. Hence, it can be concluded that there is significant relationship between Work environment and Success of Entrepreneurship.

Findings

- 1) Most of the entrepreneurs prefer the Sole-proprietorship form of business because it saves their cost and time and able to take any challenges and risks that arise in the future.
- 2) It is found that there is significant relationship between Work environment and Success of Entrepreneurship.
- 3) There are lots of factors that encourage the work environment of the entrepreneurs.

Recommendations

- 1) More infrastructure and recreational amenities could be provided to increase employees' engagement in the workplace.
- 2) To increase the effectiveness of evaluation approaches, an internal audit system must be eliminated, and more external experts must be appointed.
- 3) Periodically, the amount of insurance coverage and risk tolerances may be changed.
- 4) To oversee the provision of current amenities to the workers, government personnel must conduct frequent inspections.
- 5) The quantity of benefits must be increased to keep up with the inflation in prices throughout time.
- 6) The CEOs must take the lead in order to keep the ties between the employees warm and intimate.
- 7) Relationships between employees and employers must be upheld effectively and without the use of coercion.

Conclusion

India is quickly becoming the most powerful country in the world, and its best-quality, internationally standardized products are giving the most developed countries a very tough fight. The majority of Indian industries, particularly MSME, have adopted newer ideas in place of more traditional ones. Entrepreneurs use the strategy of providing training to the staff through research and development initiatives to manage new technologies. The CEOs of MSMEs frequently employ the work satisfaction index as a strategy. This indicator makes it easy to compare workers' performance and pinpoints ways to lessen the difficulties that workers face. The working environment of MSMEs in Kerala amply emphasizes the need for implementing specific training and orientation initiatives to enhance employees' capacity and competence. Additionally, the study made several policy recommendations for strengthening their workforce. There is a glimmer of

hope for the living standards of workers in MSMEs if the aforementioned steps are implemented in the future.

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