

A Study on the Assertiveness for Entrepreneurs in Chennai

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Abstract Entrepreneurs are the engineers for any country because they are the ones who are entirely responsible for the growth of a country. Entrepreneurs always create lot of opportunities and motivate others to become entrepreneurs. So they are responsible for the success of organizations. These entrepreneurs need Assertiveness in their work. This study focuses on finding out the Assertiveness level of entrepreneurs.

In this globalized world, people undergo pressure to face a lot of challenges in their life. So assertiveness can be built as a skill in order to face and win their daily challenges and problems in their business. Assertiveness is the skill to be confident and honest in expressing their opinions, feelings and thoughts. It can also improve their skills to a great extent to be successful in their professional life. So assertiveness is taken as a skill for all entrepreneurs.

As a entrepreneur, it is their job to get the best possible results through their employees. To get great results, in any business one has to learn to be authoritative without crushing people, making their point powerful, gaining cooperation and commitment without being dominant, try to resolve conflicts with patience and confidence. In other words, to be a great personality today, they have to be skilled in assertiveness. Thus when the entrepreneur is Assertive he /she can conquer the total group of employees working in an Organization.

This paper emphasize on the level of assertiveness among entrepreneurs today. This is more of an empirical study where the researcher, through interview schedule with a designed set of questions, with a sample size of 5 entrepreneurs selected through random sampling across various organizations in the city of Chennai, draws the level of assertiveness each entrepreneur possess

Keywords — *Entrepreneurs, Assertiveness*

I. INTRODUCTION

Entrepreneurs are very important people for any country. They are even called as the backbone for the development of any nation. Mostly Entrepreneurs are aggressive in real situations and sometimes passive in their behaviour. Because of this behaviour they get into tension and they are always out of peaceful life. So they follow autocratic style of leadership in their business to achieve their target and not able to express their feelings, thoughts and emotions to their employees. It is because they are always having two pictures of life. One is real and another one is imaginary which comes out of their profession. To balance these two it is necessary to have assertiveness for Entrepreneurs.

Entrepreneurs will become confident and influence their employees when they improve this assertiveness.

This study explores the real situation and the problems among Entrepreneurs in Chennai.

The Main Objectives

- ❖ To Know the Assertiveness among Entrepreneurs
- ❖ To find the Confidence of Entrepreneurs
- ❖ To Bring in the behavioural level of Entrepreneurs

Scope of the Study

Entrepreneurs always need assertiveness for running their business successfully. Assertiveness helps them to be free

and also set them to be positive. It develops several competences in them. Assertiveness plays an important role for Entrepreneurs in their routine works. Assertiveness is an essential feature for competence building. Thus Entrepreneurs can develop various competences, which will help them in their smooth functioning of their business.

Conceptual Clarification

Assertiveness

Assertiveness is being confident and is the quality of being self-assured. In the field of psychology and psychotherapy, it is considered as a learnable skill and a mode of communication. This assertiveness is the foundation stone for any form of success. So this assertiveness helps everyone to clearly identify their talents and develop them to be masters in their future life.

Some of the crucial elements in assertiveness are the ways in which skills and expertise are developed and used by individuals. The combination of knowledge, skills, assertive behavior and expertise is generally referred to as talents and the main talents for assertiveness are confidence, self-awareness, resilience, credibility, persistency, persuasiveness and determination.

Assertiveness is a skill frequently referred in social and communication skills development. Being assertive means being able to stand up for your own or other people's rights in a patient mind. Assertive individuals are able to get their point without troubling others or becoming distressed themselves. Although everyone acts in passive and aggressive ways from time to time, which often result from a lack of self-confidence and are, therefore, unsuitable ways of interacting with others.

Assertiveness means standing up for your personal rights - expressing opinions and beliefs in appropriate ways. It is also important to note that those who behave assertively should always respect the views and beliefs of other people as well as their own. Assertiveness concerns being able to express their wishes appropriately and is an important personal and interpersonal skill. Assertiveness enables individuals to act in their own best interests, to stand up for themselves without undergoing anxiety.

II. RESEARCH METHODOLOGY

Universe:

The study was conducted among Entrepreneurs across few organisations in Chennai.

Sample size:

Five Entrepreneurs from different organisations were interviewed between the age group of 28 to 65 were selected as respondents for the study.

Sample technique

Random sampling method was used to select the sample size. 5 respondents were selected randomly across Chennai.

Research design

Descriptive research is the type of research design adopted for the study. Descriptive research is the most commonly used research design that describes and documents different dimensions of a situation as the way it exist or occur, the researcher has no control over the results

Tools and Data Collection

Data was collected from 5 respondents through Interview schedule, one of the best methods to draw respondent's attitude, belief and experiences towards the objective of the study. It is also believed that through interview method, the respondents have more towards the aim of the study and answer the questions with appropriate answers, which might not at some cases; happen with other forms of data collection method. Interview was scheduled with the respondents as per convenience.

III. DATA ANALYSIS & INTERPRETATION

The data that was collected through interview schedule to know the factors among Entrepreneurs for their assertiveness are analysed and presented below

Table 1: Age of the Respondents

| S. No | Age (In years) | No. of Respondents | Percentage (%) |
|-------|----------------|--------------------|----------------|
| 1 | 28 to 35 | 1 | 20 |
| 2 | 36 to 45 | 1 | 20 |

| | | | |
|--------------|----------|----------|------------|
| 3 | 46 to 55 | 2 | 40 |
| 4 | Above 55 | 1 | 20 |
| Total | | 5 | 100 |

It is noted that 20 percent of Entrepreneurs fall under the age group of 28 to 35, 20 percent fall under the age group of 36 to 45, majority were in the age group of 46 to 55 percent and 20 percent in the age group of above 55.

Table 2: Type of Organisations

| S. No | Organisation | No. of Respondents | Percentage (%) |
|--------------|-----------------|--------------------|----------------|
| 1 | Small business | 4 | 80 |
| 2 | Medium business | 1 | 20 |
| Total | | 5 | 100 |

The above table illustrates that 80% of the Entrepreneurs are from small business and 20% are from medium business.

Table 3: Gender of Respondents

| S. No | Gender | No. of Respondents | Percentage (%) |
|--------------|--------|--------------------|----------------|
| 1 | Male | 3 | 60 |
| 2 | Female | 2 | 40 |
| Total | | 5 | 100 |

Among the respondents 60% were males and 40% were females.

Table 4: Assertiveness check - 1

| S. No | Assertiveness check for Respondents | Yes | | No | | Total | |
|-------|---|-----|-----|----|-----|-------|------|
| 1 | Confidence in asking questions and clarifications | 4 | 80% | 1 | 20% | 5 | 100% |
| 2 | Expression of thoughts and feelings | 3 | 60% | 2 | 40% | 5 | 100% |
| 3 | Boldness to say "NO" | 4 | 80% | 1 | 20% | 5 | 100% |

Asking them simple questions directly to them tested the Assertiveness present among Entrepreneurs. Their confidence in asking questions or clarifying their doubts were to the maximum level which is 80% rest of them were not ready to ask and they were lacking confidence. In expressing their thoughts and feelings the major respondents i.e. 60% were not ready but 40% were ready to express it. The important element in Assertiveness is to say no when they can't help or oblige with their subordinates, for this 20% said that they were not able to say no. Majority 80% were able to say no.

Table 4.2 Assertiveness check – 2

| S. No | Are you Assertive in your | Yes | | No | | Total | |
|-------|---------------------------|-----|------|----|-----|-------|------|
| 1 | Speech | 5 | 100% | 0 | 0% | 5 | 100% |
| 2 | Body language | 4 | 80% | 1 | 20% | 5 | 100% |
| 3 | Attitude | 3 | 60% | 2 | 40% | 5 | 100% |
| 4 | Behavior | 3 | 60% | 2 | 40% | 5 | 100% |
| 5. | Rights | 2 | 40% | 3 | 60% | 5 | 100% |

The respondents have given a clear picture that they were assertive from their responses.

Are they Assertive in their speech?

In Speech all respondents said Yes. 100% said Yes. In speech they were able to show assertiveness fully.

Body Language

80% of the respondents said that they were assertive in body language but 20% were not assertive in their body language

Attitude

60% of the respondents were assertive in their attitude and 40% were not assertive in their attitude

Behaviour

60% of the respondents were assertive in their behaviour and 40% were not able to exhibit their assertiveness in their behaviour

Rights

Maximum numbers of Entrepreneurs were not aware of assertive rights. Only 40% of Entrepreneurs were aware of their assertive rights and the balance 60% were not aware of assertive rights.

IV. FINDINGS

- The population constituted of more Entrepreneurs from small businesses than medium business.
- There were more males in number than females, and many respondents fell between the age group of 36 and 55 years
- From the above study it was found that Entrepreneurs were highly assertive.
- 80% of the Entrepreneurs were confident in asking questions and the rest were not so comfortable in questioning back.
- About 60% were ready to express their thoughts and feeling with their staff in organization, which means they were open and direct in saying their views.
- The boldness to say "NO" was found with 80% of the total population. 20% were hesitant to say "NO" when they were not able to help or oblige with them. Once again Entrepreneurs proved that they were assertive because they can say no without hesitation.
- 100% population was assertive when they communicate (speech) with other people.
- Majority of the population (80%) was assertive in their body language.
- 60% were assertive in their attitude.
- Only 40 percent of the respondents were not able to be assertive in their behavior.
- There seems to be a huge gap in Entrepreneurs knowing their assertive rights. Very hand few of them knew what assertive rights are.

V. SUGGESTIONS

- Entrepreneurs can set examples and conduct training programmes on assertiveness for all the staff of their organization.
- Entrepreneurs can build confident people who can express their thoughts, feelings and expressions

- Entrepreneurs must motivate their employees too to say "No" when they can't do anything.
- Entrepreneurs can exhibit their talents to their employees to know the importance of being assertive in their speech, body language, attitude and behavior.
- Though Entrepreneurs exhibit Assertive rights they are not aware of Assertive rights.

VI. CONCLUSION

Entrepreneurs were assertive in order to achieve their goals in their businesses. They were confident in expressing their ideas, feelings and emotions to everyone. When they possess this Assertiveness there are sustainable competencies for their profession. From the study it is clear that all Entrepreneurs need to train their managers on Assertiveness to enhance their skills and to fulfill their tasks.

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