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**ENTREPRENEURIAL VALUES AMONG THE WOMEN ENTREPRENEURS: AN
EMPIRICAL STUDY**

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ABSTRACT

Entrepreneur is a person who purchases means of production for combining them into marketable products at profit motive in future, with being the risk of uncertainty. Values in general are beliefs about what is desirable and what is not desirable. Values provides goal direction. In terms of entrepreneurship it means the cognitive functioning of entrepreneurs. Cognitive contents refers to the individual's idea about persons or things. Some values are found very much important for an entrepreneur. Cultivation of these values determines the entrepreneurship behavior of an entrepreneur. Some of such important entrepreneurial values are identified – (1) innovativeness, (2) independence (3) outstanding performance and (4) respect for works. The present study was conducted with the objective to understand the development of entrepreneurial values among the trained and untrained women entrepreneurs. The geographical area of the study was confined to the Guwahati City of Assam, India. Study was conducted under normative survey method in which data were collected using a scale constructed by the investigator on Likert method. The study has revealed that there is significant difference between trained and untrained women entrepreneurs in their entrepreneurship values. The trained women entrepreneurs scored higher mean value than untrained in the scale. The investigator has provided some recommendations for cultivation of entrepreneurship values among the women.