

Evaluation of satisfaction among second generation entrepreneurs in Kerala: the Thiruvananthapuram and Kollam Districts of the Kerala state

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Job satisfaction describes how content an individual is with his or her job. It is a relatively recent term since in previous centuries the jobs available to a particular person were often predetermined by the occupation of that person's parent. There are a variety of factors that can influence a person's level of job satisfaction; some of these factors include the level of pay and benefits, the perceived fairness of the promotion system within a company, the quality of the working conditions, leadership and social relationships, and the job itself. This article throws light towards the factors on which the content of the job satisfaction is based and especially the main stress with respect to the nature of the relation which the entrepreneurs create with their customers. The ultimate aim of this article is to rate the proportion between the satisfactory level of the entrepreneur and the entrepreneurship characteristics emanated by that individuals.

Key words: Entrepreneurship, Second generation entrepreneurs, Satisfaction, Relationships, Leadership

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