

## *Chapter-7*

# **Summary & Conclusion**

**S Das, S K Acharya, A Biswas and G C Mishra**

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### **SUMMARY**

Broken down, the term “ecology” has two parts. “Eco” means life, habitat or environment, and “ology” means the study of a discipline. Enterprise ecology therefore refers to the study of “life” in an entrepreneurial habitat. The wonderful richness of life within enterprises is a complex mixture of unseen, intangible relationships – relationships between the people, their emotional intelligence, their values, their ethics, their personal tacit knowledge, and their day-to-day experiences; and the interplay between the people and the policies, values, ethics and practices of an organization broadly classified under four basic dimensions namely the social, ecological, economic and Techno-Managerial.

Enterprise ecology aims to explain how social, economic, ecological and Techno-managerial conditions affect the relative abundance and diversity of organizations and to account for their changing composition over time.

### **RESEARCH SETTING**

The village Dadpur under Balagarh block, in district of Hooghly, West Bengal, was selected purposively and a total number of 50 respondents

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were selected by simple random sampling method. The independent variables selected for the study were Age (x1), Education (x2), Family size (x3), Income (Rs./yr/capita) (x4), Size of holding (x5), Economic Land (x6), Irrigation Index (x7), Electric Consumption (x8), Fuel Consumption (x9), Market Interaction (x10), Group Interaction (x11), Distance Matrix (x12), Innovation Proneness (x13), Orientation towards Competition (x14), Planning Orientation (x15), Marketing Interaction (x16), Decision matrix (x17), Idea Exchange Index (x18) and Risk Orientation (x19) while four dependent variables selected for the study were Enterprise Ecology (y1), Enterprise Management (y2), Enterprise Adoption (y3), Perceived Environmental Effect (y4). The dependent variable Enterprise Ecology (Y) derived by dividing the resultant of the product of previous four variables by 4.

### **RESEARCH METHODOLOGY**

After collection of data, data were processed and analyzed in accordance with the outline laid down for the purpose at the time of developing the research plan. Process implies editing, coding, classification and tabulation of collected data. The main statistical tools and techniques used in the present study are as follows:

1. Mean
2. Standard deviation
3. Coefficient of Variance
4. Correlation of coefficient
5. Multiple regression analysis
6. Path analysis

## 7. Factor analysis

A pilot study was also being conducted before construction of data collecting device.

The variables have been found to generate correlation impact on Enterprise Ecology were Market Interaction (x10), Group Interaction (x11), Innovation Proneness (x13) and Orientation towards competition (x14). The path analysis also showed the impact of exogenous variables on the endogenous variables simultaneously, showing significant on the derived variable i.e. Enterprise Ecology.

## CONCLUSION

Enterprise Ecology has got a systematic vision which keeps some weeding out and weeding in a lot of psychological and managerial disposition towards attaining an Enterprise Ecology.

Any Enterprise Ecology presents a combination of consumer psyche and motivation domain to create an Enterprise, to manage an Enterprise and socializing an Enterprise. It is basically an interaction between social structure and psychological interaction.

All the five dependent variables i.e. Enterprise Creation (y1), Enterprise Management (y2), Enterprise Adoption (y3), Environmental Effect (y4) and Enterprise Ecology (Y) have formed up a complex entrepreneurial status within which respondent have make their behavioral disposition to act and manage an enterprise and there from to pro-create a new enterprise.

As a study Enterprise Ecology, has been very needed area. There is no such referral work in this domain especially in India. By perception Enterprise Ecology presents a system interaction through which entrepreneurship is

generated, monitored and sustained. It has been both a systematic function and interaction, where in elements of enterprise keep interacting with each other.

The present study had identified the component of Enterprise Ecology in the form of Enterprise Creation (y1), Enterprise Management (y2), Enterprise Adoption (y3), Perceived Environmental Effect (y4) and the cumulative interaction among these components has developed composite perception Enterprise Ecology (Y).

The relational analysis has elicited that the variable Market Interaction (x10), Group Interaction (x11), Innovation Proneness (x13) and Orientation towards Competition (x14) have amounted to a complex functioning of Enterprise Ecology and has characterized as significant. This has prompted the present scholar to result that in Enterprise Ecology the role of Market Interaction as well as Group Interaction has been crucial and it has got a distribution and spatial distribution and ultimately the whole Enterprise Ecology has been impacted substantially by Orientation towards Competition.

So, within a spatial distribution and given social ecology, the motivational factors and communication variables can play a vital role in ushering the function of Entrepreneurial Ecology.

The multiple regression analysis has evinced that the variable Orientation towards Competition (x14) has recorded the highest percentile contribution to the variance embedded with Enterprise Ecology. So, a healthier competition for both quality and brand values, up scaling return and remuneration , has been the prime mover to make Enterprise Ecology an area to concern with and an area to deal with.

The path analysis has also identified the same variable i.e. Orientation towards Competition (x14) has highest direct effect.

Through the factor analysis the following strategic components of the enterprise ecology has been extracted, these are:

- Resource Motivation
- Agro-economy
- Strategic Location
- Entrepreneurial Modernization
- Entrepreneurial Concept
- Entrepreneurial Decision
- Size of Holding

### **POLICY RECOMMENDATION**

This study presents the following policy recommendation:

1. Enterprise Ecology as a concept can be applied in the wider area of management studies.
2. The research and analysis on enterprise behavior hence fore can be organized in the of its system functioning and which covers spatial distribution, motivational disposition, inter and intra group competition, market interaction, impact on surrounding and environment and ultimately a policy can be developed to study each of the entrepreneurial function as ecological function.
3. In different phases like enterprise creation, enterprise management, enterprise adoption and perceived environmental effect, different contributory factors can be isolated and can be organized to efficiently manage the entrepreneurial behavior of enterprise ecology.

4. The work can be replicated in different entrepreneurial situation covering crop, animal, horticulture, fishery and so on and these componential studies can be interpolated a meso or mega level policy.

Days are gone where the study of enterprise can go solitarily with a single crop or fish enterprise rather a co-integrated systematic approach. Entrepreneurial behavior can revert the entire contemplation process and therefore to move for a new age enterprise study and of course in the form of enterprise ecology.