EFFECT OF NETWORK TIES & PERSONALITY ON OPPORTUNITY RECOGNITION IN PEOPLE WITH DISABILITIES AND MODERATING EFFECT OF SELF-EFFICACY

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Abstract

In quest of inclusive growth, developing countries are also shifting their focus towards diversity and inclusion of vulnerable people into the mainstream (Cook, 2006). The erstwhile Planning Commission[1] has witnessed a paradigm shift in approaches from the welfare-based approach to right-based approach to empowerment-based approach and work towards feasible inclusive growth and gainful engagement strategies. One such strategy for gainful engagement is the extent of entrepreneurial activities that brings economic independence and provides an equal level playing field. However, despite government supports and institutional voids, the minority, specially, people with disabilities are not fruitfully engaged[2]. Researchers have examined umpteen plausible reasons that seem to affect entrepreneurial activities, in general, and alertness to entrepreneurial opportunities, in particular, by people with disabilities. Based on the literature, we classified the factors viz. social network (mentors, informal networks, professional forums, and family & friends, (Ozgen and Baron, 2007)) and personality (Big Five plus One classification: openness to experience, conscientiousness, extraversion, agreeableness, neuroticism and risk taking (Zhao et al. 2010)) that affect entrepreneurial opportunity recognition by people with disabilities. The study also checks the moderating effect of self-efficacy of people with disabilities'.

[1] http://planningcommission.gov.in/plans/planrel/12thplan/pdf/12fyp_vol3.pdf

[2] http://www.ilo.org/wcmsp5/groups/public/---asia/---ro-bangkok/---sro-new_delhi/documents/publication/wcms_229259.pdf

We administered an online survey and received one hundred and eighty usable responses. Due to exploratory nature and small data, we tested the model using Partial Least Square-Structural Equation Modelling (PLS-SEM).

The results in our study are consistent with previous researches. However agreeableness, family & friends, and professional forums offered counter intuitive insights. We also found that the self-efficacy of people with disabilities positively moderates the relationship. The results of this research offered considerable ramifications for policy makers, academia, and also people with disabilities. Finally the study concludes with a roadmap for extending the research and also indicates the shortcomings of the present work.

Keywords: Entrepreneurial opportunity recognition; networks; personality; self-efficacy; people with disabilities

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