

GENERATION GAP IN FAMILY BUSINESS: COMPARISON OF ENTREPRENEURIAL TRAITS OF FIRST AND SECOND GENERATION ENTREPRENEURS

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ABSTRACT

One of the major concerns in the family business is that, at times, due to differences in the motives and personality traits of the first and the second generation entrepreneurs, they spend lot of time in convincing each other of their view-points as many times they are contradictory. This observation has triggered the current study. The present article deals with analyzing the differences in the entrepreneurial traits of first and second generation. The research has also been focussed on the difference in the traits as per the gender.

KEYWORDS: Entrepreneurs First Generation Entrepreneurs Second Generation Entrepreneur Family Business Entrepreneurial Traits