DOES INDIVIDUAL AND ORGANISATIONAL LEARNING INFLUENCE THE ENTREPRENUERIAL SUCCESS?

V. RAMANUJAM\(^1\) & T. VISWANATHAN\(^2\)

\(^1\)Associate Professor, Bharathiar School of Management and Entrepreneurs Development, Bharathair University, Coimbatore, Tamil Nadu, India

\(^2\)Assistant Professor, Symbiosis Institute of Business Management, Bangalore, Karnataka, India

ABSTRACT

Many new businesses emerge every year of which few survive and many fail. What causes the success of an organisation is a question that intrigued many Entrepreneurs. In this study, we examine whether the Individual and Organisational learning influence entrepreneurial success. The motive of the study arises from the decision making process of Entrepreneurs in a Micro, Small and Medium enterprises (MSMEs) leading to a learning environment. Drawing inputs from the 4I framework of organisational learning and the 3-P model, we created a conceptual framework to examine the relationship between the learning environment and organisational success. Our study is based on a sample of 150 (MSMEs) Entrepreneurs in Coimbatore district, Tamilnadu, India. We apply Factor analysis and Structural Equation Modelling to examine the influence of learning on organisational success. The study reveals that there is a positive relationship between individual and entrepreneurial learning through the success of small and medium enterprises.

KEYWORDS: Individual Learning, Organizational Learning, Organizational Success, Knowledge & Experience

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