

## The Knowledge of Culture Create Good Entrepreneurs in the Business World

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**Abstract:** Three hundred years ago, societal, cultural and geographic situations were different. The information took time to travel within the society, state, country and around the world. The thought process regarding their business, progress and innovation were very limited. The Indian family structure was like a Banyan tree. The family members were nurtured automatically through elderly protection. The entrepreneur was the part of the family and society at large. The transfer of knowledge regarding family business was popular and the learning process was by observation.

What is acceptable, and what is not; what is societal of value, and what is not; safe and sustainable decided by the norms of basic requirement. The knowledge of culture helps the entrepreneurs to understand the requirement of people and their traditional necessities time and opportunities both. The human requirements are the basic mother of innovation and new research. The new ideas give the birth of an entrepreneur. This paper will analyze the successes of business through practical knowledge of culture and add value to the products. It challenges norms and realigns expectations, often with a willful disregard for future consequences as it embraces disruption and change, again leading to a disparity between aspirations to do good and a desire to disrupt.

**Keywords:** Societal of value, entrepreneurs, traditional, opportunities

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### I. Introduction:

"India is a multilingual, multi-ethnic society, with notable cultural differences between the north and south. A thorough understanding of the underlying values and beliefs of the local culture is crucial to the success of your business".

The dynamic business people thought of improvement of public activity and restoration of monetary life through innovation and add some value. Business visionaries are the torchbearer for upcoming entrepreneurs. They are the agent for change and comfort. Society has been benefitted by their continuous effort.

The importance of the knowledge of culture is associated with big business or small has extended particularly after technological changes in the society. All-inclusive close relationships via the internet and other marketing media play a vital role to understand the culture of a particular section of society. The business endeavor has similarly been shown as perhaps the best technique for the joblessness of young people to start a new venture but the probability for success a question mark because so many reasons are there to guide a business. The lifestyle impacting the points of view and perceptions concerning the basic needs of the society and environment requirement developed in due course of time. Social and social estimations of a country are the basic determiners for the improvement and extension of business in the country. At this moment, there is a need to make an overall effort to understand the culture of different societies residing in India.

Culture plays a vital role in the development of people's qualities, mentalities, and practices concerning business in various social orders. Social qualities and mentalities differ from one society to another, and inside the structure of various qualities and mentalities, distinctive social gatherings carry on distinctively under comparable conditions. Social qualities differ starting with one society then onto the next; they can stay stable in one society for quite a while. This soundness is a result of the arrangement of predominant social qualities. Societies will surely change in the long haul however they move in development; consequently contrasts between them stay flawless.

### The theory of Entrepreneurship

The word "entrepreneur" is derived from the French verb, "entreprenre". It means "to undertake".

**Oxford Dictionary**"A person who sets up a business or businesses, taking on financial risks in the hope of profit"

**Adam Smith** "Entrepreneur is an employer, master, merchant but explicitly considered as a capitalist"

A person who starts his own new business with the capability of manufacturing, transport, trade and all other self-employed and capable of employ to others.

Due to environmental and economic structure entrepreneurship is gaining momentum. The living style of people is also the main root of developing business in different directions. In this process, the cultural values of the society come into the picture and it affect the lifestyle, food habits, entertainment practices and influence the budget of families. There is a meaningful relationship between the level of entrepreneurship activity and culture. It holds the market and relates with positive influence, learning and knowledge. Culture has the great importance for determining the behaviors of individuals and their motivation and with the opportunity and initiative for holding on the market. India has different types of culture and every culture has its dynamics and social dynamics. That dynamics decide the market potential. External environments determine values and attitudes and keep track of the rapidly changing environment. There are trends and tendencies in a multicultural world, it not possible for all to behave in the same manner. The cultural differentiation becomes obvious. Culture is critical for deciding the practices of people and their inspiration. The social standards are not the same for all.

#### Global challenge

People can be recognized by their culture and their identity also show culture and it creates a sense of relativity to a certain community. That is why culture plays an important role in business and cannot be neglected. For good business entrepreneurs should understand the customs, expectations, like-dislike and festivals. So they can plan their products accordingly. Understanding of cultural mosaic will be one of the greatest assets for business.

#### **Need knowledge of the culture you are working with**

There is a need for knowledge of the culture you are working with because we must be aware of cultural differences, react accordingly. For example according to the culture we prepare their food, language and personal ceremonies. The success depends on the depth knowledge of the community. In the business one has to understand the basic requirement of the customer and knowledge and language help to relate with the customer well and develop a relationship closely. Particularly when you deal with a culture-specific customs your thought process may turn out different and you can design your business as per specific requirement. The mixing of different cultures can be advantageous in a project that can help to lead you a certain freedom to break the rules as an outsider in a given culture. You can find unconventional impulses or ideas, which can only help to fuel success.

#### **Growth depends in business on mastering cultures**

Our economic growth depends on our abilities to understand the fast-growing emerging markets and economic pattern of the society. The domestic companies always develop strategic skillset to do business across cultures internationally, but Cross-cultural core competence is at the crux of today's sustainable competitive market. To manage the world business like US, china Malaysia before sending your team you have to study their working style, culture and the acceptable spatial proximity between you and your prospect. You have to prepare a cross-cultural tool belt for executing your business prospect. Culture impacts business.

#### **Culture supporting entrepreneurship:**

Entrepreneurship contributes towards economic growth and development of society, state and country. The social and cultural structure of a society always dominates business aspects. Entrepreneurial environment can be created through culture and culture is a remarkable element of entrepreneurship. India has so many cultures under one umbrella so culture supporting entrepreneurship plays a major role. Culture supporting entrepreneurship will not only create business but develop new avenues and successful entrepreneurs.

#### **A Framework for Understanding:**

The simple and easy way to understand the framework culture is a collective experience as a society and its impact on our reaction and a point to decide about our day to day life working and circumstances. This is the fundamental fact that one cannot be an expert or know all the culture at a time but they can incorporate a cross-cultural framework to develop understanding and interaction. A reliable model of Intercultural Analysis can be developed to define cultural aspects as communication, cultural themes, group dynamics, process engineering, and time orientation

#### **Indian Entrepreneurial Culture**

India has itself on a history of individuals and communities creating vast empire from small to big because of their ideas and culture support. The imagination of individuals helps them to create a new product

and new business ideas transform them into reality and that business has a profound impact on society. It is a human culture that inspires available and created resources, and emphasizes the importance of self-acquired success. The new generation with knowledge of old culture get successes through hard work. The Government-controlled innovation is not so much effective than the community and market-driven innovation and it has value the freedom to experiment with new ideas, and learning from them. India is a fascinating country of ancient traditions and values that has become a true global business presence in the last few decades. This has a few important implications for doing business there. A thorough understanding of the underlying values and beliefs of the local culture help to understand the mood and buying habits of people.

### **How can culture impact to do business**

The Indian culture is one of the oldest and unique. The amazing cultural diversity found throughout the country. Indian culture has a mixture of varying styles and influences. For example for zone like east west north and south are different from each other. They are known by color, gaiety, enthusiasm, prayers and rituals. People normally think that cultural differences are no longer significant in today's shrinking world. They think alike, dress, eat, talk and their choice of selection also same. But culture impacts many things in business and knowledge of culture make a path for good business Today's global world, there are wide cultural differences, and these differences influence the business community but awareness and knowledge support them to have a strong pathway. Culture does matter. These issues do matter—in many ways. Culture determines all of these key issues like, trust, and understanding and local flavor preferences. Culture also impacts the functional areas of marketing, sales, and distribution.

### **The knowledge of culture defines**

How people communicate;  
How culture impacts how people view time and deadlines;  
How they are likely to ask questions or highlight problems;  
How people respond to management and authority;  
How people perceive verbal and physical communications; and  
How people make decisions.  
Cultures and Entrepreneurship

Your good knowledge and understanding will affect your capabilities to enter a local market negotiate successful deals, conduct sales, conduct marketing and advertising campaigns, and engage in manufacturing and distribution and to develop and maintain the business relationship. Cultural knowledge will also help to conduct a cultural analysis. We should also consider that cultures are shaped by decades and centuries of experience and that ignoring cultural differences puts us at a disadvantage. Each person recognizes his or her sphere and world

### **A Culture Clash**

The basic values are constructed and obtained by the real core of culture and its nature is invisible often unconscious, and hard to formulate. We can neglect culture by traditional economic and management development. It is often had to grasp. The culture is responsible or strongly influences for models of consumption, desired products, career choices, amount of money saved, acceptable behavior at work, importance of personal relations for business, and even most important management challenges.

### **International business**

Regional policies can control the underlying entrepreneurship culture. How the knowledge of culture can help to overcome the barriers like language, traditional values, taste and values of individuals. The global business requires a good understanding of different cultures. It is not necessary all your thought process and your idea work the entire place and all the time. The awareness of cultural issues plays a vital role to do international business. For example, Pizza in India and abroad have a different taste. They have changed their Pizza toppings as per Indian taste and requirement so they survive in India. So culture role is very important.

## **II. Conclusion**

The knowledge of culture provide entrepreneur especially economic growth, innovation in a very different context, self-employment, small firms and business ownership, measurement of constraints, organizational dimension, the fundamental concept of business, Measure of entrepreneurship and smart specialization.

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