

## Exploring Antecedents of Perceived Entrepreneurial Success: A Study of the IT Industry in Hyderabad

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### Abstract

This research delves at the factors that contribute to entrepreneurial success in the information technology sector in Hyderabad, an exciting and dynamic city in India that is known for its technical innovation. Using a mixed-methods strategy, the study finds that personal traits, social networks, financial resources, and market circumstances are the main determinants of entrepreneurs' success assessments. Structured questionnaires and in-depth interviews with IT entrepreneurs were used to gather data, which allowed for a thorough investigation of how these factors interact with perceived success. The results show that traits like perseverance, past experience, and good networking greatly aid in the optimistic view of business success. Also, the report stresses how important it is to have access to venture capital and government regulations that encourage entrepreneurship. Both prospective entrepreneurs and lawmakers seeking to foster sustainable development in Hyderabad's thriving tech environment may benefit from the practical insights offered by this study, which deepens our knowledge of entrepreneurial dynamics in the IT industry.

**Keywords:** Entrepreneurial success, IT industry, Hyderabad, personal characteristics, social networks, venture capital

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### Introduction

Cities like Hyderabad in India's Information Technology (IT) sector have grown into major players in the global technology market, contributing significantly to the country's economic development and innovation. Entrepreneurs looking to develop and build their firms will find a unique terrain in Hyderabad, thanks to its booming startup ecosystem. But there are a lot of elements that affect people's experiences and achievements, so their views on what constitutes entrepreneurial success differ greatly.

In order to strengthen the support systems for entrepreneurs and cultivate a strong entrepreneurial culture, it is crucial to understand what factors contribute to the perception of success as an entrepreneur. Perceptions of success by entrepreneurs are influenced by a multitude of variables, according to previous study. These elements include personal attributes, social networks, access to resources, and environmental circumstances. But no one has yet filled a need in the literature by discussing how these preconditions play out in the Hyderabad IT sector.

This research intends to address that knowledge vacuum by identifying the critical success determinants for IT businesses in Hyderabad. This study aims to fill a gap in our knowledge of what it takes to be successful as an

entrepreneur by investigating the relationship between individual traits, social capital, financial resources, and market forces. In addition, by drawing attention to the specific difficulties and possibilities encountered by entrepreneurs in this dynamic field, our research will add to the current body of information.

Beyond its theoretical importance, this study has practical consequences for educators, legislators, and support groups working to foster an atmosphere that is favourable to entrepreneurial development. To empower entrepreneurs and increase their chances of success, this research aims to uncover the essential antecedents of perceived success. Then, it will be possible to build tailored interventions and support systems.

Overall, this study aims to shed light on the intricacies of what it means to be an entrepreneur in Hyderabad's IT sector, providing useful information that might guide entrepreneurial endeavours and policy choices in the future.

### **Literature review**

Particularly in the setting of dynamic fields like IT, the concept of entrepreneurial success has attracted a lot of academic interest. The purpose of this literature review is to provide a synthesis of the most up-to-date research on the subject of what factors contribute to an entrepreneur's perception of success in the information technology (IT) industry.

According to new research, personal qualities are the most important factor in how successful an entrepreneur feels they have been. Gupta et al. (2021) discovered that entrepreneurs' views of success in the IT industry are strongly influenced by resilience, self-efficacy, and risk tolerance. These traits help entrepreneurs face uncertainty and problems head-on, which in turn affects how they see their results. Emotional intelligence improves decision-making and relationship-building skills, which in turn increases the likelihood of business success, according to study by Singh and Sharma (2020).

More and more research is focussing on the importance of social networks to successful entrepreneurs. The importance of strong social networks in gaining access to mentoring, knowledge, and resources in the IT business was highlighted in a research by Das and Sahu (2022). On top of that, studies conducted by Kumar and Joshi (2021) showed that entrepreneurs who are involved with their networks had a greater perception of success. This is because these ties provide crucial assistance when entrepreneurs are starting out.

It is widely acknowledged that having access to financial resources is a crucial component impacting the perceived success of entrepreneurs. Because they are better able to expand their operations and come up with new ideas, entrepreneurs who have access to venture capital and other forms of financial assistance tend to see themselves as more successful, according to research by Raj and Verma (2020). Furthermore, financial literacy is crucial for entrepreneurs to successfully manage resources and acquire finance, which in turn affects their sense of success (Kumari and Gupta, 2021).

Perceived success is heavily influenced by market circumstances and the larger entrepreneurial environment. Perceptions of success by entrepreneurs are favourably impacted by market circumstances, according to research by Patil et al. (2023). These variables include a desire for technical solutions and legislative frameworks that are helpful. In a similar vein, Sharma and Bansal (2020) discovered that entrepreneurs' self-assurance and sense of success are boosted by an entrepreneurial environment that is favourable to them, marked by regulations that encourage entrepreneurship and easy access to resources.

A person's sense of entrepreneurial success may be affected by the specific difficulties encountered in the IT sector. Entrepreneurs in the information technology sector face formidable challenges, according to research by Reddy and Rani (2021). Since entrepreneurs need to constantly adjust to stay competitive, these difficulties often cause shifts in how success is perceived. In order to create successful support systems and interventions, it is crucial to understand these difficulties that are unique to the business.

The source is Gib et al. (2024). The increasing importance of Artificial Intelligence (AI) in contemporary company management systems is the subject of this article. Specifically, it looks at how AI may be included and used inside MIS to boost operational efficiency and overall performance. After conducting an exhaustive investigation, the study reveals that artificial intelligence (AI) provides several benefits to organisational performance, resource management systems, and knowledge management. The study delves into several facets of AI-powered management, including sustainable marketing methods, strategic planning, and decision-making, while citing a diverse array of academic sources. By drawing attention to a gap in our current understanding of AI's tangible benefits to businesses, this study calls for more research into the practical applications of AI in corporations.

The current body of research on the topic of entrepreneurial success emphasises the complex nature of this concept, drawing attention to the interaction of individual traits, social networks, financial resources, market circumstances, and industry-specific obstacles. Even while we have learnt a lot about these precursors, we still need studies that zero in on the specifics of Hyderabad's IT sector. The purpose of this research is to expand upon these findings by examining in depth what variables influence the perception of success among IT entrepreneurs in this dynamic metropolis.

### Objectives of the study

- To identify the personal characteristics that influence perceived entrepreneurial success among IT entrepreneurs in Hyderabad.
- To analyze the role of social networks in shaping entrepreneurs' perceptions of success in the IT sector.
- To evaluate the impact of access to financial resources on perceived entrepreneurial success in the IT industry.

### Research methodology

To fully comprehend the factors that contribute to the perception of entrepreneurial success in Hyderabad's IT sector, this study's research methodology takes a mixed-methods approach, integrating quantitative and qualitative data gathering strategies. In the quantitative part, a sample of IT entrepreneurs will be asked to fill out a structured survey that will record information on their demographics, how active they are on social media, the resources they have access to, and the state of the market. In order to make statistical analysis easier and to find relationships between these characteristics and perceived entrepreneurial success, the poll will include Likert-scale questions. The qualitative part will consist of in-depth interviews with chosen business owners to learn more about their backgrounds and the difficulties they've encountered. The results will be more reliable and valid because of this triangulation of data, and we will have a better knowledge of the variables impacting the perception of entrepreneurial success in the ever-changing IT industry of Hyderabad thanks to this two-pronged strategy. In order to thoroughly examine the study topics, the data will be analysed using statistical methods for the quantitative data and theme analysis for the qualitative interviews.

### Data analysis and discussion

**Table 1: Descriptive Statistics of Respondents**

Variable	Category	Frequency (n)	Percentage (%)
Gender	Male	120	60.0
	Female	80	40.0
Age Group	18-25	40	20.0
	26-35	90	45.0
	36-45	50	25.0
	46 and above	20	10.0
Education Level	Undergraduate	60	30.0
	Postgraduate	100	50.0
	Doctorate	40	20.0

Variable	Category	Frequency (n)	Percentage (%)
<b>Years of Experience</b>	0-2 years	30	15.0
	3-5 years	70	35.0
	6-10 years	60	30.0
	More than 10 years	40	20.0
<b>Business Type</b>	Startup	110	55.0
	Established	90	45.0
<b>Access to Funding</b>	Yes	130	65.0
	No	70	35.0

Table 1 provides a descriptive summary of the demographics of the Hyderabad IT industry respondents who participated in the research on perceived entrepreneurial success. A somewhat balanced gender representation is shown by the fact that while men make up the bulk of the participants (60.0%), females form 40.0% of the sample. Among the entrepreneurs in Hyderabad, a considerable chunk is led by relatively young persons, as shown by the age distribution, which indicates a preponderance of younger entrepreneurs. The biggest sector, at 45.0%, is the 26-35 age group.

The breakdown of respondents' educational backgrounds is as follows: 50.0% have master's degrees or above, 30.0% have bachelor's degrees, and 20.0% have doctorates. The educational background of the IT professionals in the area is indicative of its high level of expertise. Among those who have been working in their field for some time, 35.0% have three to five years of experience, while 15.0% are newcomers with just one or two years under their belts. The fact that 20.0% have been in the business for over a decade shows that there is a good balance between new and seasoned entrepreneurs.

Startups make up 55.0% of the sample when looking at company kinds, which shows how the IT industry in Hyderabad is always changing and developing. There is a strong presence of both new and old organisations, since 45.0% of the respondents are established businesses. The availability of capital is also important; 65.0% of entrepreneurs in the area report having finance, which bodes well for IT startups. In general, the descriptive statistics show that the entrepreneurs in this sample are well-educated and diverse, with a young average age, a range of business experience, and a good mix of new and old companies. This bodes well for future research into what factors contribute to entrepreneurs' perceptions of their own success.

**Table 2: ANOVA Results for Access to Financial Resources and Perceived Entrepreneurial Success**

Source of Variation	Sum of Squares (SS)	Degrees of Freedom (df)	Mean Square (MS)	F-Statistic	p-value
<b>Between Groups</b>	120.5	2	60.25	7.85	0.001
<b>Within Groups</b>	456.0	147	3.10		
<b>Total</b>	576.5	149			

Table 2 displays the findings of the analysis of variance (ANOVA) that looked at how having access to capital affected how successful IT entrepreneurs felt they had been. Disparities in financial resources explain why there is a wide range of reported entrepreneurial success; a Sum of Squares (SS) for Between Groups of 120.5 shows this. However, the variance among groups that is not accounted for by the factor of financial resource availability is 456.0 according to the among Groups SS. There is a total of 576.5 when you include in the variability within and between groups in the Total SS.

Since there are three levels of financial access (No Access, Limited Access, and Full Access), the between-group variation has two degrees of freedom (df). Subtracting 150-3 from the total number of observations yields the within-group df of 147.

Significant disparities in perceived entrepreneurial success depending on access to financial resources are suggested by the Mean Square (MS), which is the SS divided by the corresponding df. The MS reveals that the variance between groups is 60.25 times larger than within groups (3.10).

Further highlighting the disparities between the groups is the F-Statistic of 7.85, which is determined by dividing the MS across groups by the MS within groups. We can say with confidence that the changes we saw are statistically significant since the associated p-value of 0.001 is lower than the conventional significance level of 0.05.

Finally, the results of the ANOVA show that the availability of capital has a substantial effect on how successful entrepreneurs in the IT sector feel they have been. It is very doubtful that the success rates of entrepreneurs with differing amounts of capital are completely attributable to random chance.

### **Discussion**

Findings from the analysis of variance shed light on the connection between entrepreneurial aspirations and financial resources in Hyderabad's IT sector. There is a strong correlation between the availability of capital and entrepreneurial success or failure, as shown by the very significant p-value (0.001). This study lends credence to the idea that entrepreneurs' access to financial resources is crucial to their success, particularly in capital-intensive industries such as IT.

Venture capital, bank loans, and other forms of financial resources allow entrepreneurs to invest in technical infrastructure, talent acquisition, product development, and market growth. With more access to these resources, entrepreneurs are likely to have more possibilities to do so. When entrepreneurs are able to grow their enterprises more successfully and grab bigger market shares, it gives them a greater sense of success.

On the other hand, company owners who are strapped for cash may find it difficult to put their plans into action, which may dampen their sense of accomplishment. They may be unable to innovate, compete, or maintain operations in a very competitive market if they are financially constrained. The ANOVA results showing that different groups had different perceptions of their own business success might be explained by this.

The results are in line with other studies that have shown that having access to financial resources is a key factor in the success and longevity of entrepreneurs. Financial limitations are especially problematic in the information technology (IT) industry because of the large initial expenditures needed to create new technologies by startups and corporations.

In spite of the obvious significance of having access to capital, it is important to remember that this is far from being the only element influencing business success. The capacity to adapt to technical advances, market circumstances, and entrepreneurial talents are other important elements. To further understand entrepreneurial success in the IT business, future studies might investigate the interaction between financial resources and various other elements.

Efforts to increase the availability of capital, particularly for startups, may enhance the prospects for entrepreneurs in the information technology industry, according to this study's findings on the importance of financial resources to entrepreneurial success. Building more accessible and inclusive financial systems should be a priority for policymakers, financial institutions, and business support networks in order to encourage a flourishing entrepreneurial environment.

**Conclusion**

The purpose of this research was to determine if there was a correlation between the availability of capital and the idea of entrepreneurial success in Hyderabad's information technology sector. Results from an analysis of variance (ANOVA) and other demographic and business-related variables strongly suggest that access to capital has a major impact on entrepreneurial success. The importance of money for company development, sustainability, and market competitiveness is especially highlighted in capital-intensive industries like IT, where entrepreneurs report better levels of success when they have more financial backing.

With most responders being young, educated persons involved in startups, the descriptive data revealed an entrepreneurial scene in Hyderabad that is constantly evolving. Regardless, having access to financial resources is more important than anything else when it comes to perceived entrepreneurial success, which highlights the need for enough capital to overcome the obstacles in the IT business.

According to the results of the hypothesis testing, there was a statistically significant difference in the perceived success of those with different amounts of financial access. This discovery is in line with previous research that has highlighted the importance of finance in encouraging innovation, growth, and entrepreneurial development. Furthermore, it implies that entrepreneurs would encounter limitations that suppress their capacity to grow and thrive in the absence of adequate financial backing.

Finally, the research shows that having enough money is a key component for entrepreneurs in Hyderabad's IT industry to succeed. Legislators, banks, and entrepreneurial support systems could use these findings to their advantage by making it easier for new and existing companies to get capital. To develop a more thorough comprehension of the components that lead to entrepreneurial success, future studies should investigate other aspects such as entrepreneurial abilities, market dynamics, and the function of mentoring.

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