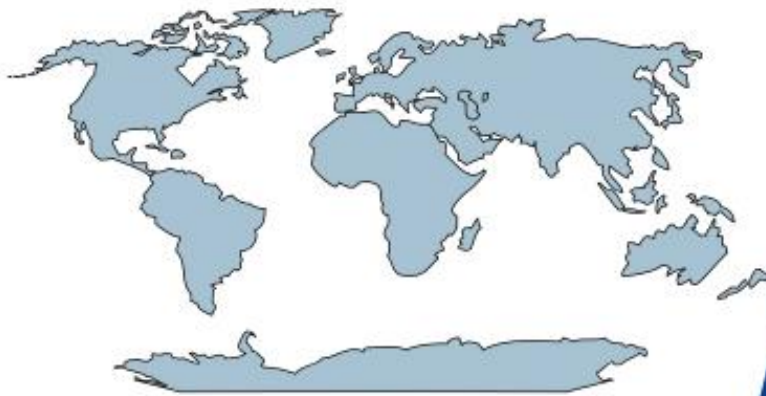


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<b>IMPACT OF COVID-19 PANDEMIC ON MERCHANT NAVY EMPLOYEES</b>	349 – 355
Ritika Dhawade and Swati Parab	
<b>CHANGING DYNAMICS OF COVID ERA: NEW NORMAL IN BUSINESS &amp; ECONOMY</b>	356 – 360
Ms. Kamakshi Sanghi and Prof. R. Anita	
<b>A STUDY ON IMPACT OF INFORMATION COMMUNICATION AND TECHNOLOGY ON STUDENTS DURING COVID PERIOD</b>	361 – 367
Prachi Agarwal, Konika Sampatlal Bhandari and Anand Shyam Narayan Sharma	
<b>A STUDY ON EFFECTS OF PLASTIC ON ENVIRONMENT - A NEW NORMAL FOR NEXT GENERATION</b>	368 – 375
Prachi Agarwal, Avani Waghela and Abhishek Mohanty	
<b>A STUDY ON COPING MECHANISMS OF STUDENTS' STRESS DURING COVID</b>	376 – 384
Prachi Agarwal, Sweekrati Suresh Shetty and Poorvi Chandras Kotian	
<b>WORK-LIFE BALANCE OF TEACHERS DURING COVID 19 PANDEMIC</b>	385 – 390
Nitesh Arora, Ritika Dhawade and Swati Parab	
<b>LUCID DREAMING: A STUDY OF PEOPLE LIVING IN THE MUMBAI METROPOLITAN CITY</b>	391 – 398
Farheen Dawood, Ethan Fernandes, Jeshwant Makarla, Carol Rodrigues, Shitij Suvarna and Professor Nidhi Chandorkar	
<b>IOT IN SMART CITY</b>	399 – 403
Trupti Purushottam Kulal	
<b>STUDY OF CORPORATE EMPLOYEES' RESPONSE TO "WORK FROM HOME" IN THE NEW NORMAL</b>	404 – 405
Renuka A Dharashiokar	
<b>INFLUENCE OF COVID-19 ON H.R. STRATEGY FORMULATION</b>	406 – 411
Prajakta Narkar and Swati Parab	
<b>A PARENT ATTITUDE TOWARDS ONLINE TEACHING</b>	412 – 416
Aryan Lakhwani, Arya Chandran, Priti Kushwaha and Nidhi Chandorkar	
<b>EQUITY VS EQUALITY - WHAT IS IMPORTANT FOR WOMEN EMPOWERMENT</b>	417 – 421
Nilesh Agarwal, Chandrika Chaudhary, Umair Momin, Sahil Ramchandani, Pranav Rathi and Nidhi Chandorkar	
<b>CAREER PREFERENCE BETWEEN ENTREPRENEURSHIP AND CORPORATE JOB: A STUDY ON UNDERGRADUATE STUDENTS IN MUMBAI</b>	422 – 429
Nimisha Nair, Hetvi Panchal, Amisha Panchal, Bhavya Karkera, Dipti Shetty and Nidhi Chandorkar	

**CAREER PREFERENCE BETWEEN ENTREPRENEURSHIP AND CORPORATE JOB: A STUDY  
ON UNDERGRADUATE STUDENTS IN MUMBAI**

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**ABSTRACT**

*The youth are the future of the country. They have the power to change the nation. Youth's selection of career is going to play a vital role in the development of the economy. The career scenarios are sure to change in the coming years.*

*Career aspirations related to entrepreneurship or corporate jobs were studied in this research.*

*The purpose of this study was to investigate the factors that influence the choice of today's youth between entrepreneurship or corporate jobs. Various factors such as family support, income, risk taking tendency of students, gender plays an important role in the selection of their Career. This study is also conducted to understand how much impact these factors have on a student's career choice.*

*Earlier studies state that mostly female students prefer corporate jobs. The current study shows that female students prefer entrepreneurship over corporate jobs.*

*Keywords: Entrepreneurship, Corporate Job, Career Choice, Risk Tendency, Family Support.*

**INTRODUCTION CAREER**

Career is a term that is referred to the professional path that a candidate decides to take upon to earn a livelihood. It is the most important part of one's life. To put bread on your dining table, to gain respect from society and for your self-satisfaction, a good career is a must. A career path should be chosen based on passion and interest in the field. There is no one definition for a good career path. The suitability of a career depends on person to person. Safe career paths are those that provide good salary and job security. With the increasing number of career choices in front of students, there is often a confusion among the students to choose the right career. The millennial mentality is far different from the previous generation's mentality in terms of career paths. The two most debated career paths are entrepreneurship and corporate jobs. After the launch of "Startup India – Standup India" program and "Atmanirbhar Bharat" scheme by our government, people are now getting more inclined towards entrepreneurship. But what factors does he or she choose is a big question to ponder upon. This particular research is conducted to know youth preferences between entrepreneurship and corporate jobs.

**ENTREPRENEURSHIP**

Entrepreneurship is the ability and readiness to develop, organize and run a business enterprise, along with any of its uncertainties in order to make a profit. The most prominent example of entrepreneurship is the starting of new businesses. The entrepreneur is defined as someone who has the ability and desire to establish, administer and succeed in a startup venture along with risk entitled to it, to make profits. The entrepreneurs are often known as a source of new ideas or innovators, and bring new ideas in the market by replacing old with a new invention. It can be classified into small or home business to multinational companies. Anyone who has the will and determination to start a new company and deals with all the risks that go with it can become an Entrepreneur.

**CORPORATE JOBS**

A job is any work which is performed in exchange for money and similar benefits. Having a corporate job means working for someone other than oneself. It means that the person's income is based on their performance in the context of a company's performance. Typically, they are employees although some independent contractors or even LLCs might fall into corporate territory.

**REVIEW OF LITERATURE ACCORDING TO DAVID MCCLELLAND PUBLISHED IN 1987 THE THEORY HAS MENTIONED**

There are 3 needs of motivation

- Need for achievement People who have a need for achievement prefer to work on tasks of moderate difficulty in which results are based on their efforts rather than on anything else to receive feedback on their