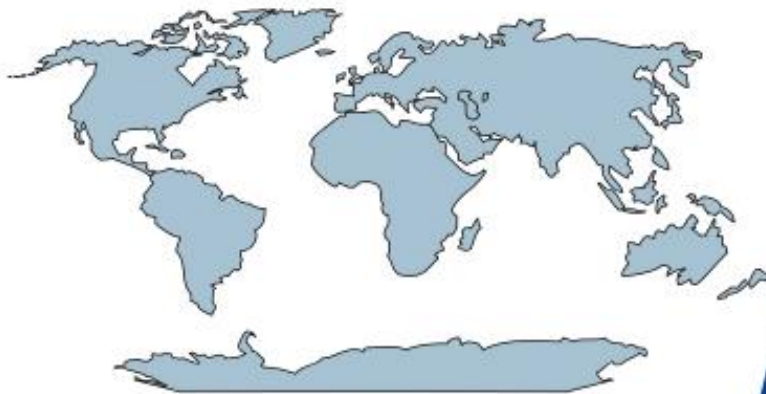


ISSN 2322 - 0899

**INTERNATIONAL JOURNAL OF RESEARCH
IN MANAGEMENT & SOCIAL SCIENCE**



Volume 9, Issue 2 (I)
April - June 2021

EVOLUTION OF GENDER STEREOTYPES IN ADVERTISING	221 – 223
Anushka Redij	
A STUDY ON THE IMPACT OF DIGITAL CONTENT ON THE LIFESTYLE OF THE YOUTH	224 – 228
Harshita Shetty and Shivani Naik	
CONCEPTUAL STUDY ON DIGITAL SIGNATURE	229 – 231
Samiksha Sanjay Magar	
CORPORATE JOB VS ENTREPRENEURSHIP: A STUDY ON YOUTH PREFERENCES LIVING IN MUMBAI REGION	232 – 238
Mikail Shaikh, Amolak Singh Viridi, Rushabh Dixit and Nidhi Chandorkar	
RATIONALE OF THE BAN ON CHINESE APPS	239 – 245
Sayujyata Mandalkar and Swati Parab	
THE EVOLVING OTT SCENARIO	246 – 248
Bharat Patade	
ACCESS TO NETWORK LOGIN BY TWO-FACTOR AUTHENTICATION FOR EFFECTIVE INFORMATION SECURITY	249 – 252
Poonam Kadam	
THE INFLUENCE OF SUBCONSCIOUS MIND ON HUMAN BEHAVIOUR	253 – 255
Aparna Radhakisan Raswe	
<i>DISTRIBUTED COMPUTING FRAMEWORK IN BIG DATA HADOOP ARCHITECTURE</i>	256 – 260
Bipin Kumar Laldhari Maurya and Dr. Hiren Dand	
TO STUDY CONSUMER PREFERENCE TOWARD ONLINE SHOPPING	261 – 263
Umang Ved	
POSITIVE AND NEGATIVE IMPLICATIONS OF COVID-19 ON PERSONAL HEALTH AND HYGIENE MANAGEMENT	264 – 267
Rajput Jahnvi R. and Shah Nehal. D.	
STUDY OF PSYCHOLOGICAL CONDITIONS LEADING TO EXCESSIVE USE OF SOCIAL MEDIA SITES	268 – 271
Tanvi Vitthal Gawde	
RESEARCH ON IMPACT OF CINEMA AND MUSIC ON PEOPLE'S MENTAL HEALTH DURING COVID – 19	272 – 273
Sahil Shantanu Sapre	
A STUDY ON THE IMPACT OF COVID-19 PANDEMIC ON EDUCATION SECTOR	274 – 281
Madhura Pai, Pratham Nandagave, Reema Palan and Vijay Vishwakarma	

**CORPORATE JOB VS ENTREPRENEURSHIP: A STUDY ON YOUTH PREFERENCES LIVING IN
MUMBAI REGION**

Mikail Shaikh¹, Amolak Singh Virdi², Rushabh Dixit³ and Nidhi Chandorkar⁴
Students^{1,2,3} and Assistant Professor⁴, Department of Management Studies, Bunts Sangha's S.M. Shetty College
of Science, Commerce and Management Studies, Powai

ABSTRACT

With the increasing number of career choices in front of students, there has always been a confusion among the students to choose a right career. Students should choose career by knowing the merits and demerits of each path and analyze their strength and weaknesses so that they can know which career suits them the best.

Methodology: primary data has been collected by administering a questionnaire on students across Mumbai region.

Observations and Results: Even if more than half of the respondents do not have any entrepreneurial background, they are still inclined to take up entrepreneurship and they choose more risk and passion, flexible working hours, unstable income at the initial stage of business but having higher development scope in the future. It was also observed that majority of females are willing to take up entrepreneurship. It was also observed that students whose families are financially stable and who are academically good opt out for entrepreneurship.

Keywords: Entrepreneurship, Passion, Financial stability, Risk

1. INTRODUCTION

The confusion among students has drastically increased over the years, in order to choose which occupation to opt for: Corporate Job or Entrepreneurship.

A job is any task which is performed in return for money or similar benefits. Corporate Job offers flexibility and many other additional benefits. It is a group effort which involves coordination with no investment required.

On the other hand a Corporate job keeps you confined in a box where you have not much of recognition.

Entrepreneurship is the willingness to start a new venture keeping in mind the risk and problems in order to make a profit. Entrepreneurship offers adaptability and involves more passion.

On the other hand Entrepreneurship involves taking up a lot of responsibility with more stress and risk. Starting ones own venture requires investment, which might be difficult to arrange.

2. REVIEW OF LITERATURE

According to Dr. Veni Niar Asst. director ITM Business School, Khargar

Startups are a major recruiter during the internship of students, but not for final placements. This is because startups offer an overall learning experience which students prefer during internship. Whereas in large MNC's, they are restricted to a project. Loyalty towards career is reducing. Students too pickup a company offering them the best salary and package. Many institutes are now offering assistance to setup campus venture through their incubation cells. This gives the student the opportunity to try and test his or her venture in campus while completing his or her education. With the Make In India campaign, the organized sector will create more jobs in the future. The startup Ecosystem too will provide employment to many in the coming years.

According to Maria Jarlstrom, University of Vaasa

Psychosocial values have been related to the "employment status choice" which has been defined by Katz (1992, p.30) as "the vocational decision process in terms of the individual's decision to enter an occupation as a wage-or-salaried individual or a self-employed one".

According to Brenner, Pringle, and Greenhaus (1991)

The relationship between work values and career intentions among a sample of graduating seniors majoring in business. It was found that those who would rather operate their own business attach greater importance to creativity, risk taking, independence, and autonomy. Those who prefer to work as employees have a greater desire for job clarity, they prefer jobs with a regular routine, and clearcut rules and procedures.