

A COMPARATIVE STUDY OF STRESS COPING OF GUJRATI AND PUNJABI ENTREPRENEURS

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ABSTRACT

The present study is aimed at investigating the relationship of stress coping such as task oriented (TO), defense oriented (DO) and ailment oriented (AO), reactions among entrepreneurs of Gujarati and Punjabi origin. A sample of 18 Gujarati and 38 Punjabi entrepreneurs from the urban industrial area of Raipur city in Chhattisgarh were selected on an incidental cum random basis. The measure for stress coping mechanism in (Hindi form) was administered in a small group setting. The statistical treatment given to the score on AO, TO and DO mechanism presents the following picture: Gujarati entrepreneurs gave first preference to TO (task oriented), second to DO (defense oriented) and third to AO (ailment oriented) reaction. While Punjabi entrepreneurs have shown more preference to defense oriented (DO), and task oriented (TO) than to ailment oriented (AO) reactions.

KEYWORDS: Ailment Oriented, Task Oriented, Defense Oriented