



## Small and medium-sized enterprises need family and friends more than ever, now!

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### ARTICLE INFO

### ABSTRACT

**Purpose:** While Covid has opened up new markets and opportunities for entrepreneurs, the failure due to uncertainty always exists, that's the risk of entrepreneurship, this risk has further enhanced due to frequent lockdowns and volatile markets. Entrepreneurs need social support to make his or her business successful. Family, friends and local associations can give psychological support during difficult days. This paper tries to explore what friends and family can do.

**Design/methodology/approach:** Literatures were reviewed why enterprises fail? It is noted that introvert entrepreneurs possess diverging styles and they suppress their feelings when they face problems. This is reflected during their concrete and reflecting experiences; these negative behaviors can be complemented by positive behaviors from friends and family. 10 questionnaires were framed, 67 responded the survey, Descriptive statistics was used to analyze the same. An approach is made to give directions to friends and family.

**Findings:** Study on effect of Jokes in bringing humor during crisis, the introvert entrepreneurs can be helped by family members and or society to overcome the stress due to the negative feelings.

**Originality/value:** The content is original and due credit is given to the authors, in case if it's missed it's not intentional.

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**JEL Code:** E71 Role and Effects of Psychological, Emotional, Social, and Cognitive Factors on the Macro Economy

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### INTRODUCTION

"The continuing global economic downturn has created an extremely challenging environment for entrepreneurs, with many economies witnessing a sharp increase in business failure rates. For many entrepreneurs' failure remains a very real prospect" (Cope, 2011, p.2). With this risk of entrepreneurship, we have Covid which has pulled our economy down by two years. There is loss to the economy and many new untapped markets has approached with forced digitization. Market now is more unpredictable; from shops and malls the market has shifted to home - The market is beyond prediction and we are unprepared.

SMEs undergo considerable degree of uncertainty and ambiguity associated with entrepreneurship; failure is a common phenomenon. (Lattacher & Wdowiak, 2020, p.1). Timmons (1999) is more forthright in his claims, reinforcing the eulogized view of failure as a necessary step to success. "In order to succeed one first has to experience failure. It is a common pattern that the first venture fails, yet the entrepreneur learns and goes on to create a highly successful company" (Cope, 2011, p.10). While I disagree that we need to design and work for failures, this is inevitable as there is huge uncertainty (Return for success is high so is risk). I agree that

it can “increase an entrepreneur's probabilities of success, using it as an instrument to learn “what works and doesn't work” (Sarasvathy and Menon, 2002: 9). (Cope, 2011, p.10).” The knowledge acquired through failure can, under certain conditions, facilitate successful entrepreneurial re-emergence”. (Lattacher & Wdowiak, 2020,p. 1)

“The World is at war with the latest abhorrence-COVID-19. This is a bio-war situation and has left the whole world abandoned. Also meeting the diverse skill requirements of SMEs spread across various sectors horizontally and vertically is a challenge. The Indian Ministry is making efforts to meet the requirements of the sectors by various level courses through its training institutions spread across length and breadth of the country. In 2020 a total number of 5,37,677 enterprises registered under Manufacturing category whereas 8,65,058 enterprises registered under Service sector. • The Top 5 Industrial sectors of registrations are – Food Products, Textile, Apparel, Fabricated Metal products and Machinery & Equipment’s” (Government of India, Ministry of Micro, Small and Medium Enterprises, 2021) There lies the Hope !

The need of SMEs in India is required more than ever, to bring back the economy. The approach is to work not on how to avoid failures and tap the unpredictable market, slow and steady and not a big leap could reduce the risk and avoid failures. Family business has some inherent strengths, how can we leverage to overcome the stress, failures are the “fuel that builds stress, failures are the “fuel that intensifies cognitive processes” Ellis et al. (2006), (Cope, 2011, p.9).

Stress, emotions related to failure can also be considerably influenced or even triggered by the entrepreneur's social environment (friends, spouse, parents, and other family members). The emergence of emotions is a process, and emotions often emerge only at a certain temporal distance from the failure event itself (Heinze, (2013), (Lattacher & Wdowiak, 2020, p.22). The entrepreneur should have ability to change the tides or associated with people /association who bring positive vibes.

The focus will be on restoration orientation instead of Loss orientation, the study will also be made how can (Shepherd, 2003). Singh et al. (2007) “we identify four aspects of life affected by failure which are defined as economic, social, psychological and physiological. Whiley (1998), further undermining the entrepreneur's self-esteem and the relationships they have with other people” (Cope, 2011, p.6). A study is needed to understand the social support that can be given during the start of failures, the same can be supported by family and friends and give the entrepreneurs the psychological support they need.

## METHODOLOGY

To build psychological support, Humor at work and Home is important, the same needs to be cultivated and promoted.

An interesting antidote by an entrepreneur.

**Case Study:** “We had recently moved to a brand-new office in a contemporary setup in Mumbai. One late evening, there was something wrong with our A.C. duct and water started seeping on the floor. To our horror, in just under an hour the whole office was flooded. My heart ached seeing our new carpets and furniture soaked in water. Most of our people who had recently joined us hung around, trying to help the situation. Looking at them, it occurred to me that no one actually stopped us from having fun. So I stopped barking at the builders and ordered pizzas for everyone. We enjoyed our cheese slices with our legs still in water, and laughed at what was happening. Eventually, we figured our way out and life continued as it always does.

As we built up the company, I realized that the joke is always on you. People quit. Investors are disappointed. Clients complain. Cashflows disrupt. Regulators knock. Infrastructure fails. Starting up is only half the story, the rest of it is being able to handle an ongoing churn in the stomach and being able to create despite everything else.

Having fun is a mindset. It makes the entrepreneurial journey more joyous for you and the others who join you on the ride. Really, do it for fun” article by Praveen Suthrum is founder and President of NextServices . (The Economic times Rise edition, 2015)

Understanding Humour and how it can be strategized with reversing the negative feeling thoughts of the entrepreneur during crisis. Joke is simplest mode of humour.

The best part of humour is Joke and to understand the anatomy of Joke which consists of 6 -tuples . They are 1. Language (LA) 2. Narrative strategy (NS) 3.Target (TA) 4.Situation (SI) 5.Logical Mechanism (LM) 6. Script Opposition (SO) (Attardo, 2014, p.182-183) .

1.Language (LA) :-”Any of the Language variants of the specifications of the five higher Knowledge Resources is a paraphrase of a joke, hence it is a translation (if we allow paraphrases in a different code, and there is no reason we should not do so).Thus it follows that the General Theory of Verbal Humour already incorporates a simple theory of humour translation, if we limit translation to simple meaning correspondence” (Attardo, 2014, p.185). We need to keep in mind that the Entrepreneur will not be in listening mode , we have to break from his thoughts focused on his/her problem, Refer Case A : “So I stopped barking at the builders... what was happening”.

2. Narrative strategy (NS):-“There is generally little need to change the Narrative Strategy of a joke, since the ways in which the narrative is organized are language-independent. cross-cultural studies may show that a


given format is unique to a culture/language or that a given format is preferred in a language/culture” (Attardo, 2014,p.186) .Refer Case study A “We enjoyed our cheese .....laughed ..... was happening”.

3.Target (TA) : “It is fairly well known that different ethnic and national groups choose different stereotypical targets for their aggressive humour. It should be noted that each targeted group is targeted in relation to particular features (one or more). Thus, in the United States, Italians are dirty and violent, but not stupid. In Italy, Scots are avaricious, but Jews are not, etc. Needless to say, all of these humorous stereotypes are completely fantastic” (Attardo, 2014,p.187). Target is an entrepreneur as owner or team members, a lot of care should be taken not to hurt any one in the team. Choice of words should be careful, it's always good not to address them as target and keep a target outside the group ( Eg,. Competitor, Politicians etc ), while sending the message. Local cultural feelings should be kept in mind. Usage of Double entendre is always encouraged

4.Situation (SI):“Translator should find him/her/itself in a situation in which the Situation is either non-existent in the TL or else unavailable for humour, a good solution is simply to replace the offending Situation with another one, while respecting all other Knowledge Resources.” (Attardo, 2014, p.187). It's better not to be close to the context (addressing to entrepreneurs), what is to break the monotony of his/her negative thinking, in this we want to address, many time is also not important or relevant. ). It's better not to be close to the context (addressing to entrepreneurs), the goal is to break the monotony of his/her negative thinking , in this what we want to address, many times is also not important or relevant.

5.Logical Mechanism (LM) : “Logical Mechanism of puns (i.e. the belief that there is a connection – a motivation – between sound and sense; see Attardo 1994 for discussion, in connection to humor” (Attardo, 2014, p.188) .Once humor is achieved probably we can have a logical end. I suggest we should not connect to the logical end and allow the respondent ( entrepreneur ) to retrospect.

6.Script Opposition (SO): “Ruch et al. (1993) that when two jokes differ by Script Opposition they are perceived as most different Therefore it follows that the translator should refrain, as far as possible, from changing the Script Opposition”. “Let me stress again that while functionally (from the perlocutionary point of view) the translation is successful, at the semantic level this is no translation at all, but rather the substitution of one joke with another. This is why we can say that all jokes are translatable, at the perlocutionary level, because the perlocutionary goal of humor appreciation is of course universal” (Attardo, 2014, p.189).

Seq. 		Dos	Donts	Refer Case A
1	Script Opposition (SO)	Simple and use common words	Do Not address to respondent	Not referring the loss due to water
2	Logical Mechanism(LM)	Break the monotony	Do not relate the joke with problem	Order pizza and enjoy food
3	Situation (SI)	Break the thoughts		Exploit the situation by team bldg.
4	Target (T)	Target outside the group	Not the respondent	Targeted builder and than withdrawn
5	Narrative strategy (NS)	Use the problem into opportunity	Do not relate the joke with problem	Change spontaneously
6	Language (LA)	Simple and follow cultural idioms	Don't be aggressive	Address in common and simple words

Hierarchical organization of the Knowledge Resources, (Attardo, 2014, 13,table 2)

## MEASURES

Humor at work, with family and friends will help to reduce the stress and anxiety during difficult periods. 10 questions were framed and Google form was used to get 67 responses, the same was tested for Reliability and Descriptive statistics.

**Statistical evaluation:** A Survey was taken 67 responded and the analysis of the data is as follows, Likert scale was used with 5 scales, I being strongly disagree to 5 strongly Agree

**Table 1 : N=67**

		N	%
Cases	Valid	67	100.0
	Excluded <sup>a</sup>	0	.0
	Total	67	100.0

**Table 2**

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.803	.753	8

Table 1 n=67 all survey inputs are considered. Table 2: The reliability scores 0.753 validates the questionnaires, its acceptable for the research.

**Table 3**

**Summary Item Statistics**

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.060	1.776	3.851	2.075	2.168	.814	8

Table 4: Frequency Table

**SMEs (Small and Medium enterprises) use of humor is an integral part of day-to-day work**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	6	9.0	9.0	9.0
	Disagree	7	10.4	10.4	19.4
	Neutral	19	28.4	28.4	47.8
	Agree	26	38.8	38.8	86.6
	strongly agree	9	13.4	13.4	100.0
	Total	67	100.0	100.0	

**I believe all areas can benefit from the use of humor and reduce stress at workplace**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	6	9.0	9.0	9.0
	Neutral	14	20.9	20.9	29.9
	Agree	25	37.3	37.3	67.2
	strongly agree	22	32.8	32.8	100.0
	Total	67	100.0	100.0	

The need of Humor for SME is over 51% and with a neutral of 28%, it should be a integral part to destress the entrepreneur during difficult times.62% believed that the humor reduces the stress with 20% being neutral. 73% believed that humor at workplace reduce anxiety over problems and issues around 12 % were neutral. 73% agreed that the humor creates an environment which is relaxing thereby giving opportunities for productivity.71% gave their views that humor build interest to work a positive enabler during crisis and problems. the survey respondents yes 95% for the quality of jokes to be more productive. The mean supports the need of humor to the entrepreneur. 78% expressed that the time spent by family members in sharing jokes which helps in the entrepreneurial performance .60% of them viewed that its responsible of family members support entrepreneurs to reduce day to day stress.

**I believe the use of humor reduces employees anxiety in dealing with problems and failures.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	6	9.0	9.0	9.0
Disagree	4	6.0	6.0	14.9
Neutral	8	11.9	11.9	26.9
Agree	32	47.8	47.8	74.6
strongly agree	17	25.4	25.4	100.0
Total	67	100.0	100.0	

**I believe the use of humor creates a relaxing environment for employees and employees**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	5	7.5	7.5	7.5
Disagree	3	4.5	4.5	11.9
Neutral	10	14.9	14.9	26.9
Agree	34	50.7	50.7	77.6
strongly agree	15	22.4	22.4	100.0
Total	67	100.0	100.0	

**I believe the use of humor increases employees' interest in and excitement at work**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	7	10.4	10.4	10.4
Disagree	1	1.5	1.5	11.9
Neutral	11	16.4	16.4	28.4
Agree	30	44.8	44.8	73.1
strongly agree	18	26.9	26.9	100.0
Total	67	100.0	100.0	

Table 5,

**Right quality of Jokes at the workplace ,I believe is best form of humour for Productive workplace**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid No	3	4.5	4.5	4.5
Yes	64	95.5	95.5	100.0
Total	67	100.0	100.0	

**Time spent with family and cracking jokes fun helps reduce stress and improve entrepreneurial performance**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid May be	15	22.4	22.4	22.4
Yes	52	77.6	77.6	100.0
Total	67	100.0	100.0	

**Do you think it's the responsibility of the family members and friends to bring humor to benefit the entrepreneur "**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid May be	23	34.3	34.3	34.3
No	4	6.0	6.0	40.3
Yes	40	59.7	59.7	100.0
Total	67	100.0	100.0	

Table 6

PI rank the humor you based on effectiveness at work A) Jokes B) Laughter exercise C) Recollect past positive memories D) Story telling E) Others [Fourth Choice]"

	Frequency	Percent	Valid Percent	Cumulative Percent	Bootstrap for Percent <sup>a</sup>			
					Bias	Std. Error	95% Confidence Interval	
							Lower	Upper
Valid Jokes	9	13.4	13.4	13.4	.0	4.1	6.0	22.4
Laughter	8	11.9	11.9	25.4	.1	4.1	6.0	20.9
Recollect past positive memories	3	4.5	4.5	29.9	.0	2.5	.0	10.4
Story telling	8	11.9	11.9	41.8	.0	3.9	4.5	19.4
5	39	58.2	58.2	100.0	-.1	6.1	46.3	70.1
Total	67	100.0	100.0		.0	.0	100.0	100.0

a. Unless otherwise noted, bootstrap results are based on 1000 bootstrap samples

PI rank the humor you based on effectiveness at work A) Jokes B) Laughter exercise C) Recollect past positive memories D) Story telling E) Others [Fifth Choice]"

	Frequency	Percent	Valid Percent	Cumulative Percent	Bootstrap for Percent <sup>a</sup>			
					Bias	Std. Error	95% Confidence Interval	
							Lower	Upper
Valid Jokes	3	4.5	4.5	4.5	-.1	2.5	.0	9.0
Laughter	1	1.5	1.5	6.0	.0	1.5	.0	4.5
Recollect past positive memories	61	91.0	91.0	97.0	.1	3.4	83.6	97.0
Story telling	2	3.0	3.0	100.0	-.1	2.0	.0	7.5
Total	67	100.0	100.0		.0	.0	100.0	100.0

is the results of the choice the entrepreneurs can and should use to bring humor in their life to reduce stress and take right decisions at right time.43% voted for jokes as their first choice and laughter 46% used second choice, the third choice is less than 43% for storytelling, very less opted to use and share the positive memories which can bring positive thoughts. While entrepreneurs should be exposed and supported the different tools of humor, probable jokes and spontaneous laughter can reduce negative stress.

Table 7:

PI Rank Humor used by Entrepreneurs and Employees at Home A) U tube Stand Up comedies B)TV C) NETFLIX /AMAZON PRIME D) Movies E) Others [First Choice]"

	Frequency	Percent	Valid Percent	Cumulative Percent	Bootstrap for Percent <sup>a</sup>			
					Bias	Std. Error	95% Confidence Interval	
							Lower	Upper
Valid Movies	10	14.9	14.9	14.9	.1	4.2	7.5	23.9
NETFLIX/Amazon Prime	4	6.0	6.0	20.9	.0	2.9	1.5	11.9
Others	1	1.5	1.5	22.4	.0	1.5	.0	4.5
TV	1	1.5	1.5	23.9	.0	1.5	.0	4.5
U tube stand up comedies	13	19.4	19.4	43.3	.1	4.9	10.4	29.9
6	38	56.7	56.7	100.0	-.3	6.1	44.8	68.7
Total	67	100.0	100.0		.0	.0	100.0	100.0

a. Unless otherwise noted, bootstrap results are based on 1000 bootstrap samples

PI Rank Humor used by Entrepreneurs and Employees at Home A) U tube Stand Up comedies B)TV C) NETFLIX /AMAZON PRIME D) Movies E) Others [Second Choice]"

	Frequency	Percent	Valid Percent	Cumulative Percent	Bootstrap for Percent <sup>a</sup>			
					Bias	Std. Error	95% Confidence Interval	
							Lower	Upper
Valid Movies	11	16.4	16.4	16.4	.2	4.4	7.5	25.4
NETFLIX/Amazon Prime	17	25.4	25.4	41.8	-.3	5.2	14.9	35.8
Others	3	4.5	4.5	46.3	.1	2.5	.0	9.0
TV	30	44.8	44.8	91.0	.0	6.0	32.8	56.7
U tube stand up comedies	6	9.0	9.0	100.0	.0	3.4	3.0	16.4
Total	67	100.0	100.0		.0	.0	100.0	100.0

PI Rank Humor used by Entrepreneurs and Employees at Home A) U tube Stand Up comedies B)TV C) NETFLIX /AMAZON PRIME D) Movies E) Others [Third Choice]\*

	Frequency	Percent	Valid Percent	Cumulative Percent	Bootstrap for Percent <sup>a</sup>				
					Bias	Std. Error	95% Confidence Interval		
							Lower	Upper	
Valid Movies	17	25.4	25.4	25.4	-.6	5.1	14.9	35.8	
NETFLIX/Amazon Prime	29	43.3	43.3	68.7	.5	6.0	32.8	56.7	
Others	4	6.0	6.0	74.6	.0	2.9	1.5	11.9	
TV	10	14.9	14.9	89.6	.2	4.3	7.5	23.9	
U tube stand up comedies	7	10.4	10.4	100.0	.0	3.8	4.5	17.9	
Total	67	100.0	100.0		.0	.0	100.0	100.0	

a. Unless otherwise noted, bootstrap results are based on 1000 bootstrap samples

PI Rank Humor used by Entrepreneurs and Employees at Home A) U tube Stand Up comedies B)TV C) NETFLIX /AMAZON PRIME D) Movies E) Others [Fourth Choice]\*

	Frequency	Percent	Valid Percent	Cumulative Percent	Bootstrap for Percent <sup>a</sup>				
					Bias	Std. Error	95% Confidence Interval		
							Lower	Upper	
Valid Movies	30	44.8	44.8	44.8	.4	6.1	32.8	56.7	
NETFLIX/Amazon Prime	8	11.9	11.9	56.7	-.1	3.8	4.5	19.4	
Others	8	11.9	11.9	68.7	-.3	3.8	4.5	19.4	
TV	12	17.9	17.9	86.6	-.3	4.6	9.0	26.9	
U tube stand up comedies	9	13.4	13.4	100.0	.3	4.3	6.0	22.4	
Total	67	100.0	100.0		.0	.0	100.0	100.0	

a. Unless otherwise noted, bootstrap results are based on 1000 bootstrap samples

PI Rank Humor used by Entrepreneurs and Employees at Home A) U tube Stand Up comedies B)TV C) NETFLIX /AMAZON PRIME D) Movies E) Others [Fifth choice]\*

	Frequency	Percent	Valid Percent	Cumulative Percent	Bootstrap for Percent <sup>a</sup>				
					Bias	Std. Error	95% Confidence Interval		
							Lower	Upper	
Valid Movies	7	10.4	10.4	10.4	-.1	3.8	3.0	19.4	
NETFLIX/Amazon Prime	50	74.6	74.6	85.1	.2	5.3	64.2	85.1	
Others	2	3.0	3.0	88.1	-.1	2.0	.0	7.5	
TV	1	1.5	1.5	89.6	.0	1.5	.0	4.5	
U tube stand up comedies	7	10.4	10.4	100.0	.0	3.7	3.0	17.9	
Total	67	100.0	100.0		.0	.0	100.0	100.0	

The methods of bring humor by the entrepreneurs and employees at home , in the first choice they preferred You tubes , in the second choice being Netflix /Amazon prime , the third choice being TV , You tube and Netflix/ Amazon prime was voted high in all the categories.

Table 8:

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness	Kurtosis		
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
SMEs (Small and Medium enterprises) use of humor is an integral part of day-to-day work	67	1	5	3.37	1.126	-.592	.293	-.223	.578
I believe all areas can benefit from the use of humor and reduce stress at workplace	67	1	5	3.85	1.158	-1.148	.293	.937	.578
I believe the use of humor creates a relaxing environment for employees and employees	67	1	5	3.76	1.088	-1.176	.293	1.096	.578
I believe the use of humor reduces employees anxiety in dealing with problems and failures.	67	1	5	3.75	1.172	-1.114	.293	.577	.578
I believe the use of humor increases employees' interest in and excitement at work	67	1	5	3.76	1.182	-1.164	.293	.795	.578
Valid N (listwise)	67								

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.792
Bartlett's Test of Sphericity	Approx. Chi-Square
	210.635
	df
	10
	Sig.
	.000

Kurtosis is a measure of whether the data are heavy-tailed or light-tailed relative to a normal distribution. The data suggests right centered. As per Kurtosis results there is impact of humor on reducing stress and improving the workplace of the employees for better malmanagement of the crisis or problems Skewness: the extent to which a distribution of values deviates from symmetry around the mean. A value of a positive skewness indicates a greater number of smaller values. As per the KMO and Bartlett's results the test statistic is very high (210.635), and accordingly the null hypothesis may be rejected (Sig. = .000) and the variables are not completely uncorrelated stands rejected.

Table 9:

Communalities		
	Initial	Extraction
SMEs (Small and Medium enterprises) use of humor is an integral part of day-to-day work	1.000	.507
I believe all areas can benefit from the use of humor and reduce stress at workplace	1.000	.745
I believe the use of humor creates a relaxing environment for employees and employees	1.000	.649
I believe the use of humor reduces employees anxiety in dealing with problems and failures.	1.000	.755
I believe the use of humor increases employees' interest in and excitement at work	1.000	.821

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.476	69.525	69.525	3.476	69.525	69.525
2	.696	13.913	83.437			
3	.422	8.440	91.878			
4	.279	5.572	97.449			
5	.128	2.551	100.000			

Principal component analysis was done and 69 % weightage went to “ I believe the use of humor increases employees' interest in and excitement at work” the PCA values for this factor was very high at 0.906 , the other factors such as Humor an integral part of day to day life ,humor brings down the anxiety and helps in improving productivity at work place as a PCA scores > 0.7

### MANAGERIAL IMPLICATIONS

The important cause of failure is not addressing during generation of negative thoughts. Every entrepreneur understands well that there is uncertainty doing business, their passions kick their emotions and bring huge motivations. As they find initial success they get further hooked and attached, however initial failures make them demotivated, helpless, and inner feelings develop.

Research also shows failures happen often and Entrepreneurs should learn quickly, that is the key. To learn he/she should be in listening mode. Family and friends should understand the emotions during difficult times and help him/her to overcome them.

There are many ways the family and friends can help. Joke is the simplest and spontaneous way to address, however the society should help them with Laughter classes, Dance, Music ,Sports or Spiritual lessons to calm down his negative feelings. Its our responsibility to promote this positive environment.



## LIMITATIONS

Study of failures is difficult and the respondents will resist cooperating with the survey questions, however there is always a way out. Research should be done and ways explored how friends, families and society can build a system for him /her to recover from the initial crisis These initial crisis and emotions are important, once it's taken care the resilience develops and builds qualities to face the same in future.

In India the education level of SMEs may not be at par , hence sampling and convincing on this approach would be difficult. Instead of him asking for help we should volunteer to support. Business schools and researchers should also study other modes of Social entrepreneurship to address this issue.

## SUGGESTIONS FOR FUTURE RESEARCH

Humanistic Management study should be done for diverging styles , provide awareness to convert the introverted behavior of entrepreneurs during crisis and convert the negative feeling into positive one . In family business the composition will be a balance of introvert and extrovert each complementing based on the situation. Research is needed when its not a family business, friends and social events and gatherings should be exposed and studied.

## CONCLUSION

The study concludes that there is enough research on Entrepreneurship and is prone to failures and each entrepreneur has to face many hurdles , learn and unlearn before they get a grip on their business , few survive . More research is required to study what we can do during an initial crisis or failures which can be corrected with support ( from Family , Friends and or Society ).

There are also studies that the entrepreneurs are passionate and are strong in resilience; however during the initial crisis they get distracted and bury themselves in negative feelings, these can be overcome by jokes , laughter or even watching a movie or cricket. The responsibility of family members and friends should be to understand and bring his /her from the negative feelings to a relaxed mind, the problem will get solved.

This paper exposes the need of Jokes and humor and a survey with statistical tools are supporting the same. Can be done with larger sample size and its learning from family business.

Recommendation to the Govt of India, is that SMEs training should include social trainings such as humor , Laughter club and Spiritual learnings to reduce stress The Ministry is already giving training packages which includes technical quality , financial and business excellence.

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