

Entrepreneurship: Towards the Creation of Entrepreneurial-Driven Economy

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Approach

Just as entrepreneurs combine things to create innovations, we integrate the most valuable entrepreneurship practices from some of the world's leading scholars, educators, and authors. We also provide an action-oriented approach to the subject through the use of examples, case studies and survey research. By striking a balance between theory and practice, we hope our readers will benefit from both perspectives. Our comprehensive collection of concepts and applications provides the tools necessary for success in starting and growing an enterprise. We show the critical differences between scientific ideas and true business opportunities. Readers will benefit from the book's integrated set of cases, examples, business plans, and recommended sources for more information.

Audience

This book is designed for students in colleges and universities, as well as others in industry and public service, who seek to learn the essentials of entrepreneurship. No prerequisite knowledge is necessary, although an understanding of basic principles will prove useful. Entrepreneurship was traditionally taught only to business courses. Because entrepreneurship education opportunities now span the entire country, we wrote this book to be approachable for students of all courses and levels including undergraduate, graduate, and executive education. Our primary focus is on commerce and management students interested in entrepreneurship and innovation courses and start-ups, but the book is also valuable to industrialists, corporate and policy makers with a particular interest promotion of entrepreneurship. Entrepreneurship education is a wonderful way to teach universal leadership skills, which include being comfortable with constant change, contributing to an innovative team, and demonstrating passion in any effort. Anyone can learn entrepreneurial thinking and leadership. We particularly encourage instructors to design courses where the students form study teams early in the term and learn to work together effectively on group assignments.

Preface

It gives us great pleasure to present to you the edited book on Entrepreneurship titled “ENTREPRENEURSHIP: Towards the creation of Entrepreneurial-Driven Economy”. The goal of this book is to provide scholars, academicians, professionals, industrialists and policy makers with a current and comprehensive approach towards problems and prospects of entrepreneurship in India. Entrepreneurship is a vital source of change in all facets of society, empowering individuals to seek opportunity where others see insurmountable problems. For the past century, entrepreneurs have created many great enterprises that subsequently led to job creation, improved productivity, increased prosperity, and a higher quality of life. With one-third of the world’s population lacking access to basic energy needs and two-thirds with annual incomes of less than \$2,000, entrepreneurship can play an important role in finding solutions to these challenges facing civilization. Our edited book is an attempt to thoroughly examine a global phenomenon of Entrepreneurship. Entrepreneurship development is the key to the economic development of a country. Entrepreneurial development is essential for industrialization, generating employment and poverty alleviation. Entrepreneurship is a strategy and can be developed through planned efforts. A large number of schemes have been formulated for developing entrepreneurship by the Government through various organizations and financial institutions like Small Scale Development Organisation (SIDO), National Small Industries Corporation Limited (NSIC), Small Industries Development Bank of India (SIDBI) and Industrial Development Bank of India (IDBI) etc. There is enough talent in the country where the people have the right mix of entrepreneurial qualities which can make them very successful entrepreneurs but they don't have the kind of support from the society, educational institution and the Government; there is no eco-system to promote such entrepreneurs who have ideas and can make it.

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