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# **ENTREPRENEURSHIP DEVELOPMENT**

**MBA 1<sup>st</sup> Sem**



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# Entrepreneurship Development Notes For Mba Anna University

**Jianjun Gao**



## **Entrepreneurship Development Notes For Mba Anna University:**

*Entrepreneurship Development* Prof. Dr. J. Mohanraj, Dr. S. Kanda Prasath, 2021-03-10 Entrepreneurship Development MBA 1st Semester of Anna University Chennai Purchase the e books for MBA 1st Semester of Anna University Chennai published by Thakur Publication available on Google Play Books These e books are tailored to align with the curriculum of Anna University and cover all subjects With their comprehensive content and user friendly format these e books provide a valuable resource for MBA students Access them easily on Google Play Books and enhance your learning experience today

*Current Trends in Entrepreneurship: Entrepreneurial Orientation, Intention, and Alertness* Anna Ujwary-Gil, 2023-01-01 Business consulting knowledge absorptive capacity and innovativeness A triangular model for micro and small enterprises in Poland Abstract PURPOSE This paper proposes a triangular relationship between business consulting knowledge absorptive capacity and innovativeness The role of knowledge absorptive capacity in stimulating the impact of business consulting on innovativeness is studied METHODOLOGY An empirical study is conducted using the CATI method and it is based on data concerning 382 Polish micro and small enterprises Qualitative variables reflecting using business consulting knowledge absorptive capacity and innovativeness are defined The multivariate discrete choice model taking into account relationships among these constructs is proposed and its parameters are estimated FINDINGS The results of the empirical research indicate that business consulting in Poland and similar countries may help firms implement innovative solutions Knowledge absorptive capacity stimulates innovativeness and has a positive impact on the relationship between using business consulting and improvement in innovativeness Though the frequency of using business consulting is an important factor in improving innovativeness cooperation between a consultant and a manager matters more IMPLICATIONS Results of the empirical research indicate that cooperation between a consultant and a manager may help reduce differences of opinion and internal conflicts A higher propensity to cooperate may significantly improve the functioning of an enterprise Business consulting has an indirect and direct effect on innovativeness It has a positive impact on knowledge absorptive capacity while better knowledge stimulates innovativeness ORIGINALITY AND VALUE An original triangular model of the relationship between business consulting knowledge absorptive capacity and innovativeness is proposed Advanced econometric methods are used in order to find complex relationships between using business consulting knowledge absorptive capacity and improvement in innovativeness Moreover results of the estimation of the parameters of the econometric model provide interesting recommendations for policies supporting the development of business consulting in the Polish economy Keywords business consulting knowledge absorptive capacity innovativeness multivariate discrete choice model development support policy econometric model economy Sustainable development and entrepreneurship in emerging countries Are sustainable development and entrepreneurship reciprocally reinforcing Abstract PURPOSE Entrepreneurship seen as an engine for economic development is especially desirable for emerging countries to support rapid growth Moreover entrepreneurs can

support social transformation in favor of more sustainable products and services Sustainable orientation of entrepreneurship contributes to sustainable development goals and prevents environmental deprivation However the sustainable development agenda can also influence entrepreneurship

**METHODOLOGY** The conducted bibliometric analysis confirmed the growing interest among scholars in the correlation of entrepreneurship to sustainability in the last years Furthermore panel regression static model was used to explore the variables on entrepreneurship influencing the sustainable development goal SDG index in emerging countries and Levin Lin and Chu LLC W Stat IPS ADF Fisher Chi Square and PP Fisher Chi Square tests were applied to analyze the variables stationarity In order to examine the existence of structural breaks the robustness was checked on single cross section units and on the whole panel dataset In addition the Hausmann test was used to select between random and fixed effects and heteroskedasticity of residues autocorrelation of residues and dependence of residues between the panels were conducted Data was analyzed through Eviews 13

**FINDINGS** This paper investigates the relationship between sustainability and entrepreneurship in emerging countries It discusses the impact of sustainable development on entrepreneurship and the influence of entrepreneurship on sustainable development

**IMPLICATIONS** The study results can be used by governments and policymakers to plan their strategies and policies concerning entrepreneurship and implementation of sustainable development goals They should promote entrepreneurial activity and control the negative environmental impact of enterprises simultaneously

**ORIGINALITY AND VALUE** The research addresses the gap in the literature concerning the relationship between sustainable development and sustainable entrepreneurship The paper examines the reciprocal relationship between sustainable development and entrepreneurship with an emphasis on emerging countries

**Keywords** entrepreneurship sustainability sustainable development sustainable entrepreneurship emerging countries entrepreneurs

Is Team Entrepreneurial Orientation important in generating creative business ideas The moderating role of team perceived heterogeneity and the individual creative mindset

**Abstract**

**PURPOSE** The study aims to unveil if Team Entrepreneurial Orientation TEO facilitates identification of creative market opportunities understood as novelty and quality business ideas Entrepreneurial Orientation EO has rarely been measured at a team level and few studies have attempted to examine the relationship between EO and actual creative outcomes The proposed research model searches for new patterns that can foster creativity of entrepreneurial teams In addition the research adds the moderating effect of perceived team heterogeneity and individual creative mindset

**Growth Creative and Fixed Creative Mindsets** as contingency variables to improve the understanding under which circumstances the entrepreneurial teams generate creative business ideas

**METHODOLOGY** The research sample comprises entrepreneurial teams from the Mondragon Team Academy in the Basque Country Spain The survey data were collected after the entrepreneurial teams performed idea generation The applied experiment of idea generation of entrepreneurial teams has not been generated for the purpose of the study but it formed part of the natural processes of the selected sample of teams The novelty and quality of business ideas were

evaluated by experts in the field The data relationships were analyzed through partial least square structural equation modeling PLS SEM FINDINGS Entrepreneurial Orientation of teams leads to product market entries but not necessarily to novel product market entries Entrepreneurially oriented teams have a greater tendency to generate quality and slightly modified existing business ideas rather than to generate novel market opportunities The applied moderators present different interaction results with the studied relationships Specifically individuals with a Fixed Creative Mindset in a team have an antagonistic interaction on the TEO Quality relationship Team Perceived Heterogeneity and Growth Creative Mindset of individuals have no effect on either the TEO Quality or the TEO Novelty link IMPLICATIONS The research demonstrates the importance of contextualization of the nature of creativity in EO as a crucial antecedent of market innovations Our study adds to the literature and practice by providing evidence that EO at a team level TEO plays a critical role in exploring product market entries given that TEO facilitates Quality outcomes only Entrepreneurially oriented teams do not easily achieve Novel outcomes that allow them to enter new markets Individuals with Fixed Creative Mindset in a team should be avoided as they block the relationship between Team Entrepreneurial Orientation and Quality Likewise our study supports the validity of Entrepreneurial Orientation at a team level which can lead to more suitable practical implications for a team and its creativity management if applied It could help in developing appropriate team formation and team management practices ORIGINALITY AND VALUE The study proposes rare and unique EO analysis at a team level and at young companies level start up The study contributes to the original and overlooked in the literature conceptualization of EO within Schumpeter s perspective of creative destruction in entrepreneurial activities The examined theoretical foundations of EO led to clearer antecedents of behavioural effects of entrepreneurial teams towards product market entries The study initiates identifies and calls for new further research lines to contribute to a greater and contingent understanding of how entrepreneurial teams generate creative business ideas especially novel business ideas which are necessary for creative destruction the EO construct itself and overall economic development Keywords entrepreneurship creativity team entrepreneurial orientation creative outcomes Subjective norms and entrepreneurial intention A moderated serial mediation model Abstract PURPOSE This study aims to clarify the effect mechanism of subjective norms on entrepreneurial intention The results of how subjective norms contribute to forming start up intention are inconsistent and unclear which is notable in previous research By integrating the theory of planned behavior and the theory of self efficacy we investigate whether entrepreneurial self efficacy and attitude toward entrepreneurship serially mediate the relationship between subjective norms and intention to start a business In addition this study examines the moderate role of entrepreneurial education on the serial indirect effect of subjective norms on entrepreneurial intention via entrepreneurial self efficacy and attitude toward entrepreneurship METHODOLOGY This study utilized a sample of 958 master s students in Vietnam to investigate a moderated serial mediation model of subjective norms on entrepreneurial intention Confirmatory factor analysis CFA was

carried out to check the reliability and validity of the scales Then the SPSS PROCESS macro developed by Hayes was employed to test the research model Specifically Model 6 was used to examine the serial indirect effect of subjective norms on start up intention and Model 84 was implemented to investigate the moderate effect of entrepreneurial education

**FINDINGS** The results of this study found that entrepreneurial self efficacy and entrepreneurial attitude significantly mediate subjective norms effect on entrepreneurial intention Especially the results reveal that the serial mediation effect of entrepreneurial self efficacy and attitude toward entrepreneurship was significant and entrepreneurial self efficacy and attitude toward entrepreneurship played a fully mediating role in the relationship between subjective norms and start up intention In addition this study found that the serial mediation effect of subjective norms on start up intention via entrepreneurial self efficacy and entrepreneurial attitude was negatively moderated by entrepreneurial education

**IMPLICATIONS** The results of this study further clarify the relationship between subjective norms and entrepreneurial intention and the role of entrepreneurial education therefore contributing to narrowing the notable gap between this relationship Besides our study provides several implications for governments and policymakers to promote the intention to start a business The finding of our study indicates that subjective norms are an important factor in promoting entrepreneurial intention Therefore policymakers should take some actions to promote entrepreneurial culture such as strengthening propaganda activities to promote the image of successful entrepreneurs praising businesses and entrepreneurs who contribute to society and giving evidence of their contribution to the development of the country Promoting an entrepreneurial culture may increase peer group pressure on potential entrepreneurs thus enhancing the intention to start a business

**ORIGINALITY AND VALUE** This study expects to contribute to a better understanding of the effect mechanism of subjective norms on entrepreneurial intention and explain the role of entrepreneurial education in this relationship This study explores the mediating role of entrepreneurial self efficacy and entrepreneurial attitude in the relationship between subjective norms and the intention to start a business Additionally this study demonstrates that entrepreneurial education weakens the serial mediation model of subjective norms on the intention to start a business

**Keywords** subjective norm entrepreneurial self efficacy attitude toward entrepreneurship entrepreneurial intention entrepreneurial education the theory of planned behavior the theory of self efficacy moderated serial mediation model An overview of the empirical research on entrepreneurial alertness using a systematic literature review method

**Abstract**

**PURPOSE** In the last two decades the concept of entrepreneurial alertness EA has been considered a key element in investigating how individuals recognize entrepreneurial opportunities Consequently research on entrepreneurial alertness has grown considerably attracting researchers attention from not only the field of entrepreneurship but also other academic disciplines through which this concept has been studied from a variety of perspectives Therefore it is time to document researchers cumulative knowledge on entrepreneurial alertness The present study aims to provide a comprehensive

qualitative review and evaluation of the empirical entrepreneurial alertness research

**METHODOLOGY** Based on a multi step approach used in previous studies which guarantees a systematic transparent and replicable literature review this study identified a final sample of 84 articles published in scientific journals between 2005 and 2021 that empirically tested the concept of EA The publications were sourced from the Web of Science database Their analysis involved the evolution of published articles the journals that have published the most articles the countries where the research was undertaken the measurement scales that have been used and the research models in which entrepreneurial alertness has been hypothesized and examined through empirical research

**FINDINGS** The results show that empirical research on entrepreneurial alertness grew significantly from 2016 to 2021 during which period almost 11 articles per year were published Seven of the journals that published the articles contributed 28 percent of the total publications Also the results confirm that most of the empirical research on alertness has been carried out in developing economies from which China stands out with 14 publications representing 16 percent of the total Additionally the results confirm the growing consensus regarding the conceptualization and measurement of entrepreneurial alertness Finally the review resulted in the identification of five broad research models in which EA has been hypothesized and examined through empirical research antecedents consequences mediation moderation and moderated mediation The model examining the consequences or outcomes of entrepreneurial alertness has received the most attention with 59 articles in this context

**IMPLICATIONS FOR THEORY AND PRACTICE** The identification of concepts and the type of relationship they have with entrepreneurial alertness help evaluate the advances of empirical research as well as the areas of opportunity In this way future studies can strengthen research and thus advance the general knowledge of alertness The most studied topics are also a reflection of the contribution of entrepreneurial alertness toward practice both at the individual and organizational levels In addition researchers interested in entrepreneurial alertness are encouraged to consider the progress made in the measurement of this aspect which offers alternatives for investigation

**ORIGINALITY AND VALUE** Based on the review of the literature this study organizes the empirical research of entrepreneurial alertness in different research models which provide important insights into its process Moreover this study uncovers potential areas to be addressed and thereby contributes to the study of entrepreneurial alertness

**Keywords** entrepreneurial alertness systematic literature review entrepreneurial opportunity research models opportunity recognition alertness entrepreneurship The linkage between economic literacy and students intention of starting business The mediating role of entrepreneurial alertness

**Abstract** **PURPOSE** Enhancing the number of entrepreneurs is a major study to combat economic and social problems Psychological factors considered as effective stimulants for entrepreneurial behavior have attracted many researchers in the last decade The purpose of this research attempts to examine how the influence of economic literacy can promote the intention of starting a new business among students and explore the role of entrepreneurial alertness in mediating this relationship

**METHODOLOGY** The research adopted a quantitative approach in

which hypotheses were statistically estimated using partial least square structural equation modeling PLS SEM based on survey data using a self administered questionnaire n 450 from several universities in Indonesia FINDINGS The analysis indicates that economic literacy has a significant effect on students entrepreneurial alertness and intention to start a new business Indeed entrepreneurial alertness can mediate the relationship between economic literacy and the intention of starting a new business However among entrepreneurial alertness dimensions scanning and search failed in determining the students intention of starting a new business IMPLICATIONS The result of this research can provide insight into the literature on the entrepreneurship theme and policymakers concerned with delivering new business creation Besides educational institutions can consider the matter of economic literacy to be part of their curricula in order to foster the students intention of starting a business In addition economic literacy also needs to be associated with examples relevant to entrepreneurial activities especially in production distribution and online marketing ORIGINALITY AND VALUE The interesting findings of this paper serve as a reminder that entrepreneurial alertness is one of the predictor variables and mediators for raising the students intention This implies that entrepreneurial alertness can be enhanced by economic literacy as well as how they need to be used to improve course curriculum and the teaching pedagogy Furthermore educational institutions could provide business internship programs and entrepreneurship incubators to raise the students intention of starting business Keywords economic literacy entrepreneurial alertness intention starting business

**Data-Driven Decision Making** Jeanne Poulose, Vinod Sharma, Chandan Maheshkar, 2024-07-27 This book delves into contemporary business analytics techniques across sectors for critical decision making It combines data mathematical and statistical models and information technology to present alternatives for decision evaluation Offering systematic mechanisms it explores business contexts factors and relationships to foster competitiveness Beyond managerial perspectives it includes contributions from professionals academics and scholars worldwide delivering comprehensive knowledge and skills through diverse viewpoints cases and applications of analytical tools As an international business science reference it targets professionals academics researchers doctoral scholars postgraduate students and research organizations seeking a nuanced understanding of modern business analytics

**Internationalization of Higher Education** Ginni Chawla, Ashish Gupta, 2025-10-27 This book explores the global dimensions of internationalization in business and management education Highlighting India s growing influence and expanding presence in the international education landscape it addresses institutional strategies for global relevance focusing on innovation international positioning and the role of technology It delves into structural enablers such as cross border partnerships faculty perspectives and integrating sustainability and social impact into curricula and critically examines how global rankings accreditations and academic publishing standards are reshaping quality assurance worldwide It also presents challenges and practices from diverse contexts including comparative insights from India Canada and beyond It offers practical insights into building future ready internationally

engaged institutions and it would be a valuable resource for global educators scholars policymakers and institutional leaders

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## **Entrepreneurship Development Notes For Mba Anna University** Book Review: Unveiling the Power of Words

In some sort of driven by information and connectivity, the energy of words has be much more evident than ever. They have the capacity to inspire, provoke, and ignite change. Such is the essence of the book **Entrepreneurship Development Notes For Mba Anna University**, a literary masterpiece that delves deep in to the significance of words and their affect our lives. Published by a renowned author, this captivating work takes readers on a transformative journey, unraveling the secrets and potential behind every word. In this review, we shall explore the book is key themes, examine its writing style, and analyze its overall affect readers.

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