



## Entrepreneurship in the Globalized World

By M. Sarngadharan (Editor)

New Century, New Delhi, 2014. Hardcover. Book Condition: New. First. 290pp. Entrepreneurship is the quality of being an entrepreneur, i.e. one who undertakes an enterprise. The term puts emphasis on risk and effort taken by individuals who both own and manage a business. Globalisation implies widening and deepening integration with the globe, i.e. with people and processes abroad. The trend towards the evolution of a global society is generally thought of in economic terms and the context of consequences of the revolution in communication technologies. There is undoubtedly much greater economic integration among the nations of the world today. Globalisation has also resulted in the creation of a new business framework. More changes can be expected in the business scenario, specifically in terms of openness, adaptiveness and responsiveness. The world has been changing at a fast pace. An increasing need is being felt for a paradigm shift in the relationship between industry and academicians. Improvement in the competence of workforce assumes special significance in Indian context where low productivity is a problem of greater dimension than unemployment. The competence and dedication of workforce depends largely on the improvement in the basic determinants of quality education. This necessitates knowledge, either imported...



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