

NATIONAL SEMINAR ON
GLOBAL ENTREPRENEURSHIP: ISSUES AND CHALLENGES
17th MARCH 2018

Gitarattan International Business School organized a National Seminar on “Global Entrepreneurship: Issues and Challenges” on 17th March, 2018. The seminar provided an opportunity and exposure to the students of MBA (International Business) to understand various issues and challenges of global entrepreneurship in changing global business environment scenario. The seminar enabled the audience to identify the importance of entrepreneurship development in Indian economy leading to job creation, enhanced productivity and improved quality of life. The objectives of seminar are as under:

1. To comprehend global entrepreneurship scenario.
2. To analyze Trends in Global Business Operations.
3. To discuss Complexities of Global Systems and Processes including cross culture issues.



Session 1: Dr. S.P. Sharma, Chief Economist - PHD Chamber of Commerce & Industry focused on Contemporary Global Entrepreneurship scenario. He discussed current world economic scenario and growth potential of the Indian economy. He emphasized on the developmental role of the Indian government in overcoming the conflicts arising between protectionism and globalization views. He also discussed at length the role of ‘Make in India’ project, ‘Digital India’ campaign, focusing on the growth of E-Commerce and manufacturing capability in India, and furthermore the Government support in restricting MSMEs and the adoption of ‘Mudra’ scheme in supporting the generation of self employment opportunities in India.

Session2: Prof. Vikram Singh Tyagi, Dean and Professor of Logistics and Supply Chain Management - JK Business School, discussed the changing trends in Global Business Operations focusing on the various technologies and processes adopted worldwide (like: 3-D printing, Lean manufacturing, Cloud computing, Virtual workplace and many more) which can also be adopted in Indian manufacturing. He also explained various challenges faced by Indian entrepreneurs like Indian economy being more customers centric and responsive. He focused on the adoption of demand driven approach in order to create potential to strengthen the Indian manufacturing and supply chain management.

Session3: Prof. Bhattacharya, member of Economic Affairs Committee, PHDCC enumerated the complexities of global systems and processes including cross culture issues synergizing with the host countries systems and processes, cross culture issues and challenges and adhering to host legal systems. He suggested that development of the entrepreneurship concept has nothing to do with local or global, ancient or recent, rather it is a concept used since ages from the very first time any idea was initiated which lead to the setup of the business activity. Thus looking into the global scenario as to the factors influencing the entrepreneur worldwide, he specified the importance of entrepreneurship for the development of any economy.

Compiled by: Sneha Chaudhry, Assistant Professor