

Entrepreneurship Management

A Theory and Practice to Manage and Retain Enterprises.

Dr. Amarpreet Singh Ghura



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I'd like to dedicate this book to
Late Mr Karambir Singh Ghura,
My wife Harsimran Ghura and my Daughter Ekkas Ghura
They taught me
What ideas mind can conceive, it can achieve.

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FOREWORD



Entrepreneurship Management involves the overall skill set development of entrepreneurs in an organized and structured manner. An entrepreneur, in common man's language is a person who establishes his/ her own business or industrial undertaking with a view of making profits. An entrepreneur is considered to be an originator of a business venture.

In today's world, any individual can become an entrepreneur provided he has certain set of behavioral traits and mental aptitude. The success of an entrepreneur depends on the qualities that he possess like his intelligence , imagination, persuasiveness , innovativeness and his passion to turn vision into realities.

The prime quality to be an entrepreneur us the willingness to work hard and smart. An entrepreneur is a businessman who buys various factors of production with a view of combining them into a finished product which can be sold in the available served market. While doing so, he cannot neglect the basic functions like Risk assumption & stratification, Business decisions making function, managerial function and Innovation.

Entrepreneurs have creative minds which is why they Trust Things that are alien and alienate things that are usually trusted. These are the minds that think out of the box and help create solutions to address the unanswered needs.

There are many factors that can influence entrepreneurship like the socio- economic environment, the legal environment, the political environment, the technological environment and the cultural environment.

Entrepreneurship in India is developing at a higher pace and is helping to promote India's economic development on a firm ground. The rise of creativity and innovation in emerging technological and scientific industries hold a big promise for economic development and growth of technology and business when talent is linked with technology advancement.

I congratulate Dr. Amarpreet Singh Ghura for authoring the book "Entrepreneurship management, a theory and practice to manage and retain enterprises "and wish him stupendous success.

A handwritten signature in blue ink, appearing to read 'Santosh Aghamkar', with a stylized flourish at the end.

Santosh Aghamkar
General Manager, Central Asia
Medica Corporation, US



Dr. Amarpreet Singh Ghura

[Ph.D, MMM, DBM, B.Com]

Dr. Amarpreet Singh Ghura is presently working as Associate Professor in Guru Nanak Institute of Management Studies, Mumbai. He has nine years of industry experience and over four years of teaching experience. He has completed his Masters in Marketing Management with distinction from GuruNanak Institute of Management Studies and has done his PhD on CRM Management. Dr. Ghura has authored two books, one on Management Information System and the other one on Customer relationship Management and has received the forward letter for his 2nd book “CRM a theory & practice to manage & retain customers” from Hon'ble Shri Hassan Mushrif, Labour Minister of Maharashtra. The Launch of his 2nd book “CRM a theory & practice to manage & retain customers” was done by the Hon'ble Labour Minister of Maharashtra, Shri Hassan Mushrif. Dr Ghura was selected and has presented a poster presentation at 3rd Biennial conference of Indian Academy of Management, held at Indian Institute of Management Ahmedabad 12th - 14th December 2013. Dr Ghura has to his credit over nine articles and research papers for national and international conferences, journals and for business magazine such as Corporate India. Dr Ghura has also been invited as a resource person for technical session in national paper presentation competition. Dr Amarpreet has also organized Management Development Program, the recent one on Blue Ocean Strategy and he is pursuing his Executive post graduation in Human Resource Management from Tata Institute of Social Science, Mumbai.

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