Techno - Entrepreneurship



Course Instructor

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'THE VUCA COMPANY', 'THE VUCA LEARNER', 'VUCA IN START-UPS', 'Role of Technology Business Incubators in Economic Growth of India', 'Unleashing Innovation and Leadership for Entrepreneurial Success'

CH 3 The Individual Entrepreneur

- Understanding the Characteristics.
- Differentiating Male and Female Entrepreneurs

locus of control: An attribute indicating the sense of control that a person has over life.

need for independence: Being one's own boss – one of the strongest needs of an entrepreneur.

need for achievement: An individual's need to be recognized.

social status: The level at which an individual is viewed by society.

work history: The past work experience of an individual.

motivation: What causes people to do something.

role models: individuals influencing in entrepreneur's career choice and style.

moral support network: Individuals who give psychological support in an entrepreneur.

professional support network: Individuals who help the entrepreneur in business activities.

departure point: The activities occurring when the venture is denied.

Comparison of Male and Female Entrepreneurs

Characteristic	Male Entrepreneurs	Female Entrepreneurs
Motivation	Achievement – strive to make things happen. Personal independence – self image as it relates to status through their role in the corporation is unimportant. Job satisfaction arising from the desire to be in control.	Achievement – accomplishment of a goal independence – to do it alone.
Departure point	Dissatisfaction with present job. Sideline in college, sideline to present job or outgrowth of present job. Discharge or layoff Opportunity for acquisition.	Job frustration. Interest in and recognition of opportunity in the area. Change in personal circumstance.
Sources of funds	Personal assets and savings Bank financing Investors Loans from friends and family	Personal assets and savings Personal loans.

Characteristic	Male Entrepreneurs	Female Entrepreneurs
Occupational background	Experience in line of work Recognized specialist or one who has gained a high level of achievement in the field Component in a variety of business functions	Experience in area of business Middle-management or administrative – level experience in the field Service –related occupational background.
Personality characteristics	Opinionated and persuasive Goal oriented Innovative and idealistic High level of self-confidence Enthusiastic and energetic Must be own boss	Flexible and tolerant Goal oriented Creative and realistic Medium level of self-confidence Enthusiastic and energetic Ability ot deal with the social and economic environment.

Characteristic	Male Entrepreneurs	Female Entrepreneurs
Background	Age when starting venture 25 – 35 Father was self-employed College educated-degree in business or technical area (usually engineering) Firstborn child.	Age when starting venture 35- 45 Father was self-employed College educated – degree in liberal arts Firstborn child
Support groups	Friends, professional acquaintances (lawyers, accountants) Business associates Spouse	Close friends Spouse Family Women's professional groups Trade associations
Type of business started	Manufacturing or construction	Service related – education services, consulting or public relations.

investor: An individual who creates something new.

"The authors masterfully inspire our creativity and need for discovery." -Shaker A. Zahra, Department Chair, Robert E. Buuck Chair of Entrepreneurship, Carlson School of Management

"...will bring insights to leaders in all areas." -Pankaj Kumar, Chairman & Prof, HR Management, IIM Lucknow

Failure in itself is not a catastrophe, but failure to learn from failure, definitely is. It is not enough to merely train leaders in core competencies, without identifying the key factors that inhibit their use. Rather, it is resilience and adaptability that are vital in order to distinguish potential leaders from mediocre managers

Authors Suhayl Abidi and Dr Manoj Joshi bring to readers The VUCA Company (Volatility, Uncertainty, Complexity and Ambiguity), the first of its kind in India, on original case studies of 12 Indian corporate failures, since the time of economic liberalization. Each study has been the result of meticulous research over the years and provides insights into behavioural and systemic aspects of failures and under-performance. Through these engaging corporate stories, VUCA discusses how individuals and organizations can avoid, minimize and recover from failures.

SUHAYL ABIDI is a practitioner of Organizational Learning & Knowledge Management. He has spent the last 25 years with organizations such as Penguin Publishing, The British Council, Reliance Industries, Essar and Piramal Healthcare.

DR MANOJ JOSHI, PhD (Strategy), Fellow Institution of Engineers India, is a Professor - Strategy, Entrepreneurship and Innovation, Amity Business School. He is the Asia Editor for the International Journal of Entrepreneurship and Innovation and Regional Editor, India for the Journal of Family Business Management





Joshi

A JAICO BOOK

J-2391

Foreword by SHIKHA SHARMA, MD & CEO, AXIS BANK





COMPANY

How Indian companies have faced Volatility, Uncertainty, Complexity & Ambiguity

SUHAYL ABIDI & MANOJ JOSHI

JAICO



How do I see this world?

Do I see chaos or do I see a limitless resource to engage with and cultivate my imagination?

How can I remain relevant in this changing world?

How do I want to use all the information that is available to me?

innovation and imagination are on the rise. Through this book, Suhayl Abidi and Manoi Joshi show us how we can stay relevant in this unforgiving business environment. The VUCA Lex Future-proof Your Relevance showcases various sources and methods for self-learning. It underlines the need for developing a learner's mindset, scanning the business enviro green shoots of opportunities, regularly conducting skill gap analyses and using all the tools available to continuously reinvent yourself to be ready for new episodes in your career.

This book is your roadmap to the FUTURE!

Professor, HRM and OB, Indian Institute o

'A wonderful little book, full of inspiring



Suhayl Abidi is an author and trainer with over 25 years of corporate experience. He conducts training programmes in areas of developing agility, adaptability and resilience



f experience in corporate and esearch, is currently Professor o ntrepreneurship, Innovation and smily Business Strategy and tor at the Centre for VUCA



SUHAYL ABIDI

Future-proof Your Relevance

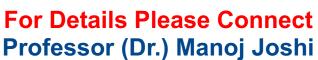


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VUCA in Start-Ups attempts to capture a start-up's entrepreneurial

It's a highly volatile environment out there for entrepreneurs and startups, thanks to the unprecedented Covid-19 crisis filled with volatility, uncertainty, complexity and ambiguity (VUCA). Many businesses that

past and why a new venture must discover fresh and innovative opportunities to survive.

Learn from those who chose the road less travelled, including a Cabs and Quikr, and discover the underlying causes for start-up successes and failures.

These well-researched case studies aim to inspire those who wish to embark on an entrepreneurial journey. Dr. Aseem Chauhan is the chancellor of Amity University, trustee of

the not-for-profit Amity Education Group and The Economic Times Joshi is the co-author of The VUCA Company and other publications. He is currently a professor of entrepreneurship and strategy and director of the Centre for VUCA Studies. Amity University *fumar* is the author of several books and scholarly articles and a consultant with the Centre for VUCA Studies at Amity University oidi is the co-author of several publications, including

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