

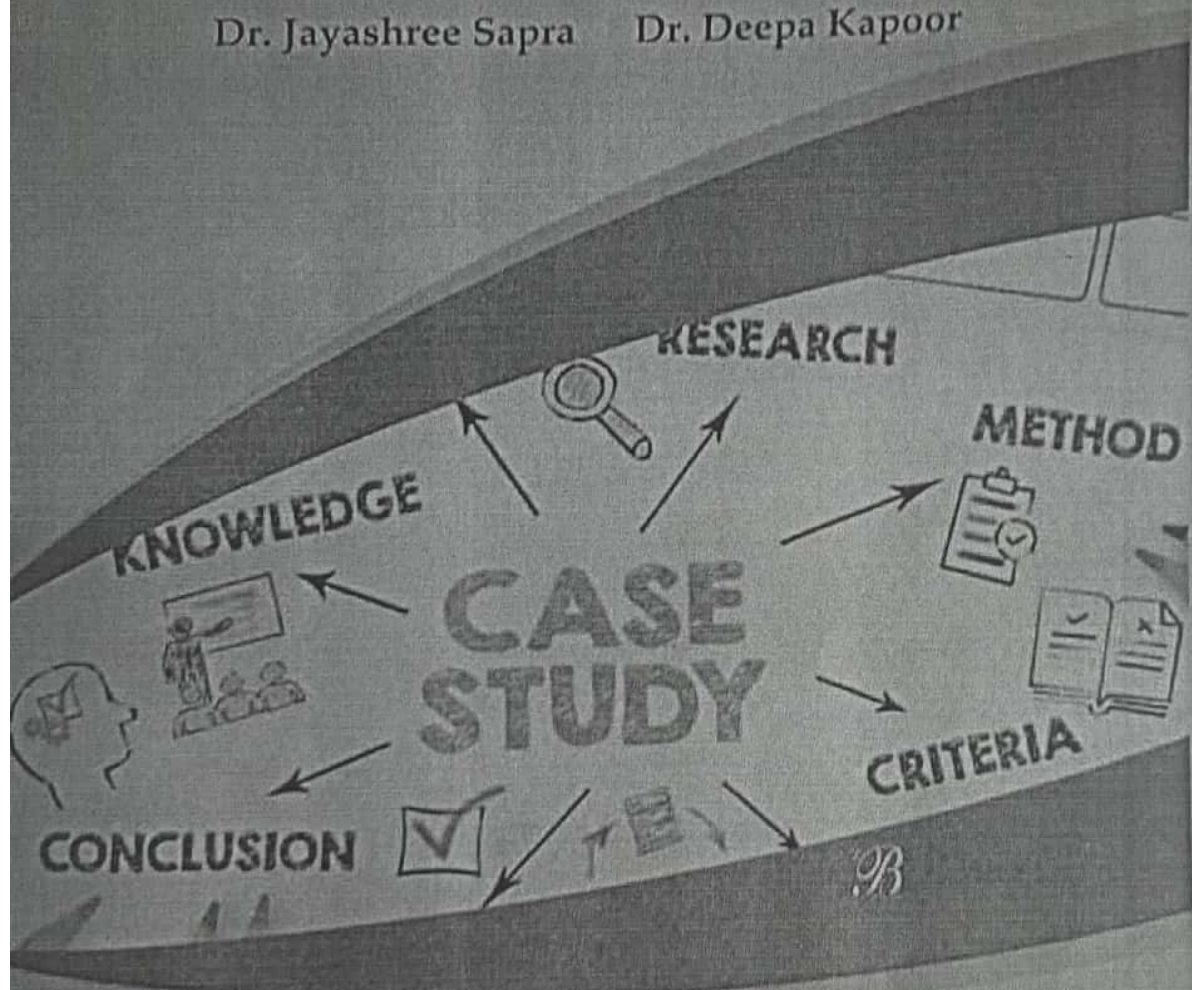
Cases in Management

Harnessing Innovation, Technology for
Entrepreneurship and Sustainability
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Edited by:

Prof. (Dr.) Balvinder Shukla Prof. (Dr.) J K Sharma

Dr. Jayashree Sapra Dr. Deepa Kapoor



Amity University Uttar Pradesh, Noida

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ENTREPRENEURSHIP IN TIMES OF CRISES: THE MOUNTAINSIDE VIEW

Dr. Aditi Sharma* & Vikrant Chaudhary**

ABSTRACT

The first two decades of the twenty first centuries have been marked by uncertainties, crises, disruptions and turbulence. This all has led to slowing of economic growth in the emerging economies and has led to growth in unemployment rates across the major parts of world. The emerging economies like India too is undergoing transition from managerial economy to entrepreneurial economy and the (Drucker, 2014) current pandemic has accelerated the process as a significant chunk of population lost their jobs during the crises. Self-employment has become the "need of the hour" as people move back to their home towns. The study is based on the narratives shared by the entrepreneurs currently based in and around Dharamshala.

Keywords: Self Employment, Crisis, competencies, entrepreneurship, narrative.

INTRODUCTION AND FRAMEWORK

Entrepreneurs play a critical role in the growth and development of economy. The most important characteristic of an entrepreneur is self-confidence (Knight, 1921). Casson (1982) asserted that 'essence of entrepreneurship is being different'.

The present work examines the cases under study from three lens:

- Psychological Theories of the Entrepreneur
- Sociological Theories of Social Networking and Business Ownership
- An Eclectic social science model of Entrepreneurship

BACKGROUND INFORMATION

The present article centres around the stories of three entrepreneurs based in and around Dharamshala. The first story is of woman entrepreneur who runs a café in picturesque Bir

* HPK Business School, School of Commerce and Management Studies, Central University of Himachal Pradesh, Dharamshala

** HPK Business School, School of Commerce and Management Studies, Central University of Himachal Pradesh, Dharamshala