

The
GREATEST
ENTREPRENEUR
in the WORLD

THE TALE OF 7 PILLARS
Surviving Startup to Becoming the Giant

SEAN C. CASTRINA

Greatest Entrepreneur World Tale Pillars

Anna Ujwary-Gil



Greatest Entrepreneur World Tale Pillars:

The Greatest Entrepreneur in the World Sean C. Castrina, 2015-08-21 A dramatic tale distilling the seven irrefutable truths required for starting surviving and growing a profitable business or thriving organization Johnny Dawkins cofounded a small media company that became a Wall Street giant But now he must make the decision that will dictate the fate of everything he has worked so hard to achieve With everything riding on his choice Johnny draws from a lifetime of experiences with his partner and mentor The Greatest Entrepreneur in the World to reach his much anticipated pronouncement With this inspiring fable Sean C Castrina shares and expounds on the Seven Pillars the foundations required to fortify a successful startup business division or organization Wrapped in a gripping tale of high stakes business the tools revealed within will help the entrepreneurs of today and tomorrow build their empires and disrupt the status quo You won't be able to put down this gripping story that teaches essential lessons for the aspiring entrepreneur and organizational trailblazer

Global Entrepreneurship and Development Index 2012 Zoltán J. Ács, László Szerb, 2011 If the key to future global economic growth is the spread of innovation and entrepreneurship in the developing world how can that spread be encouraged This book determines the conditions that favour entrepreneurship devises a way to measure them and then assesses the gaps and improvements needed in each country

7 Pillars of Inspired Leadership Larry Hartmann, 2025-01-14 Whether you're leading a Fortune 500 company a small startup a nonprofit or even your own family there are seven essential elements every leader needs to master to create something that lasts and truly makes an impact These pillars are foundational they're the key to navigating the complexities and challenges every leader faces In The Seven Pillars of Inspired Leadership author Larry Hartmann offers a powerful guide to becoming an inspiring and effective leader Drawing on his journey from scaling two startups to 200M enterprises and successful IPOs he distills decades of experience into seven core principles He provides practical advice on defining leadership crafting a compelling vision communicating effectively building strong teams investing in people cultivating loyalty leveraging capital and embracing tough decisions Through personal stories insights from business icons and drawing on the amazing leadership lessons of Jesus Hartmann offers a roadmap for leaders in business nonprofits and beyond equipping you with the tools to create lasting impact and build a legacy that endures

Most Successful Female Entrepreneurs of India Grishma Vijay, Capt. Shekhar Gupta, 2020-01-07 Most Successful Female Entrepreneurs of India is a collection of life lessons of successful women from various walks of life from India It is a perfect guide for upcoming entrepreneurs and for all those who are striving to achieve their goals It covers successful women entrepreneurs of sectors ranging from the army to the aviation industry from astrology to accountancy from blogging to car racing from management to consulting to name a few This book strives to represent the passion hard work dedication and immortal spirit of all the women entrepreneurs It covers the journeys from hardships to reaching heights from 9 to 5 jobs to being one's own boss from being victims of domestic violence to being

winners of prestigious awards Most Successful Female Entrepreneurs of India not only acts as motivation tonic but also as a referral guide for the readers By showing the difficulties and the challenges faced by these women it hopes to show through their examples that we must continue our efforts until we taste success

Global Entrepreneurship and Development Index 2013 Erkkö Autio, 2013-01-01 Acclaim for the 2011 edition The Global Entrepreneurship and Development Index focuses on high growth companies It tries to measure the ambition of entrepreneurs as well as the prevalence of start ups It presents its results in ways that are designed to capture the attention of policymakers It produces a ranking of 71 countries for all their faults nothing makes a politician jump like a league table It also identifies bottlenecks that prevent countries from doing better The index concludes that development and enterprise are correlated The Economist The Global Entrepreneurship and Development Index both captures the context features of entrepreneurship and fills a gap in the measurement of development Building on recent advances in entrepreneurship and economic development the authors have created an index that offers a measure of the quality of the business formation process in 118 of the most important countries in the world The authors expertly capture the contextual feature of entrepreneurship by focusing on entrepreneurial attitudes entrepreneurial abilities and entrepreneurial aspirations The data and their contribution to the business formation process are supported by three decades of research into entrepreneurship across a host of countries The unique index construction of individual and institutional measures integrates 31 variables from various data sources into 14 pillars three sub indexes and a super index The relationship between entrepreneurship and economic development appears to be more or less mildly S shaped The findings suggest moving away from simple measures of entrepreneurship across countries illustrating a U shaped or L shaped relationship to more complex measures which are positively related to development The model has important implications for development policy This unique book will be invaluable for researchers policymakers and entrepreneurs keen to expand their understanding of entrepreneurship and development

African Entrepreneurs - 50 Success Stories Iwa Adetunji, 2017-06-08 African Entrepreneurs 50 Success Stories is a celebration of notable achievements of select Africans and how they have managed to excel in their chosen fields despite all odds Each profile showcases the entrepreneur and their area of endeavor including an exclusive interview in a question and answer format Whether you are young or old already in business or aspiring to get your feet wet African Entrepreneurs 50 Success Stories will encourage you Although this book focuses on African business leaders you will find that the core ingredients of successful entrepreneurs are universal You will be inspired enthralled and above all motivated by how these savvy men and women overcame their personal challenges to get to where they are now While some people are natural entrepreneurs anyone can pursue entrepreneurship successfully if they put in what it takes If you have a goal you have to go for it don't wait for success to come to you

The Art of Principled Entrepreneurship Andreas Widmer, 2022-04-05 How many times have you heard someone say It's not personal it's just business That attitude reflects a belief that business needs to be cut

throat that it's a dog eat dog world that the pursuit of profit is the only thing that matters and that the only way to succeed is to beat the competition. But none of this is true. Business doesn't have to be that way. *The Art of Principled Entrepreneurship* is a prescription for living the American Dream and for finding the fulfilment that comes from helping employees and customers improve their lives. In his 30 year career in international business strategy, economic development and entrepreneurship, author Andreas Widmer has seen firsthand numerous companies both succeed financially and also build a people centered venture in the process. He shares his favorite success stories and details five key principles for conducting business in ways that combine personal virtue, the latest entrepreneurial tools and long term perspective in order to make business a win-win proposition for everyone. At a time when the number of new business startups is at its lowest point in 50 years and more than half the workforce at existing businesses struggles with motivation, finding a better way to do business is more urgent than ever. For any entrepreneur, manager, employee or business student seeking to build people centered businesses and teams, *The Art of Principled Entrepreneurship* is an insightful practical guide to how businesses can be run to be both virtuous and profitable.

All The World's A Stage: A Personal Branding Story Ambi Parameswaran, 2022. About the Book: A CONCISE CRUCIAL GUIDE TO THE WHAT, WHY AND HOW OF PERSONAL BRAND BUILDING. A brand is an identity and it is certainly not restricted to products. Allow Ambi Shankar, Rita Kunal and Joe, who are back in college for their silver reunion, to bring alive for you the notion of people as brands. As they walk through the campus rediscovering old haunts, the friends enter into an animated discussion. Their conversation offers keen insights into how each individual has a unique brand which must be as thoughtfully cultivated as product brands. Personal brands can be both a factor and a marker of success. As businesses compete, the personal branding of a company's leadership can influence how well it performs. Similarly, how a new hire brands herself could alter the opportunities that open up for her and so also her career path. In short, individuals and how others perceive them matter. Defining a personal brand, crafting a presence, developing a unique voice, building a network using social media creatively and more in *All the World's a Stage*, Ambi Parameswaran offers a concrete roadmap towards brand building that will give you an unmatched strategic advantage. This book is a concise crucial guide to our frenetic times.

Luxury Marketing Mastery: Unfiltered Guide to Attracting High-Net-Worth Customers Julian Vance, 2025-09-05. Why do most companies fail to attract wealthy customers? They use marketing strategies that were designed for the mass market. The high net worth client has a different mindset. They are not persuaded by the same advertising or sales tactics that work on the average consumer. Using generic marketing is the fastest way to be ignored by this exclusive group. It can also damage the reputation of a premium brand. *Luxury Marketing Mastery* is a direct, unfiltered guide to this unique world. This book gets rid of the standard advice. It gives you the proven strategies that build trust, create desire and connect with the most selective buyers on the planet. This guide will show you how to understand the specific psychology and motivations of the affluent customer. Build a brand experience that communicates true quality and exclusivity.

Use pricing strategies that increase the perception of value and desire Develop networks and relationships that lead to high net worth clients Craft marketing messages that appeal to status legacy and craftsmanship Stop trying to sell to the wealthy It is time to build a brand that they actively seek out This book provides the clear actionable plan you need to elevate your marketing and attract the right clientele To master the art of selling to the affluent click the buy button now **Technology Entrepreneurship** Thomas N. Duening, Robert A. Hisrich, Michael A. Lechter, 2014-08-12 The focus of this book is on technology ventures how they start operate and sometimes exit profitably In short it covers all the elements required to launch a successful technology company including discussion of cutting edge trends such as entrepreneurial method and lean startup emphasis on the ideation process and development of an effective business plan coverage of product and market development intellectual property structuring your venture raising capital sales and marketing people management and even strategies for exiting your venture This is not another armchair book about entrepreneurship It s a working guide for engineers and scientists who want to actually be entrepreneurs An intense focus on product design and development with customers and markets in mind Extensive discussion of intellectual property development management and protection Potent insights into marketing and selling technology products to the global marketplace Techniques for forecasting financials raising funds and establishing venture valuation Best practices in venture leadership and managing growth Overview of various exit strategies and how to prepare the venture for exit The World's Best Customer Sher Valenzuela, 2014-04-30 Sher Valenzuela represents the new breed of leaders that America needs now more than ever With a track record that includes the creation of sustainable and scalable systems and processes balanced budgets leveraged strengths optimized efficiencies and reaching out to others to get things done she offers more than simply a case study formula or model Sher and her husband Eli along with their business partner Ashley Wolfe own and operate First State Manufacturing in Milford Delaware Sher and Eli built their business from one sewing machine in their garage to a 70 000 square foot facility employing more than 70 people In The World s Best Customer she candidly shares their journey from incredible challenges to victorious triumphs **Research, Innovation and Entrepreneurship in Saudi Arabia** Muhammad Khurram Khan, Muhammad Babar Khan, 2020-04-03 This book provides valuable insights into the Kingdom of Saudi Arabia KSA through a comprehensive examination of Vision 2030 an ambitious economic plan by the KSA to reinvent and diversify its economy from a heavy dependence on hydrocarbon to knowledge based resources Research Innovation and Entrepreneurship in Saudi Arabia Vision 2030 discusses how this initiative will assist the government in achieving its envisioned goals by creating a culture of research innovation and entrepreneurship It studies the current state of the field as well as new policies and reforms in Saudi Arabia which encompass education systems ICT infrastructure and a vibrant innovation landscape that includes academia the public and private sectors and civil society The authors present a number of real life case studies as a model of inspiration for cross sector development The book provides a source of inspiration for

other nations in studying the KSA's determined and ambitious plans as a country in a transitioning journey from a natural resources based economy towards a knowledge based country with considerable diversification in all sectors. This book is a useful reference for students, researchers, and policy and decision makers in understanding Saudi innovation and the economic diversification ecosystem.

Favor in Business Saul Flores Jr., 2022-12-13. *FAVOR IN BUSINESS*. In a world where success is predominately measured by how much money we have in the bank, the size of our financial portfolio, and how prestigious our lives are, there have been great American Entrepreneurs who have chosen to take the path less traveled to be truly compassionate and giving. They risked judgement, ridicule, and their fortunes, but in doing so, they realized they could never out-give God. Author Saul Flores Jr. Brilliantly depicts in this book *Favor in Business* the incredible and encouraging stories of men and women who define what giving truly looks like. From William Colgate of the Colgate Palmolive empire to Mary Kay of Mary Kay Cosmetics, 12 unique stories compiled from in-depth research and Biblical Scriptures grace the pages of the book to educate and bring awareness to what it means to be anointed to succeed in business. *Favor in Business* is uplifting, inspiring, and thought-provoking. It gives new light on what it truly means to have faith and prosper because of it.

Vyapar Nikhil Shankar Dulhani, **The Art of Entrepreneurship** Jim Stovall, Dr. Kevin Schneider, 2022-05-17. The comprehensive guide to starting and growing your dream business. In this groundbreaking book, bestselling author Jim Stovall shares the practical wisdom gained from his forty-year career as an award-winning entrepreneur alongside the time-tested strategies compiled by Dr. Kevin Schneider through his experience as the Director of the Stovall Center for Entrepreneurship at Oral Roberts University. Few books have offered both pragmatic real-world examples and proven academic principles as readers will find in *The Art of Entrepreneurship*. Transform your natural aptitudes, interests, and resources into a lucrative business as you discover the key characteristics of an entrepreneur and whether you possess them. Myths and misconceptions about entrepreneurship: it's not a get-rich-quick scheme, nor is it simply for people who want to work less and not have a boss. How to get started as an entrepreneur keeping your current job as you turn your side hustle or creative idea into an empire. Why some entrepreneurs succeed when others struggle: it's not about trading time for money; it's about creating a money machine. The values of entrepreneurship: first and foremost, service rendered to other people. The path of entrepreneurship from start to finish: learning when to pull the trigger and when to pull the plug. How to build the dream entrepreneur team that will support you in your journey. Entrepreneurship is both a science and an art. This book teaches both dimensions: the hard skills and the soft skills, the action steps and the mindset, so that you can seize the opportunities for entrepreneurship in your midst and turn your business idea into a successful start-up that adds value to you, your family, your community, and the larger world.

Courage and Resilience: Michael W. G. Berman, 2024-07-26. *Courage and Resilience: A Boomer's Story* is a captivating entrepreneurial memoir that follows Michael W. G. Berman's remarkable journey of perseverance, reinvention, and the pursuit of purpose. Through a lifetime of triumphs and

setbacks Berman shares an inspiring tale of resilience that will captivate readers of all ages At the heart of this book is a testament to the power of adaptability and the entrepreneurial spirit Berman s story spans decades chronicling his evolution from a young ambitious dreamer to a seasoned business leader who has weathered some of life s most daunting challenges From the sudden loss of his father to the devastating upheaval of a bitter divorce Berman s journey is marked by profound personal obstacles that would have crushed lesser individuals Yet throughout it all Berman maintains an unwavering commitment to his entrepreneurial vision leveraging each setback as an opportunity for growth and reinvention Whether launching groundbreaking technology start ups pioneering new approaches to document management or finding purpose in creating virtual reality experiences for the elderly Berman s restless creativity and determination shine through on every page The book s greatest strength lies in Berman s ability to distill the wisdom gained from his experiences into practical insights that readers can apply to their own lives He emphasizes cultivating a growth mindset embracing change learning from failure providing a roadmap for navigating uncertainty and harnessing creativity Berman s narrative voice is captivating and authentic He seamlessly blends his personal experiences with invaluable business lessons Readers will be inspired by his willingness to be vulnerable sharing the intimate details of his triumphs and failures with raw honesty At the same time the book is more than just a business memoir it is a powerful meditation on the human spirit and the transformative potential of embracing change *Courage and Resilience* is poised to captivate a broad audience from Baby Boomers seeking inspiration in their encore careers to Millennial and Gen Z entrepreneurs charting their paths With its universal themes of personal growth entrepreneurial grit and the pursuit of meaning this book is a timely and compelling addition to the literary landscape

Innovation Nation Leonard Brody,Wendy Cukier,Ken Grant,Matt Holland,Catherine Middleton,Denise Shortt,2009-09-02 From developing Java and the Blackberry to defining the specifications for XML Canadians have blazed trails in the world s most innovative companies Canadians have also risen to the top of the largest technology firms providing a CEO for Yahoo Jeff Mallet and eBay s first president Jeff Skoll This sets the stage for *Innovation Nation* a new book designed to cut through traditional Canadian modesty and provide a window into the fibre minds and makeup of over thirty Canadians whom the world needs to know Demonstrating innovative thinking and entrepreneurial drive these Canadians show themselves to be the leaders of today and tomorrow Through these profiles readers will also come to understand how Canada as a nation helped shaped the thinking of these businesses With strong qualities Canada has the infrastructure necessary to continue fostering such leadership and emerge as the world s Innovation Nation *Employer Branding* Erik Meijerink,2025-01-17 From Unknown to Irresistible Build an Employer Brand That Works Are your job postings staying open indefinitely while top candidates choose your competitors Sound familiar With over 7 7 million job openings in the US the competition for talent is intensifying How do you stand out in this market This practical handbook written by an expert in employer branding helps you build an employer brand that truly fits your organization No empty promises about becoming the best employer or being

flooded with applications This book is grounded in reality providing concrete tools and proven methods that actually work and that you can implement immediately This book helps business owners marketers communications specialists and HR professionals who Struggle to attract and retain talent Want to make their organization more appealing to potential employees Want to see results You ll learn step by step how to Develop an authentic Employee Value Proposition Create content that resonates with your target audience Design and measure effective campaigns Continuously improve your strategy Adapt to current trends Be inspired by examples from companies at home and abroad From startups to multinationals from local government to tech companies you ll discover what works for every organization Whether you re just starting out with employer branding or looking to refine your approach the Employer Branding handbook offers insights and clear guidance to get you started right away

Current Trends in Entrepreneurship: Entrepreneurial Orientation, Intention, and Alertness Anna Ujwary-Gil, 2023-01-01 Business consulting knowledge absorptive capacity and innovativeness A triangular model for micro and small enterprises in Poland Abstract PURPOSE This paper proposes a triangular relationship between business consulting knowledge absorptive capacity and innovativeness The role of knowledge absorptive capacity in stimulating the impact of business consulting on innovativeness is studied METHODOLOGY An empirical study is conducted using the CATI method and it is based on data concerning 382 Polish micro and small enterprises Qualitative variables reflecting using business consulting knowledge absorptive capacity and innovativeness are defined The multivariate discrete choice model taking into account relationships among these constructs is proposed and its parameters are estimated FINDINGS The results of the empirical research indicate that business consulting in Poland and similar countries may help firms implement innovative solutions Knowledge absorptive capacity stimulates innovativeness and has a positive impact on the relationship between using business consulting and improvement in innovativeness Though the frequency of using business consulting is an important factor in improving innovativeness cooperation between a consultant and a manager matters more IMPLICATIONS Results of the empirical research indicate that cooperation between a consultant and a manager may help reduce differences of opinion and internal conflicts A higher propensity to cooperate may significantly improve the functioning of an enterprise Business consulting has an indirect and direct effect on innovativeness It has a positive impact on knowledge absorptive capacity while better knowledge stimulates innovativeness ORIGINALITY AND VALUE An original triangular model of the relationship between business consulting knowledge absorptive capacity and innovativeness is proposed Advanced econometric methods are used in order to find complex relationships between using business consulting knowledge absorptive capacity and improvement in innovativeness Moreover results of the estimation of the parameters of the econometric model provide interesting recommendations for policies supporting the development of business consulting in the Polish economy Keywords business consulting knowledge absorptive capacity innovativeness multivariate discrete choice model development support policy econometric model

economy Sustainable development and entrepreneurship in emerging countries Are sustainable development and entrepreneurship reciprocally reinforcing Abstract PURPOSE Entrepreneurship seen as an engine for economic development is especially desirable for emerging countries to support rapid growth Moreover entrepreneurs can support social transformation in favor of more sustainable products and services Sustainable orientation of entrepreneurship contributes to sustainable development goals and prevents environmental deprivation However the sustainable development agenda can also influence entrepreneurship METHODOLOGY The conducted bibliometric analysis confirmed the growing interest among scholars in the correlation of entrepreneurship to sustainability in the last years Furthermore panel regression static model was used to explore the variables on entrepreneurship influencing the sustainable development goal SDG index in emerging countries and Levin Lin and Chu LLC W Stat IPS ADF Fisher Chi Square and PP Fisher Chi Square tests were applied to analyze the variables stationarity In order to examine the existence of structural breaks the robustness was checked on single cross section units and on the whole panel dataset In addition the Hausmann test was used to select between random and fixed effects and heteroskedasticity of residues autocorrelation of residues and dependence of residues between the panels were conducted Data was analyzed through Eviews 13 FINDINGS This paper investigates the relationship between sustainability and entrepreneurship in emerging countries It discusses the impact of sustainable development on entrepreneurship and the influence of entrepreneurship on sustainable development IMPLICATIONS The study results can be used by governments and policymakers to plan their strategies and policies concerning entrepreneurship and implementation of sustainable development goals They should promote entrepreneurial activity and control the negative environmental impact of enterprises simultaneously ORIGINALITY AND VALUE The research addresses the gap in the literature concerning the relationship between sustainable development and sustainable entrepreneurship The paper examines the reciprocal relationship between sustainable development and entrepreneurship with an emphasis on emerging countries Keywords entrepreneurship sustainability sustainable development sustainable entrepreneurship emerging countries entrepreneurs Is Team Entrepreneurial Orientation important in generating creative business ideas The moderating role of team perceived heterogeneity and the individual creative mindset Abstract PURPOSE The study aims to unveil if Team Entrepreneurial Orientation TEO facilitates identification of creative market opportunities understood as novelty and quality business ideas Entrepreneurial Orientation EO has rarely been measured at a team level and few studies have attempted to examine the relationship between EO and actual creative outcomes The proposed research model searches for new patterns that can foster creativity of entrepreneurial teams In addition the research adds the moderating effect of perceived team heterogeneity and individual creative mindset Growth Creative and Fixed Creative Mindsets as contingency variables to improve the understanding under which circumstances the entrepreneurial teams generate creative business ideas METHODOLOGY The research sample comprises entrepreneurial teams from the Mondragon Team Academy in the

Basque Country Spain The survey data were collected after the entrepreneurial teams performed idea generation The applied experiment of idea generation of entrepreneurial teams has not been generated for the purpose of the study but it formed part of the natural processes of the selected sample of teams The novelty and quality of business ideas were evaluated by experts in the field The data relationships were analyzed through partial least square structural equation modeling PLS SEM FINDINGS Entrepreneurial Orientation of teams leads to product market entries but not necessarily to novel product market entries Entrepreneurially oriented teams have a greater tendency to generate quality and slightly modified existing business ideas rather than to generate novel market opportunities The applied moderators present different interaction results with the studied relationships Specifically individuals with a Fixed Creative Mindset in a team have an antagonistic interaction on the TEO Quality relationship Team Perceived Heterogeneity and Growth Creative Mindset of individuals have no effect on either the TEO Quality or the TEO Novelty link IMPLICATIONS The research demonstrates the importance of contextualization of the nature of creativity in EO as a crucial antecedent of market innovations Our study adds to the literature and practice by providing evidence that EO at a team level TEO plays a critical role in exploring product market entries given that TEO facilitates Quality outcomes only Entrepreneurially oriented teams do not easily achieve Novel outcomes that allow them to enter new markets Individuals with Fixed Creative Mindset in a team should be avoided as they block the relationship between Team Entrepreneurial Orientation and Quality Likewise our study supports the validity of Entrepreneurial Orientation at a team level which can lead to more suitable practical implications for a team and its creativity management if applied It could help in developing appropriate team formation and team management practices ORIGINALITY AND VALUE The study proposes rare and unique EO analysis at a team level and at young companies level start up The study contributes to the original and overlooked in the literature conceptualization of EO within Schumpeter s perspective of creative destruction in entrepreneurial activities The examined theoretical foundations of EO led to clearer antecedents of behavioural effects of entrepreneurial teams towards product market entries The study initiates identifies and calls for new further research lines to contribute to a greater and contingent understanding of how entrepreneurial teams generate creative business ideas especially novel business ideas which are necessary for creative destruction the EO construct itself and overall economic development Keywords entrepreneurship creativity team entrepreneurial orientation creative outcomes Subjective norms and entrepreneurial intention A moderated serial mediation model Abstract PURPOSE This study aims to clarify the effect mechanism of subjective norms on entrepreneurial intention The results of how subjective norms contribute to forming start up intention are inconsistent and unclear which is notable in previous research By integrating the theory of planned behavior and the theory of self efficacy we investigate whether entrepreneurial self efficacy and attitude toward entrepreneurship serially mediate the relationship between subjective norms and intention to start a business In addition this study examines the moderate role of entrepreneurial education on the

serial indirect effect of subjective norms on entrepreneurial intention via entrepreneurial self efficacy and attitude toward entrepreneurship

METHODOLOGY This study utilized a sample of 958 master s students in Vietnam to investigate a moderated serial mediation model of subjective norms on entrepreneurial intention Confirmatory factor analysis CFA was carried out to check the reliability and validity of the scales Then the SPSS PROCESS macro developed by Hayes was employed to test the research model Specifically Model 6 was used to examine the serial indirect effect of subjective norms on start up intention and Model 84 was implemented to investigate the moderate effect of entrepreneurial education

FINDINGS The results of this study found that entrepreneurial self efficacy and entrepreneurial attitude significantly mediate subjective norms effect on entrepreneurial intention Especially the results reveal that the serial mediation effect of entrepreneurial self efficacy and attitude toward entrepreneurship was significant and entrepreneurial self efficacy and attitude toward entrepreneurship played a fully mediating role in the relationship between subjective norms and start up intention In addition this study found that the serial mediation effect of subjective norms on start up intention via entrepreneurial self efficacy and entrepreneurial attitude was negatively moderated by entrepreneurial education

IMPLICATIONS The results of this study further clarify the relationship between subjective norms and entrepreneurial intention and the role of entrepreneurial education therefore contributing to narrowing the notable gap between this relationship Besides our study provides several implications for governments and policymakers to promote the intention to start a business The finding of our study indicates that subjective norms are an important factor in promoting entrepreneurial intention Therefore policymakers should take some actions to promote entrepreneurial culture such as strengthening propaganda activities to promote the image of successful entrepreneurs praising businesses and entrepreneurs who contribute to society and giving evidence of their contribution to the development of the country Promoting an entrepreneurial culture may increase peer group pressure on potential entrepreneurs thus enhancing the intention to start a business

ORIGINALITY AND VALUE This study expects to contribute to a better understanding of the effect mechanism of subjective norms on entrepreneurial intention and explain the role of entrepreneurial education in this relationship This study explores the mediating role of entrepreneurial self efficacy and entrepreneurial attitude in the relationship between subjective norms and the intention to start a business Additionally this study demonstrates that entrepreneurial education weakens the serial mediation model of subjective norms on the intention to start a business

Keywords subjective norm entrepreneurial self efficacy attitude toward entrepreneurship entrepreneurial intention entrepreneurial education the theory of planned behavior the theory of self efficacy moderated serial mediation model An overview of the empirical research on entrepreneurial alertness using a systematic literature review method

Abstract

PURPOSE In the last two decades the concept of entrepreneurial alertness EA has been considered a key element in investigating how individuals recognize entrepreneurial opportunities Consequently research on entrepreneurial alertness

has grown considerably attracting researchers attention from not only the field of entrepreneurship but also other academic disciplines through which this concept has been studied from a variety of perspectives Therefore it is time to document researchers cumulative knowledge on entrepreneurial alertness The present study aims to provide a comprehensive qualitative review and evaluation of the empirical entrepreneurial alertness research

METHODOLOGY Based on a multi step approach used in previous studies which guarantees a systematic transparent and replicable literature review this study identified a final sample of 84 articles published in scientific journals between 2005 and 2021 that empirically tested the concept of EA The publications were sourced from the Web of Science database Their analysis involved the evolution of published articles the journals that have published the most articles the countries where the research was undertaken the measurement scales that have been used and the research models in which entrepreneurial alertness has been hypothesized and examined through empirical research

FINDINGS The results show that empirical research on entrepreneurial alertness grew significantly from 2016 to 2021 during which period almost 11 articles per year were published Seven of the journals that published the articles contributed 28 percent of the total publications Also the results confirm that most of the empirical research on alertness has been carried out in developing economies from which China stands out with 14 publications representing 16 percent of the total Additionally the results confirm the growing consensus regarding the conceptualization and measurement of entrepreneurial alertness Finally the review resulted in the identification of five broad research models in which EA has been hypothesized and examined through empirical research antecedents consequences mediation moderation and moderated mediation The model examining the consequences or outcomes of entrepreneurial alertness has received the most attention with 59 articles in this context

IMPLICATIONS FOR THEORY AND PRACTICE The identification of concepts and the type of relationship they have with entrepreneurial alertness help evaluate the advances of empirical research as well as the areas of opportunity In this way future studies can strengthen research and thus advance the general knowledge of alertness The most studied topics are also a reflection of the contribution of entrepreneurial alertness toward practice both at the individual and organizational levels In addition researchers interested in entrepreneurial alertness are encouraged to consider the progress made in the measurement of this aspect which offers alternatives for investigation

ORIGINALITY AND VALUE Based on the review of the literature this study organizes the empirical research of entrepreneurial alertness in different research models which provide important insights into its process Moreover this study uncovers potential areas to be addressed and thereby contributes to the study of entrepreneurial alertness

Keywords entrepreneurial alertness systematic literature review entrepreneurial opportunity research models opportunity recognition alertness entrepreneurship The linkage between economic literacy and students intention of starting business The mediating role of entrepreneurial alertness

Abstract **PURPOSE** Enhancing the number of entrepreneurs is a major study to combat economic and social problems Psychological factors considered as effective stimulants for entrepreneurial behavior have

attracted many researchers in the last decade The purpose of this research attempts to examine how the influence of economic literacy can promote the intention of starting a new business among students and explore the role of entrepreneurial alertness in mediating this relationship

METHODOLOGY The research adopted a quantitative approach in which hypotheses were statistically estimated using partial least square structural equation modeling PLS SEM based on survey data using a self administered questionnaire n 450 from several universities in Indonesia

FINDINGS The analysis indicates that economic literacy has a significant effect on students entrepreneurial alertness and intention to start a new business Indeed entrepreneurial alertness can mediate the relationship between economic literacy and the intention of starting a new business However among entrepreneurial alertness dimensions scanning and search failed in determining the students intention of starting a new business

IMPLICATIONS The result of this research can provide insight into the literature on the entrepreneurship theme and policymakers concerned with delivering new business creation Besides educational institutions can consider the matter of economic literacy to be part of their curricula in order to foster the students intention of starting a business In addition economic literacy also needs to be associated with examples relevant to entrepreneurial activities especially in production distribution and online marketing

ORIGINALITY AND VALUE The interesting findings of this paper serve as a reminder that entrepreneurial alertness is one of the predictor variables and mediators for raising the students intention This implies that entrepreneurial alertness can be enhanced by economic literacy as well as how they need to be used to improve course curriculum and the teaching pedagogy Furthermore educational institutions could provide business internship programs and entrepreneurship incubators to raise the students intention of starting business

Keywords economic literacy entrepreneurial alertness intention starting business

SOUVENIR of 1st International Science Congress (ISC-2011) Prof. Dipak Sharma, The International Science Congress Association ISCA organized the 1st International Science Congress ISC 2011 at Indore M P India with Science and Technology for Sustainable Development as its focal theme The congress was hosted by Maharaja Ranjit Singh College of Professional Sciences on 24th and 25th December 2011 It was distributed in 20 sections A total 900 Research Papers and 1300 registrations all over the world were received Delegates from Malaysia Egypt Bangladesh Nigeria Indonesia Iran South Africa Iraq Mexico Japan Uganda Pakistan Kingdom of Saudi Arabia Russia Latvia Nepal Lithuanian and from length and breadth of our nation participated in the ISC 2011

Greatest Entrepreneur World Tale Pillars Book Review: Unveiling the Power of Words

In a global driven by information and connectivity, the energy of words has be more evident than ever. They have the capacity to inspire, provoke, and ignite change. Such may be the essence of the book **Greatest Entrepreneur World Tale Pillars**, a literary masterpiece that delves deep into the significance of words and their impact on our lives. Published by a renowned author, this captivating work takes readers on a transformative journey, unraveling the secrets and potential behind every word. In this review, we shall explore the book is key themes, examine its writing style, and analyze its overall affect readers.

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