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| Nota di contenuto       | 1. Entrepreneurship, Education, and Economics: A Helix Effect on Business Growth -- 2. Significance of Microfinance in Entrepreneurship Development: A Study of South Rajasthan -- 3. Testing the Indirect Effects on Entrepreneurial Orientation and Enterprise Performance -- 4. Role of Entrepreneurial Capability in the Performance of Sustained SMEs -- 5. Herd Behavior Analysis in Crowdfunding Platforms in Mexico -- 6. Entrepreneurial Epistemologies and Design-to-Market Modelling: A Latitudinal Discussion -- 7. Entrepreneurial Behaviour, Attitude and Framework Conditions: An Analysis of Efficiency, Factor and Innovation Driven Three Asian Economies -- 8. Cluster Development in Small Enterprises: A Case Study of Select Plastic Enterprises in Murshidabad, West Bengal -- 9. Innovation and Human Resource Management Fit: Case of an ITES Firm -- 10. A Study on Sustainable Livelihood Frameworks and Entrepreneurial Opportunities with Specific Reference |

to the Sabai Grass Handicraft, Odisha, India -- 11. Organizational Culture and Its Impact on Student Engagement: A Study Based on Private and Public Universities in Rajasthan -- 12. Corporate Social Responsibility Informing Business Analytics: New Standards for Engagement and Performance -- 13. Effect of Exaggerated Claims on Brand Evaluation -- 14. Religion and Marketing -- 15. Study the Role of Personality Traits on Academic Stress: A Comparative Study of Male and Female University Students -- 16. Influence of Entrepreneurship Education and University Ecosystem on Individual's Entrepreneurship Readiness -- 17. Perceived Organizational Fit: Analyzing Negative Effect of Work Stressors on Employee Outcomes -- 18. Entrepreneurial Journey of Bastav Das: A Case Study -- 19. Happy Laundry Services: What Next? -- 20. Mapping Entrepreneurial Growth: A Case of BivinoS Restaurant in Australia -- 21. Entrepreneurial Strategies, Managerial Implications, Prospects, and Dilemmas.

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#### Sommario/riassunto

This edited volume brings together research on symbiotic themes of entrepreneurship, resource planning, and regional development and their impact on global-local business imperatives. Discussions in this volume critically analyze the convergence of entrepreneurship, innovation, technology, business practices, public policies, political ideologies, and consumer values for improving the global-local business paradigm to support regional development. This book also enriches knowledge on contemporary entrepreneurship models, converging business strategies towards entrepreneurial and industrial alliance in manufacturing, services, and marketing organizations. It contemplates the development of new business models and hybrid entrepreneurial perspectives to match the changing priorities of regional economic development in developing countries. This volume offers scholars new entrepreneurial visions and business perspectives of industries in emerging markets, while presenting a more integrated view to enable companies to innovate for long-term profitability and sustainability.

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