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Altri autori (Persone)	RajagopalAnanya
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Sommario/riassunto	Synchronizing entrepreneurship with the changing technology and market is a major challenge in developing countries. Thinking of transformation, planning, and implementation needs a linear path connecting entrepreneurial orientation, governance, and performance. Suggested transformational models in this book connect all dots to rethink, revamp, and rebuild entrepreneurship at the grassroots. A must read for all... Marcus Goncalves, PhD, Associate Professor and Co-chair, Administrative Sciences Department, Metropolitan College, Boston University, USA The biggest risk among entrepreneurs is the not taking the risk...and the risk is of transformation. This book offers core

change models appropriate to drive new vision in entrepreneurial transformation process. Discussions in the book are backed by the comprehensive illustrations and logical flows that holds policy-makers, educators, and entrepreneurs abreast to conceive new insights... a far vision... Professor Edgar González Olea, Dean of Business and Economics Division, Anahuac University, Mexico This book discusses five critical game changer models linking local area transfer of technology to revamp innovation for social entrepreneurship for growth and acceleration, social ubiquity, and global accessibility of markets to entrepreneurship in a digital interface. This book conceptualizes game changer models and argues that they play significant role in entrepreneurial development as a critical component of social and economic evolution in the current innovation and technology ecosystems. Rajagopal is Distinguished Professor of Marketing at EGADE Business School of Tecnológico de Monterrey, Mexico and Visiting Professor at Boston University, USA. He has to his credit several books and research papers published in refereed international journals. The President of India conferred the Overseas Indian Award (Pravasi Bhartiya Samman Award) to Dr Rajagopal in 2023 for outstanding contribution in the field of Education. Ananya Rajagopal is Research Professor at Universidad Anahuac, Mexico. She has published several research papers in international refereed journals and five books in in the field of entrepreneurship. She has contributed chapters in several edited books and participated in reputed international conferences.
