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CURRENT TRENDS, ISSUES, AND CHALLENGES IN ENTREPRENEURSHIP



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ABSTRACT

The Indian entrepreneurship segment, comprising of SME's, Start-up's, first generation entrepreneurs and those looking to expand their family business, is a thriving and dynamic part of the Indian economy. Over the past decade, these have been major transformations, both favorable and otherwise, that have impacted the segment. Be it the rise of technology enables systems and services or innovative consumer engagement and millennial friendly business approach, to the government and taxation policies, GST, improved access to FDI and ease of getting investments etc., have all brought about unprecedented changes to the

sector, at an accelerated speed. This paper explores the current trends in entrepreneurship in various parts of the world through content analysis of journal articles and websites on the subject in order to identify emerging trends and concerns. In the conclusion, observations of changes in trends are discussed. The paper aims to contribute to the understanding of current trends, Issues and challenges in entrepreneurship.

KEY WORDS

Indian entrepreneurship, Indian economy, taxation, government, business