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## Preface

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### Sanjay Dhir

Department of Management Studies,  
Indian Institute of Technology Delhi (IIT Delhi),  
Vishwakarma Bhawan, Hauz Khas,  
New Delhi –110016, India  
Email: sanjaydhir.iitd@gmail.com

**Biographical notes:** Sanjay Dhir is an Assistant Professor and Chairperson, Strategic Management Area at Department of Management Studies (DMS), IIT Delhi. He is a Fellow (PhD) from the Indian Institute of Management (IIM) Lucknow. He is also the Chairman of Alumni Relations and Media Relations at IIT Delhi. He worked in the corporate sector – Mahindra and Mahindra Ltd (Automotive), R&D Department, Nasik – for three and a half years. He has been involved in several consulting projects which include – Integrated Child Development Services (ICDS, Bihar); National Skill Development Corporation (NSDC, New Delhi); Bihar Prashashnik Sudhaar Mission (BPSM, Bihar) and Directorate General of Supplies & Disposals (DGS&D, GoI, New Delhi). He has been awarded 2014 AGBA Fellow (by Academy for Global Business Advancement, USA). He was also a core committee member of Government of India's project – 'Unnat Bharat Abhiyaan'. He has published several research papers in leading international journals including case studies at Richard Ivey School of Business, Western Ontario, jointly distributed by Ivey and Harvard Business School. His research papers are published in reputable journals like *Journal of Business Research* (Category A in ABDC) and various other top journals in Scopus and ABDC listed journals. He has also presented and published in conference proceedings at several prestigious academic conferences

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Startups cannot operate in a vacuum, they need a supporting eco-system to nurture them. Entrepreneurs have been setting up businesses in India for the past few centuries and even before the British rule. In 2019, India is shining in start-ups and entrepreneurship and most of the unicorns have Indian origin. The facilitative policy framework and ever-energised entrepreneurial spirit among the youth are the main driving factors. Today's 'new economy' entrepreneurs and their ventures differ from the 'old economy' entrepreneurs and their businesses in several respects. This requires an investigation and thus this special issue in *Journal for Global Business Advancement (JGBA)* focuses on the cutting edge research in India for entrepreneurship and startups in today's era.

The first study 'Predicting entrepreneurial satisfaction: the role of non-financial incentive factors and quality of life among women digital entrepreneurs' (Chakraborty et al., 2019) emphasises the fact that non-monetary determinants are significant predictors of entrepreneurial satisfaction among women digital entrepreneurs enriches the capital structure domain literature. The study is based on a sample of 120 women digital entrepreneurs in India. The paper contributes to an understanding of women's

entrepreneurial disposition in India and indicates that significant predictors of entrepreneurial satisfaction are more than monetary gain obtained from an enterprise. Non-monetary achievements such as achieved innovation, achieved recognition, achieved worker trust and achieved freedom are significant predictors. Only higher firm performance *per se* does not lead to greater happiness amongst founders. Quality of life is a moderator of satisfaction predictors and entrepreneurial satisfaction.

The next paper 'Strategic use of patents by an entrepreneurial multinational organisation in Indian context' (Lahiry and Rangarajan, 2019), analyses the use of patents by an Indian biotechnology entrepreneurial company named Biocon. The authors evaluate the journey of Biocon as an entrepreneurial organisation and elaborate on how the company uses its patents as a strategic lever for advantage. The study conducts an analysis of the patent portfolio for the firm by to identify their core competencies.

The paper titled 'A framework for linking entrepreneurial ecosystem with institutional factors: a modified total interpretive structural modelling approach' (Singh et al., 2019) presents a model of the interactions among and between different institutional and entrepreneurial ecosystem factors, based on a modified total interpretive structure modelling approach. The identified institutional factors are rule of law, government effectiveness, regulatory quality, and political stability. The entrepreneurial ecosystem factors are ease of resolving insolvency, ease of paying taxes, and ease of starting business. The relationship of these elements is studied through the support of literature.

The next paper 'Determinants of awareness and disposal habits of households for effective municipal solid waste management' (Saurabh and Jamwal, 2019) proposes that the issues of the municipal solid waste management (MSWM) can be effectively addressed with the active participation of stakeholders. Awareness campaigns regarding the environmental issues directed towards the household sector increases the quantum of solid waste recyclability, promotes segregation of waste and disposal of the generated solid waste in an appropriate eco-friendly manner. Thus, the policymakers of the MSWM can consider the use of educative and participative awareness programs for the household sector in order to achieve the MSWM objective of reducing the quantum of solid waste generated in the region though the set objectives can be attained when the attitude and behaviours of the household segment are well understood.

Numerous studies have explored the growth and development of entrepreneurship in general and specifically technological entrepreneurship (TE) in South Asia. Many of these studies empirically validate the influence of different factors in the development of TE. This paper titled 'Factors that drive development of technological entrepreneurship in South Asia' (Parameswar et al., 2019) aims to provide a practical view of the factors affecting development of TE in Indian context and urges researchers to move beyond quantitative analysis and embrace methods that lay emphasis on practical reasons affecting TE. The study observed that venture capital and demand for high tech products which are the bottom level variables are considered to be strong drivers for TE. Legal framework for IPR and policy support are middle level elements affecting each other. Improvement in these middle level elements further helps to achieve top level elements. Further, hierarchical structure shows that legal framework for IPR directly influences ICT infrastructure. Economic conditions are also influenced by policy support because entrepreneurs' success rate would be higher if they had enough policy support. Results show that ICT infrastructure and economic conditions together are the precursors of TE.

Further study also examines driver-dependent relationship among the identified elements with the help of MICMAC analysis.

The last paper 'Strategic innovation factors in startups: results of a cross-case analysis of Indian startups' (Kannan and Sushil, 2019) used a case-study approach to study and understand the factors of strategic innovations in start-ups. Two different cases from two different start-ups were cross-compared for each factor. The factors have similar roles in both start-ups but their perspectives are different in a few places. In contrast to their routine activities, these innovative factors are of crucial importance in start-ups because of their need to survive the initial break-in period and sustain growth. Thus, it is imperative for start-ups to focus on innovations and allow the flawless flow of feasible entrepreneurial ideas to be implemented.

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