
Contents

Preface.....	vii
Editor Biographies	ix
Contributors	xi
Chapter 1 Ecosystem for Entrepreneurship in a Big Data-Driven Universe.....	1
<i>Nupur Kashyap and Ankur Kashyap</i>	
Chapter 2 The Application and Influence of Industrial Internet of Things, Big Data, and Analytics Towards Sustainable Value Creation	13
<i>Russell Tatenda Munodawafa and Satirenjit Kaur Johl</i>	
Chapter 3 Robotic Process Automation (RPA) in Global Business Services (GBS): New Insights for Entrepreneurs.....	25
<i>Dayana Jalaludin, Siti Nursyahirah Abd Aziz, and Eng Kar Seong</i>	
Chapter 4 Social Entrepreneurship in an Era of Disruption: Converging Social Change and Sustainability Through Big Data Analysis in a Post-COVID World.....	39
<i>Manmeet Bali Nag</i>	
Chapter 5 Big Data: A Boon for Food and Servicepreneurship.....	55
<i>Kiran Sood, Navneet Seth, Munish Jindal, and Harsh Sadawarti</i>	
Chapter 6 Adoption of Big Data in Agripreneurship: A Panacea to the Global Food Challenge.....	71
<i>Uzairu Muhammad Gwadabe and Nalini Arumugam</i>	
Chapter 7 Anticipating and Avoiding the Pitfalls that Can Sink a Startup	83
<i>Mahima Birla, Sunita Kishnani, and B Venkat</i>	
Chapter 8 The Influential Role of Breakthrough Strategies of the Family Business and Its Implication in Entrepreneurship.....	99
<i>Tanvi Thakkar and Mahima Birla</i>	
Chapter 9 Crucial Factors for Successful Entrepreneurial Start-ups	113
<i>Ghazala Khan and Rohail Hassan</i>	

Chapter 10	Social Entrepreneurship	137
	<i>Sangeeta Sumbly</i>	
Chapter 11	Terracotta Pottery Catastrophe: Survival Issues and the Road Ahead for Sustainable Enterprise	153
	<i>Shweta Dahiya, Parveen Siwach, Anupama Panghal, and Shilpa Sindhu</i>	
Chapter 12	Social Sustainability Through Women Entrepreneurs in India: A Case of Inclusion and Development Through Small Organizations	167
	<i>Amrinder Kaur</i>	
Chapter 13	Leveraging on Demographics Insights of Online Shoppers for Netpreneurs.....	185
	<i>Deepak Halan</i>	
Chapter 14	Study on the Effectiveness of Social Networks in Persuading Entrepreneurial Initiatives with Reference to College Students in Chennai	195
	<i>V. Jayanthi and S. Subbulakshmi</i>	
Chapter 15	Curbing Inconsistencies Through Financial Bootstrapping: Study of Indian Startups Ecosystem.....	213
	<i>Anju Singla and Prihana Vasishta</i>	
Chapter 16	Repurposing the Role of Entrepreneurs in the Havoc of COVID-19	229
	<i>Manpreet Arora and Roshan Lal Sharma</i>	
Chapter 17	Business and Financial Management Sustainability of a Small-Medium Enterprise: A Case Study of Rohaya and Abu Bakar Enterprise, Penang, Malaysia.....	251
	<i>Rohani Yusof, Mohd Hafiz Abdul Halim, Yuslina Abdul Ghani, and Zuhairah Abdul Hadi</i>	
Chapter 18	Sustainable Enterprise Development: A Review of Training Topologies for Entrepreneurs	267
	<i>Zahid Hussain Bhat, Riyaz Ahmad Rainayee, and Meghna Chhabra</i>	
Index		285