

Report on Developing a Culture of Innovation and Entrepreneurship

QIS College of Engineering and Technology has organized entrepreneurship development program for ECE, EEE, CSE, Mech students

Date : 19.03.2018 - 21.03.2018
Session Topic : Developing a Culture of Innovation and Entrepreneurship
Resource Persons : 1. Mr. M Murali, Senior consultant, Oracle financial services, Bangalore
2. Dr.R.Imaniyalu, Professor, Guntur

The head of the Institute presented presidential address to all the dignitaries and delegates in response to the welcome address by Dr. M. R. K. Rao, MBA. He emphasized the significance and purposes of organizing this program.

Dr. B. Srinivasa Rao said in his speech that he gave introduction about digital marketing. Dr. H. Hema Lakshmi, Professor introduced the guest speakers.

Speakers discussed in detail about Entrepreneurial culture has been an area of worth investigation in management research for many years since the growth in technology-based business ventures. In the context of businesses, entrepreneurial culture may be described as attitudes, values, skills, and power of a group or individual working in an organization that is characterized by risk. So you get an innovative idea, you decide to become an entrepreneur, but not all innovation leads to successful venture creation; in fact, many of them fail. How does the entrepreneur learn more quickly from his/her mistakes? To initiate the creation of new venture, you may need a special culture, climate or mind-set. Underneath this progress there are interactions going on which can be symbolized in the iceberg metaphor which is also used for the hard facts of structure and the soft ones of culture. Technology and (economic/financial) growth related to structure are in the visible top of the iceberg: progress related to society and culture are in the bottom below sea level and may have a larger impact than expected.

Ms. P. Girija Sree , Assistant Professor, MBA presented vote of Thanks.