

Editorial

We take pleasure to present the third issue of Amity Journal of Entrepreneurship. AJE bridges the gap between entrepreneurship theories and practicality by bringing academicians and industry practitioners on a same platform. It plays a significant role in generating new ideas and new viewpoints to existing research and contributes for enhancement of the entrepreneurship concepts. Amity Journal of Entrepreneurship is UGC approved and is indexed and abstracted in a number of good indices.

In an endeavor to present commendable and authentic research, this issue has contributions from eminent researchers, academicians and industry professionals. The first paper from Zimbabwe presents Rural Enterprise Business Development Support Programme Delivery Approaches and found a variance in terms of the delivery approaches that are commonly discussed in the literature and what was being practiced on the ground. The second paper from Indian Institute of Technology, New Delhi analyses the tenacity of the entrepreneurial roots by leveraging family business research and develops a new measure for studying the family business participation by heirs at the last stage of their necessary education. The next paper studies the influence of entrepreneurial alertness of professional students on entrepreneurial intentions and also the determinants of entrepreneurial intentions. The results have useful implications for improving the entrepreneurial intent of the students, thereby increasing entrepreneurship activities in the country. The last paper is a literature review on women entrepreneurship in India with an aim to decipher the concept, profile, dynamics and prevalence of women entrepreneurship in India.

At the end, we thank our esteemed Editorial Advisory Board, Editorial Board and Editorial Review Board. Without their constant guidance and high-quality review, it would not have been possible to come out with this journal par excellence. We also take this opportunity to thank the authors who have shown immense faith and contributed their research papers to Amity Journal of Entrepreneurship.

We invite suggestions from our readers to help us improve the quality and the content of the journal.

We hope you would appreciate and enjoy the journal as much as we are delighted to develop it.

Prof. (Dr.) Ramanjeet Singh

Editor-in-Chief

