

Editorial

Welcome to the fourth issue of Amity Journal of Entrepreneurship. Entrepreneurship is a hotbed of innovation and out-of-the box thinking and provides positive stimulus to any economy. So, it is of utmost importance to boost entrepreneurial ideas to facilitate the overall development of the economy. Therefore, as a journal to contribute to the overall entrepreneurial environment, Amity Journal of Entrepreneurship publishes advances in the entrepreneurial research and innovative practices in both developed and developing economies. Research scholars from across the world contributed scholarly articles for enhancement of entrepreneurship concepts for the benefit of academia, business and society at large.

The first study seeks to build an understanding of youth entrepreneurship, its nature, role and implications for the Indian economy. It throws light on the challenges to entrepreneurs and steps to tackle them efficiently so that youths are attracted to opening new ventures. The study identifies youth entrepreneurship as one tool, if managed efficiently, saves the economy from stagnation by managing unemployment and poverty. In order to achieve this, entrepreneurial spirit must be developed in them by creating environment for new ventures.

The second paper identifies social sector as an important sector of Indian economy. It comprises health and medical care, education, social security and poverty alleviation. Since schools are regarded as crucial agencies to bring societal transformation, the study empirically assessed the social inclination of social entrepreneurship in Secondary Education of Assam. It confirms that social entrepreneurship exhibits higher degree of social and economic inclinations in secondary schools of Assam although social inclinations got more importance. Next paper is a literature review which aims at studying the relationship between entrepreneur specific education and the entrepreneurial intentions at the higher education level. The paper further attempts to suggest a few strategies that can be used by higher education institutes, so that they can nurture the spirit of entrepreneurship among the students. The idea of integrating social with economic or profit-making goals has been a major trend and new movement across the world today. This is more so after the world has witnessed a major economic crisis of 2007-2009 which strongly indicated the problems of having goal of pure profit-maximization.

The last is a Case study within the broad theme of Ecological entrepreneurship, and specific to the making of herbal anti-ageing product, Chyavanprasa, by a Bhubaneswar based Ayurveda professional and an entrepreneur. There are many small players now in operation in India, mostly with a local presence and serve limited customers. This green, eco-friendly entrepreneurship suffers from problems like unavailability of seamless supply-chain, erratic market/ demand, branding and marketing. The enterprise needs support of government agencies, with priority on protection and cultivation incentives for herbs and medicinal plants. Study suggests creating local herbs market in organized regulated form and training and process-development issues also needs attention.

The high-quality review process would not have been possible without the excellent support of our esteemed Editorial Advisory Board, Editorial Board and Editorial Review Board. It was their constant guidance that helped to make this issue remarkable. We also take this opportunity to thank the authors who have shown immense faith and contributed their research papers to Amity Journal of Entrepreneurship.

While suggestions are warmly welcomed, we hope, you will cherish your encounter with the Journal.

Prof. (Dr.) Ramanjeet Singh
Editor-in-Chief