

**J.C. BOSE UNIVERSITY OF SCIENCE AND TECHNOLOGY,
YMCA FARIDABAD**
NAAC 'A' Grade accredited State University



Department of Business Studies

**Report of Expert Lecture on
“Entrepreneurship Opportunities in Contemporary Business Environment”**



J. C. Bose University of Science and Technology, YMCA, Faridabad
(A Haryana State Government University)

(Established by Haryana State Legislative Act No. 21 of 2009 & Recognized by UGC Act 1956 u/s 22 to Confer Degrees)
Accredited 'A' Grade by NAAC

*DEPARTMENT OF BUSINESS STUDIES– FACULTY SEMINAR SERIES
“ENTREPRENEURIAL OPPORTUNITIES IN CONTEMPORARY BUSINESS ENVIRONMENT”
WEDNESDAY, MAY 4, 2022 (11AM–12 NOON)
VENUE : ROOM NO 202, 2ND FLOOR, SHRI VISHWAKARMA BUILDING*



Speaker

Mrs. Radhika Sharma, Assistant Professor
Department of Business Studies

MRS. RADHIKA SHARMA IS WORKING AS ASSISTANT PROFESSOR IN DEPARTMENT OF BUSINESS STUDIES. SHE IS PURSING DOCTORATE OF PHILOSOPHY FROM UNIVERSITY SCHOOL OF MANAGEMENT, KURUKSHETRA UNIVERSITY KURUKSEHTRA ON THE TOPIC “AIRLINE SERVICE QUALITY AND ITS IMPACT ON CUSTOMER LOYALTY– A COMPARATIVE STUDY”. SHE HAS PUBLISHED 5 RESEARCH PAPER IN REPUTED INTERNATIONAL AND NATIONAL JOURNALS. SHE HAS ALSO PRESENTED SEVERAL PAPER IN INTERNATIONAL AND NATIONAL CONFERENCES. SHE HAS OBTAINED THE 2ND POSITION IN KURUKSHETRA UNIVERSITY IN HER GRADUATION. SHE HAS BEEN AWARDED ICSSR DOCTORAL FELLOWSHIP FOR HER PHD.

Faculty members, research scholars, and PG students of all the departments are cordially invited

Dr. Ashutosh Nigam
(Dean, DBS)

Dr. Manisha Goel
(Chairperson, DBS)

Mrs. Radhika Sharma
(Coordinator)

Mrs. Radhika Sharma interacted with B. com (H) students on the topic “Entrepreneurship Opportunities in Contemporary Business Environment” on 4th May 2022. She talked about the scope of entrepreneurship opportunities available in the present eco system. She discussed the success story of different startups launched in the recent time period also explained the opportunities available to budding entrepreneurs in forms of different government incentives and subsidy schemes.



She also throws some light on how the feasibility is to be conducted before the start of a new venture or different parameter to be examined before the launch of a venture.



The session was very well received by the students and they discussed their queries related to opportunities in the field of entrepreneurship.