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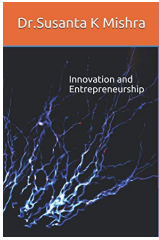**Innovation and Entrepreneurship**
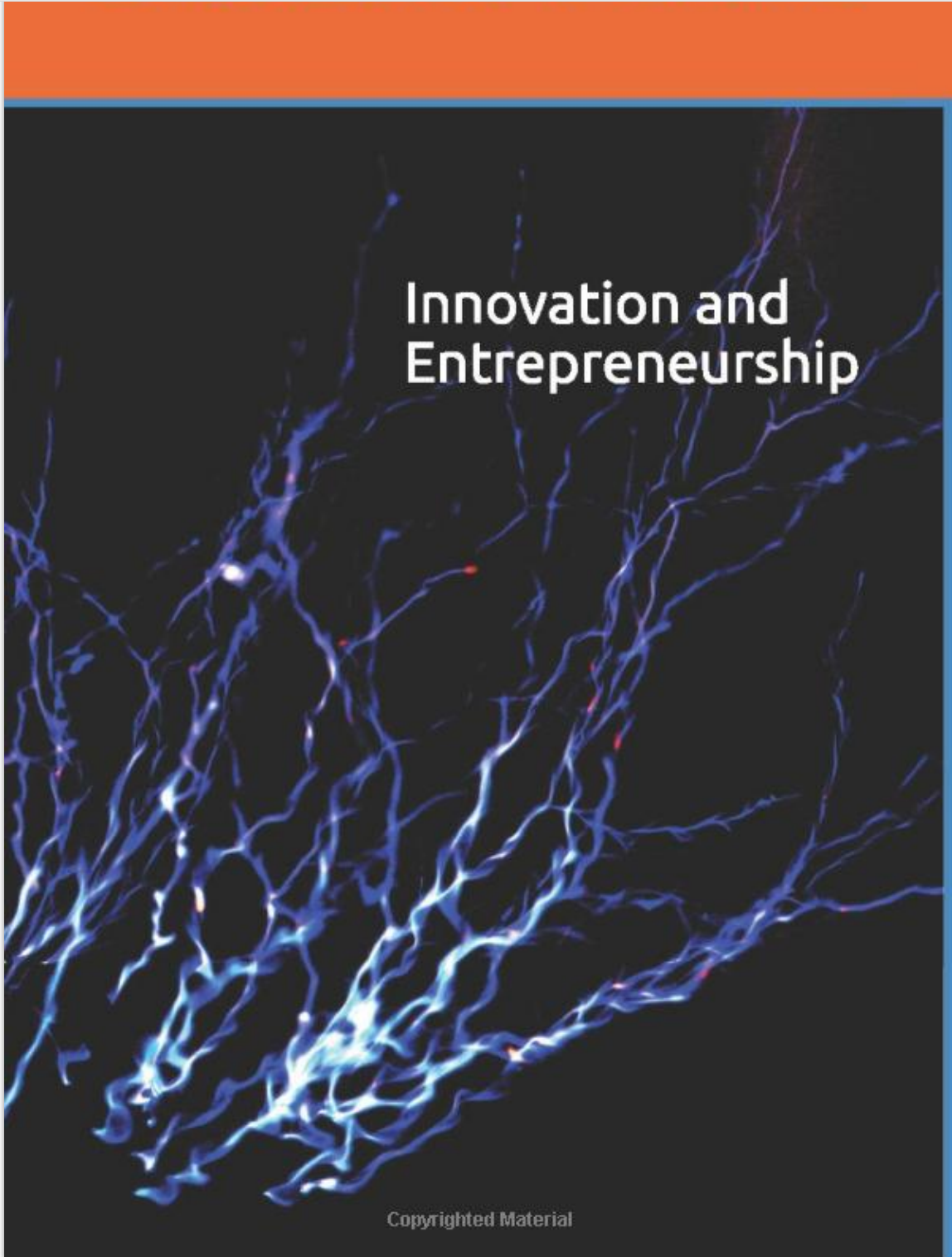
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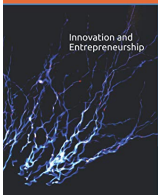
Innovation and Entrepreneurship go hand in hand.Innovation could relate to some product,process or technology.It is often seen that innovation is the reason behind the success of an entrepreneurs. Mostly it relates to the use of technology but it is not necessary that technology should be a part of it.Some innovative products and technologies like mobile phones and internet has changed the way people think and act.New innovative and app based services changed the way the business should be done .Thus the role of the entrepreneur should be to be innovative and to bring change to the Society.

Prof.(Dr)Susanta Kumar Mishra is currently working as Professor at Centurion University of Technology & Management.His areas of interest include Finance,Strategy and Entrepreneurship.

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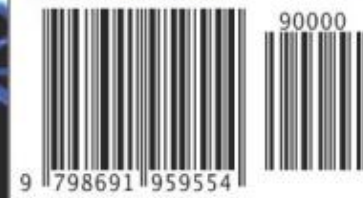
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