

# Importance of Communication Skills Developing towards Entrepreneurs Acquiring

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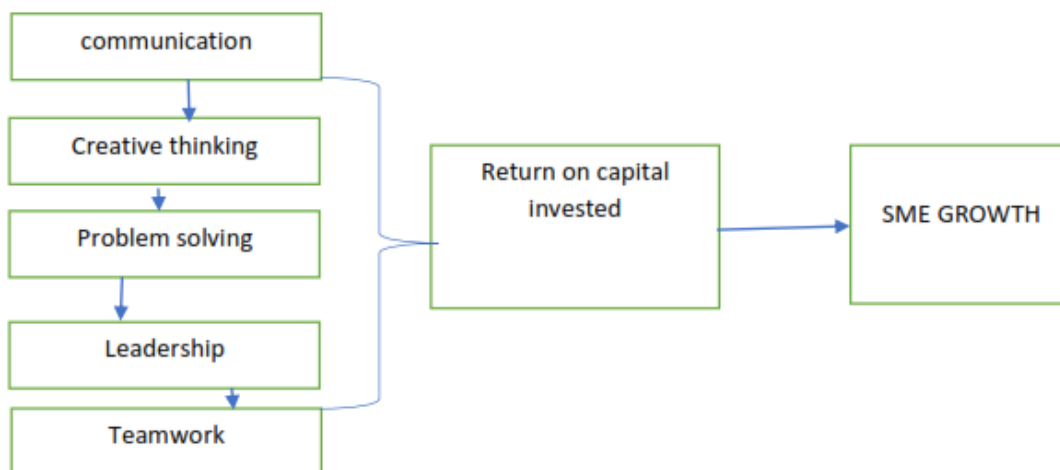
## ABSTRACT

The study findings were that entrepreneurial skills have a significant influence on the growth of Entrepreneurs in India. However, the respondent in India agreed that creative thinking, Problem solving and communication skills are critical for increase sales and competitive advantage. Moreover, the respondent in Indian strongly agrees that high level of creative thinking with a bit of problem solving and communication skills will Entrepreneurs growth. By contrast, Indian minority entrepreneurs argue that great creative thinking and a balance of problem solving and communication skills are critical to Entrepreneurs growth. The goal was to identify personal skills (cognitive, social and relational skills, technical skills and management skills) and business skills (strategies adopted by the company, products and/or services, corporate image, and management systems: human resource management, financial management, marketing, among others, and the formal and informal structure of the company). The knowledge of the entrepreneur is based on the cognitive skills, social and relational skills, technical skills and management skills. This mixture is crucial to creating and running a business. Cognitive skills include creative thinking, formulation and problem solving, decision making and initiative. Social and relational skills include communication skill, capacity for teamwork and ability to adapt to new situations.

## 1. Introduction

The Entrepreneurs division has a critical job in the monetary advancement of most nations of the world and remarkably crucial revenue driven age to proprietors. It is, along these lines, a well established reality that Entrepreneurs contribute definitively to accomplishing general economy improvement. This commitment can achieve a flood of GDP, improvement in the method for living, and diminish the pace of joblessness. Because of these realities, any economy ought to amplify the advantage given by such adventure. Be that as it may, India has not had the option to recognize the full significance of this area regardless of the nation position as the world chief in innovative soul Entrepreneurship abilities are essential to the development and endurance of Small and medium scale venture. Along these lines, abilities are the

information shown through activities or an extraordinary exhibition in specific circumstances. Abilities are accomplished and created through preparing. By the by, arriving at viable business development is an errand that requires extraordinary aptitudes. With the above situation, it is in all likelihood for a business to succeed more if entrepreneurs could have adequate enterprising aptitudes. These aptitudes give advantage to new companies and it is also helpful all through the lifecycle of a business. The motivation behind this examination is to build up a comprehension of the vitality of innovative abilities and how these aptitudes can affect Entrepreneurs development. This investigation intends to analyze the impact of enterprising aptitudes for accomplishing an effective business and distinguished the most significant abilities that can add to business development.



This examination builds up a calculated structure before investigating the impact of pioneering aptitudes on the development of SMEs, the factors named above speak to inventive or imaginative abilities effect on SMEs development. The business visionaries will have an effective business development in the event that they are furnished with the featured enterprising abilities. This applied system of this examination supported by the past work of Bosire and Nzaranma (2013) which expressed that the absence of enterprising aptitudes influences the development and manageability of SMEs.

**2. Entrepreneurial Skills**

Schumpeter's development hypothesis describes a business person with these two capacities imaginative or inventive and prescience. This contention means that business enterprise happens the generation of another item, locate a current or new advertise for an item. The Schumpeter hypothesis of business enterprise center more around benefit of trend-setters and disregards the part of authoritative abilities or the stuff for business people to complete a fruitful assignment. By differentiation to the perspective on Schumpeter, the investigation of "Alfred Marshall" referred to in Scudder (2001) contended that business people are the driving element that brings work, land, capital and association together. Along these lines, the normal for a business person ought to incorporate; premonition, comprehension of the market, and capacity to recognize openings. Correspondingly, the investigation of survey that effective Small and Medium Enterprise assemble data identifying with the business

condition than the individuals who are less fruitful. This one of a kind ability gives the business person a diagram of the business atmosphere and figures a bigger image of the business exercises. Another examination by (Stevenson, 1993) contends that business needs an imaginative aptitude which includes the psychological aptitudes like innovative; social abilities like critical thinking abilities are the sort of subjective capacity. The investigation further contends that the fundamental reason business people are fruitful is their capacities to envision, advances and work around difficulties inside their condition. All things considered, abilities along are not to a great extent powerful as the neighborhood government ought to be included straightforwardly in giving assets to capital interest so as to advance innovative endeavors. As exact investigations of have evaluated that pioneering abilities impact the development and tasks of SMEs, the achievement of enterprising depend on the recognizable proof of skills for new companies and built up organizations, just as their endurance and early-year development. The investigation of Whetten and Cameron (2005) classifications these abilities into three gatherings in particular "individual, relational and essential administration aptitudes". Administrative level staff are progressively versatile and utilize social help usefully. Consequently, versatility is an ability that could be utilized by having higher social direction. Not quite the same as the above creators, the examination of Whetten and Cameron (2005) had the option to gather all abilities distinguished by past creators into these three gathering. Model of crucial administration abilities:

Personal skills	Problem-solving, creative thinking.
Interpersonal skills	Motivating others, Managing Conflicts
Group skills	Leading others, teamwork
Additional management skills	communication

**3. Creative Thinking**

Globalization in the present business world has brought the universal market which makes it simple for makers to move their items universally. Subsequently, there is a simple access to item wherever for the two purchasers a wide range of characteristics and type. The discussion over the meaning of imagination and the connection among innovativeness and business enterprise is constrained. Inventiveness as indicated by the investigation of the advancement of right and new arrangements. While Creativity was depicted as the ability to deliver new or interesting work that fits with some task limitations. Concluding from these definitions is very clear that imagination depicts a novel and significant thoughts. As per Schumpeter's inventiveness and development goes connected at the hip. Along these lines, imagination disguises thoughts and advancement actualizes the thoughts. Then again, contended that inventiveness is fundamental part in deciding the aggressiveness. Speculation hypothesis of innovativeness

proposed by Sternberg suggests inventiveness to be an individual decision, so far there is a venture of time and exertion into the imaginative strategy. The hypothesis further depicts the sort of innovativeness as "scholarly capacities, information, perspectives, character, inspiration, and nature". The scholarly aptitudes give the possibility to separate a smart thought from terrible ones. In any case, an innovative personality needs enterprising abilities to realize the plans to business. Through inventive reasoning, a business person doesn't simply have thoughts yet survey the necessity of how to execute and set up the achievement of those thoughts. In this manner, a business person exhibits the distinction between innovative mind and old-style business strategy.

**Teamwork Skills**

Business people are regularly urged to work with a group of other individuals in order to expand the probability of thought commercialization. The experimental investigation of contends

that business visionary with great tasks need an accomplice for a monetary colleague or thought improvement. Then again, collaboration is compelling to beat difficulties. The hypothesis of "enterprise with specialization and business move" created by Holmes and Schmitz (1990) indicates that individual has various capacities in creating thoughts and openings. In any case, the hypothesis finding was that individual with a favorable position in enterprise may think that its best to have practical experience in the formation of business and the authoritative to somebody qualified in the executives. Along these lines, fruitful business person influence cooperation to empower the development and accomplishment of its endeavor.

#### **Communication Skills**

Correspondence is the demonstration of moving plans to guarantee an unmistakable significance. So also, Hergie (2007) contend that correspondence is a social aptitude that is basic for business development. The impact of correspondence in business development holds tight a few practices that ought to be set up. As indicated by the model of correspondence, there ought to be consistency and an astounding data system to guarantee correspondence achievement. The exploration suggests that correspondence is the bedrock of enterprise business. In this way, this relies upon specific aptitudes, for example, tuning in, talking and composing. This one of a kind expertise will enable business visionary to pass data to their clients using words, adverts, non-verbal communication, reports, etc.

#### **Leadership Skills**

Research has distinguished administration capacity as one of the most significant aptitudes a business person ought to have for business development. The exploration as indicated by Yang (2008) depicts authority as the capacity to support development and adjust to a questionable domain. Quality Work Life is progressively viable for representatives when working under explicit initiative style. The investigation likewise expressed that business visionaries ought to be "group situated, transformational, and esteem based." The development of an association isn't recorded without the help of individual and aggregate endeavors; hence, business development needs "human office". Pioneers of SMEs need the capacity to develop their organizations, mixing their group by guaranteeing sufficient correspondence, valuing the perspectives of other and encouraging contributions.

#### **Entrepreneurial Skills and SMEs**

Development SMEs in India are not just substance of progress and development in the economy everywhere, except they are additionally the bedrock of the country. Development is a fundamental normal for SMEs. In this way, globalization has achieved changes in client's interest so constraining SMEs to more noteworthy requests. As per Morrison (2006), the capacity of providers to tune in to clients and comprehend their desire for item is extremely essential to business development. As indicated by Vanguard Media (2015) features the absence of talented work among youth populace is a snag to independent companies improvement and failure to

entrepreneurs to speak with their clients. Subsequently, it is hard for them to utilize profoundly talented skill because of costly work turnover. Lind (2005), contends that enterprise development involves the advancement of business aptitudes, for example, correspondence and capacity to take care of issues. Correspondingly, who contend that a SMEs development will require enterprising, inventive aptitudes, capacity to work with others and a decent strategy for conveying item to clients which can be created through preparing? Reports on enterprising in the "Asia efficiency association" setting audit that working with others and capacity to lead others partner with SMEs development and certification focused chances. The observational research of Coric, Katavic, and Kopecki, (2011) reasoned that business visionaries need increasingly modern aptitudes, for example, overseeing strife, initiative, innovativeness and correspondence before their significant development. Moreover, the investigation of Bosire and Nzaramba distinguished inventiveness and correspondence as abilities required by business visionaries for business development.

#### **4. Entrepreneurship Skills Required To Overcome Barriers To Growth**

It is as yet a theme of much banter whether business people are conceived or made. While it is commonly recognized that there are normal 'conceived' business visionaries, there are additionally scientists who accept that enterprise is an expertise that can be scholarly. Drucker (1985) contended that business enterprise is a training and that "a large portion of what you catch wind of business enterprise is all off-base. It's not enchantment; it's not puzzling; and it has nothing to do with qualities. It's an order and, similar to any teach, it tends to be scholarly." If one concurs with Drucker's idea of business, at that point it pursues that instruction and preparing can assume a key job in its advancement. In a conventional comprehension, enterprise was emphatically connected with the production of a business and along these lines it was contended that the aptitudes required to accomplish this result could be created through preparing. All the more as of late business is being seen as a perspective and acting that is important to all pieces of society and the economy, and such a comprehension of enterprise presently requires an alternate way to deal with preparing. The instructive system required in this day and age is one which builds up a person's mentality, conduct, abilities and capacities and can be applied to make an incentive in a scope of settings and conditions from the open segment, philanthropies, colleges and social endeavors to corporate associations and new pursuit new businesses. Lichtenstein and Lyons (2001) contended that it is significant for specialist co-ops to perceive that business people come to enterprise with various degrees of abilities and in this manner every business person requires an alternate 'blueprint' for building up their aptitudes. Moreover, they recommended that expertise advancement is a subjective, not quantitative, change which requests some degree of change with respect to the business person.

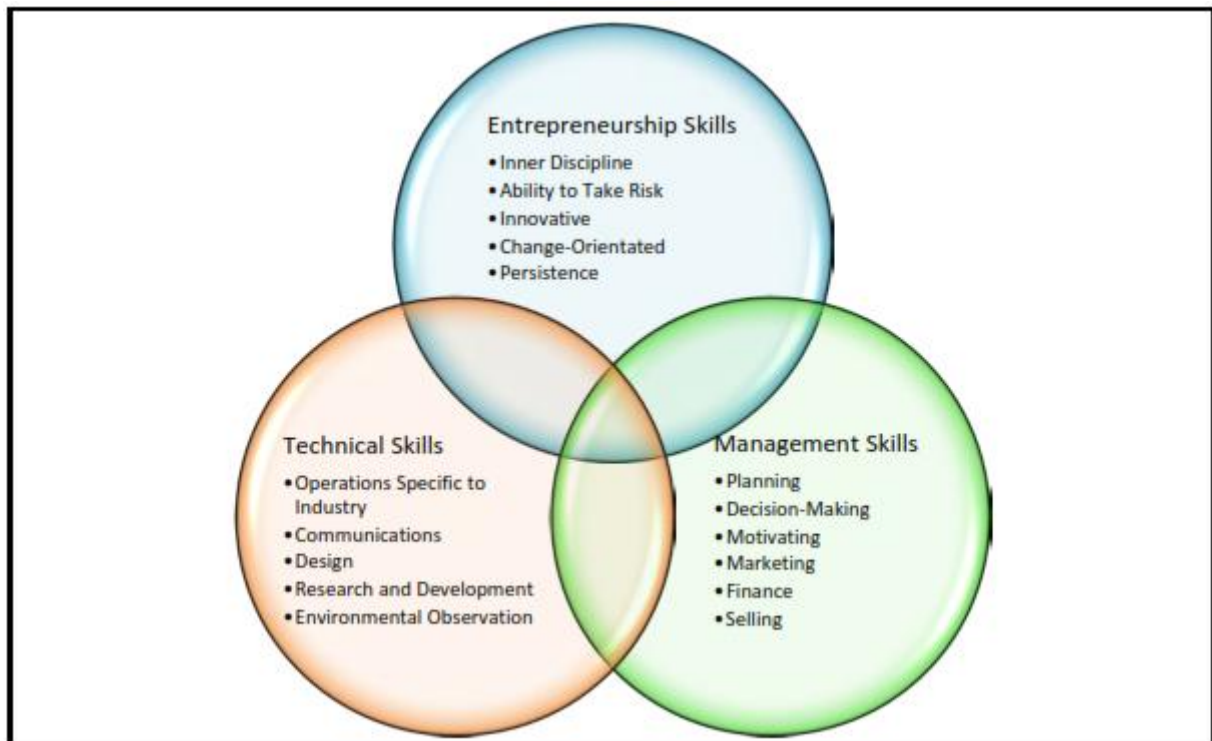


Figure 1 – Entrepreneurship Skill-Sets

When considering the majority of the writing that has been distributed with respect to the ranges of abilities required to be a business person, Figure 1 catches a significant part of the pith of what numerous analysts have displayed as key prerequisites. These ranges of abilities can be separated into three gatherings: Entrepreneurship Skills, Technical Skills and Management Skills. The degree of instruction and preparing required to build up every one of these aptitudes will be exceptionally reliant upon the degrees of human capital that people may as of now have before setting out upon their enterprising adventure. Surely it has been contended that building up these ranges of abilities will cause ambitious people who ought to be prepared to satisfy their potential and make their own prospects, regardless of whether as business visionaries.

Kutzhanova et al (2009) inspected an Entrepreneurial Development System situated in the Appalachian locale of USA and recognized four principle measurements of ability:

- Technical Skills - which are those aptitudes important to deliver the business' item or administration;
- Managerial Skills, which are fundamental to the everyday administration and organization of the organization;
- Entrepreneurial Skills - which include perceiving monetary chances and acting successfully on them;
- Personal Maturity Skills - which incorporate mindfulness, responsibility, passionate aptitudes, and inventive abilities?

- In looking at the key aptitudes expected of business visionaries, O'Hara (2011) distinguished various key components which he accepted included conspicuously in enterprise:
- The capacity to recognize and misuse a business opportunity;
- The human inventive exertion of building up a business or building something of significant worth;
- A readiness to embrace hazard;
- Competence to compose the fundamental assets to react to the chance.

In any case, Kelley et al (2010) propounded that inside any general public it is essential to help all individuals with 'innovative attitudes', not simply the business visionaries, as they each can possibly motivate others to begin a business. Kelley contended that any instructive preparing should empower individuals not simply to create aptitudes to begin a business yet rather to be equipped for carrying on innovatively in whatever job they take throughout everyday life. This methodology is very wide yet it catches the basic way of thinking of present day business enterprise instruction and preparing projects required if nations are to create an expanding pool of individuals who are eager to act innovatively. Be that as it may, how one builds up these aptitudes and qualities, especially with importance to development orientated business exercises, stays an inquiry to which numerous analysts are as yet looking for an answer

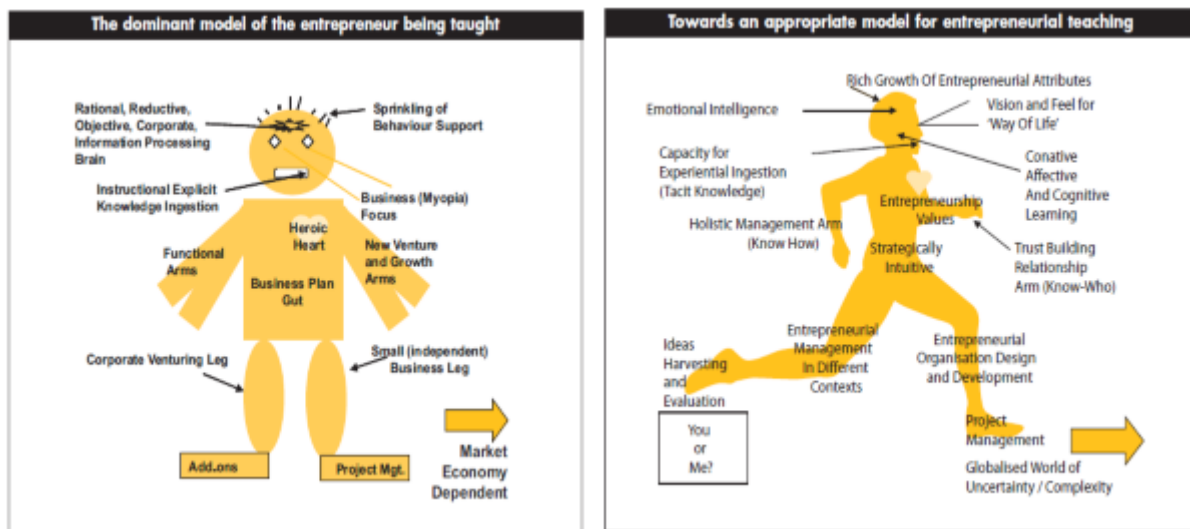


Figure 2 – Different Models for Teaching Entrepreneurship

As indicated by Gibb (2010), the way wherein enterprise is instructed should be essentially adjusted as the customary model of business enterprise is never again pertinent to the advanced business condition. Gibb depicted the overwhelming model of business enterprise as being static and centered vigorously around the composition of a Business Plan and the different utilitarian exercises of a venture. His option 'suitable' model depicts the business person as powerful with a scope of social credits that should be created. As per Gibb, this model grasps various key attributes as pursues:

- Instilling compassion with enterprising qualities and related 'perspectives, doing, feeling, seeing, imparting, sorting out and learning things'.
- Development of the limit with regards to vital reasoning and situation arranging and the act of settling on instinctive choices dependent on judgment with restricted data.
- Creating a dream of, and sympathy with, the lifestyle of the enterprising individual. This infers a solid accentuation upon the work of instructive teaching methods invigorating a feeling of possession, control, freedom, duty, self-rule of activity and responsibility to oversee things while living, step by step, with vulnerability and intricacy.
- Stimulating the act of a wide scope of innovative practices, for example, opportunity chasing and getting a handle on, organizing, taking activities, convincing others and taking instinctive choices. This requests a far reaching scope of instructive apparatuses.
- Focusing upon the conative (esteem being used) and full of feeling (charming and animating) parts of learning just as the psychological as the significance to application is of key significance (as is imparting inspiration).
- Maximizing the open door for experiential learning and commitment in the 'network of training'. Of specific significance will make space for learning by doing and re-doing. Undertakings should be intended to invigorate pioneering practices and surveyed in like manner.

- Creating the limit with respect to relationship learning, organize the board, building 'know-who' and overseeing based on trust-based individual connections. The Business Plan turns into a significant segment of relationship the board prompting understanding that various partners need 'plans' with various accentuation (a financial speculator or heavenly attendant is searching for unexpected things in comparison to a financier or a potential accomplice).
- Developing comprehension of, and building information around, the procedures of association improvement - from beginning, through endurance to development and internationalization. This will request a concentration upon the elements of progress, the nature of issues and openings that emerge and how to envision and manage them.
- Focusing upon a comprehensive way to deal with the administration of associations and the combination of learning.
- Creating the ability to structure innovative associations of numerous types in various settings and see how to work them effectively.
- Focusing heaps of chance chasing, assessment and opportunity getting a handle on in various settings including business.
- Widening the setting past the market. Making open doors for members (understudies) to investigate what the above methods for their very own and vocation improvement.

## 5. Training and entrepreneurship skills for growth

Many countries and international bodies (such as the EU) have attempted to promote growth-orientated business either through direct measures or by implication through strategy instruments. It is accordingly reasonable that approach on-screen characters are most anxious to benchmark and analyze the national government strategies for business enterprise. They wish to discover instances of best practice in business enterprise strategy structure and distinguish suggestions for national governments. These objectives likewise stand high in the plan of the Indian Commission. Tending to these significant issues turns out to be progressively confounded as late

investigations have proposed that approach measures, instruments or configuration don't maybe decide the achievement of strategies, yet it involves finding a legitimate 'fit' between the arrangements and the enterprising condition where the approaches are applied. While tending to the advancement of a business visionary's administration abilities is fundamentally critical to empower individuals to develop their business (if that is the thing that they wish to accomplish), undertaking bolster offices and arrangement creators should

likewise think about how they can improve open strategy, empower access to business sectors, give hard and delicate backings, make a steady culture, and offer more noteworthy access to back, in the event that they are to cause a positive business environment through which ventures can thrive (as appeared beneath in Figure 3). Preparing for the advancement of enterprise abilities for development orientated organizations would include under Human Capital and Supports in the general business enterprise environment.

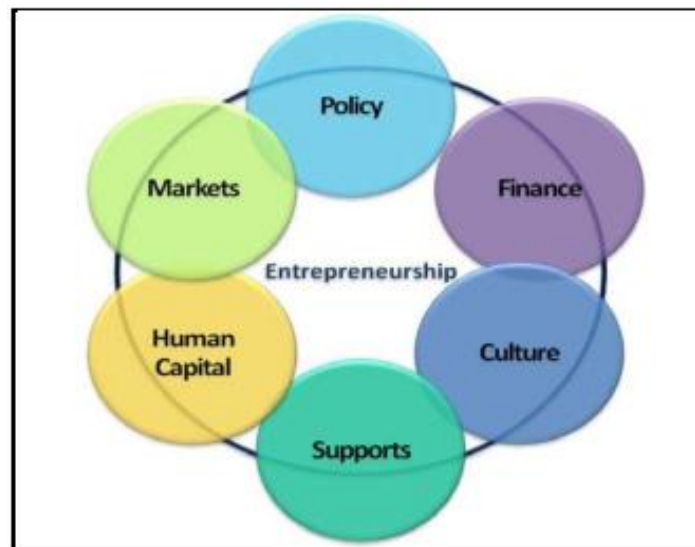


Figure 3 – General Entrepreneurship Ecosystem

Definite examination by Inno-Grips (2011) of development strategies and projects crosswise over numerous nations drove the specialists to offer the accompanying ten strategy suggestions:

1. Approaches supporting high development of SMEs are advantageous - it has all the earmarks of being beneficial to help high development of ventures so as to use the positive effect of these undertakings.
2. Looking for manageable (high) development - as high development can likewise prompt high disappointment, the approach target ought to be to produce feasible development.
3. Approaches for general SMEs and for high-development SMEs may exist together – since the two sorts of strategy produce positive returns for society, it proposes that arrangements for general SMEs and for high-development SMEs should exist together.
4. More extensive way to deal with help high-development – strategies ought not solely concentrate on explicit perspectives (for example fund).
5. No compelling reason to concentrate on explicit ventures - high-development undertakings can be found in any industry and business biological systems.
6. Making the correct structure conditions - approach creators should as a matter of first importance set system conditions directly so as to set up a fruitful ground for champs to pick themselves.
7. Explicit jobs of the Indian Commission – the Commission's primary job could be to drive the further development and improvement of the Single Market (for example for investment) as opposed to propelling explicit measures for high-development SMEs.
8. Improve training openings - a foundation to support the replication of existing effective instructing systems all through EU Member States could be set up.
9. Improve access to development money - improving the entrance to development account ought to be a need for approach creators looking to help high-development SMEs.
10. Improve internationalization openings - internationalization of SMEs should subsequently be encouraged.

## 6. Methodology

The methodological approach of the research was qualitative and quantitative. With regard to the specifics of this investigation the main technique used was content analysis from the literature review of studies on entrepreneurship. The content analysis was used to determine the presence of certain words or concepts within the articles to identify and analyze the skills of entrepreneurship.

## 7. Data Analysis

In this section we will first consider how the theoretical concepts discussed in the literature, can be measured and related to the group of skills through factor analysis. Statistical analysis of data has been carried out using SPSS. As a primary set of measures, the Kaiser-MeyerOlkin (KMO) was 0.755 which provides solid support for proceeding with factor analysis. It's also important to refer that in the factor analysis process, the number of observations was 50 and two factors with eigenvalue > 1 were detected. They explain 71.8% of total

variance and the extraction method was iterated principal factors and the rotation was oblimin oblique.

**Table 1 – Factorial Analysis – Entrepreneurship Skills**

Items	Factor 1	Factor 2
	Skills Personal Development	Business Skills
Cognitive skills	<b>0.84</b>	-0.03
Social and relational skills	<b>0.90</b>	-0.02
Technical skills	<b>0.92</b>	0.65
Management skills	<b>0.87</b>	0.40
Strategies	0.64	<b>0.65</b>
Product/Service	0.41	<b>0.78</b>
Management system	0.70	<b>0.79</b>
Organization structure	0.50	<b>0.65</b>

Table 1 outlines the items taken into account and that were considered for the identification of the two factors. The first of these factors is strongly correlated with indicators reflecting personal skills, mainly related to problem solving and the creation of new knowledge critical to innovation process. The second factor is correlated to the creation of new products and improvement of the existing ones.

**8. Analysis and discussion**

Regardless of the problems we face, we realize that the economy's presentation depends, in enormous part, of the business condition, including, most imaginative and creative organizations upheld by individuals with certain specialized abilities and qualities - the business visionary. It is expected that the profile of the business person grasps that pioneering qualities can be procured/learned all through life. In light of various examinations we present a scope of qualities that are related to the business person profile:

- Ability to accomplish objectives, especially arranging and self-sufficiency to accomplish results.
- Self-certainty to accomplish characterized objectives and conquer hindrances.
- feeling of culpability for the achievement or disappointment of business.
- Ability to get the hang of utilizing disappointment as a learning knowledge in a positive manner.
- Ability to create and keep up an effective business through diligent work and exertion.
- Ability to create imaginative new ways to deal with the market, new ideas, new items and administrations.

- Capacity of activity recognizing and actualizing new business openings.
- Ambition to accomplish objectives.
- Persistence to confront hindrances and reset methodologies.

**Model Development Skills**

The attributes distinguished were the reason for structure a model of advancement of individual abilities that fits the measurements: aptitudes, frames of mind and imaginative reasoning.

The information of the business visionary depends on the psychological abilities, social and social aptitudes, specialized abilities and the executives aptitudes. This blend is urgent to making and maintaining a business. Intellectual abilities incorporate imaginative reasoning, definition and critical thinking, basic leadership and activity. Social and social aptitudes incorporate correspondence expertise, limit with respect to collaboration and capacity to adjust to new circumstances. Specialized aptitudes incorporate ideas of specialized ability including working techniques, procedures and settings. The executives aptitudes coordinate information about potential procedures to embrace in the organization, scope organization and defining key objectives and capacity to settle on vital choices on organization strategies in their different subject matters. Then again, the business visionary must obtain abilities with respect to business advancement, which incorporates the procedure that the organization will receive, items and additionally benefits, the corporate picture the executives frameworks (HR the board, money related administration, promoting, and so on.) and the formal and casual structure of the organization.



As to methodologies, aptitudes advancement is expected to comprehend the components that add to the creation and usage of mechanical, authoritative and advertise developments. Knowing the particulars of the business sectors it is plausibility the internationalization through different modalities, send out, authorizing, diversifying, joint endeavor and outside direct venture. Recognize the best promoting technique for business improvement, considering the investigation of the earth, aggressive examination, showcase investigation and the organization itself. Skill to make a corporate and brand name for items and administrations, for example, media attention picture. As far as items and additionally benefits abilities improvement it is significant the specialized particulars and types of utilizing the items as well as the execution of administrations, just as the kinds of conceivable customizations to address the issues of the market, and all the more explicitly, potential clients. The executives frameworks set in motion the organization's procedures: business the board, advertising, HR the board, budgetary administration and hazard the executives. The formal structure of the organization and the casual structure are additionally imperative to characterize and oversee, particularly for the pioneers. At long last realizing how to make and oversee casual systems identified with accomplices and formal systems identified with clients, providers, and authority bodies.

## 9. Conclusion

This examination has demonstrated a comprehension of the impact of ES abilities has on Entrepreneurs development

from the keen of business visionaries in an alternate economy. This investigation demonstrates that in spite of the distinctive natural intricacy of business visionaries, they all consented to enterprising aptitudes impact on their business development. Imagination thinking, correspondence and critical thinking aptitudes were distinguished as recognized as the most helpful abilities for Entrepreneurs development in India. In any case, entrepreneurs in Indian accentuate imaginative intuition than critical thinking and relational abilities. While Minority business visionaries referenced a greater amount of imaginative reasoning and a parity of correspondence and critical thinking capacities. In any case, having considered the elements like time and cost of enrolling organizations in India with difficulties of absence of infrastructural administrations for organizations one could ascribe to why imaginative reasoning is most helpful in such a business domain. These issues merit considering for future research, as the extent of study couldn't give inside and out investigation. The finding of this investigation finds that business area has no critical on entrepreneur view of innovative aptitudes. Or maybe, genuine expertise in correspondence can give their client something to feel. Subsequently, the use of aptitudes won't just build deal and upper hands yet will make new openings, develop new Entrepreneurs and attach financial progressions. Because of the above realities, there is a requirement for policymakers to consider creating Entrepreneurs through the arrangement of social pleasantries as well as build up an open motivation for the affirmation of abilities advancement and furthermore needs aptitudes improvement for both master and inexperienced entrepreneurs.

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