

Webinar on 'Entrepreneurship during COVID 19' conducted by IIM Jammu

IIM Jammu conducted a webinar on Sunday May 17, 2020. Prof. Dafna Kariv, Chair of the Department of Entrepreneurship and Innovation, the School of Business Administration of The College of Management Academic Studies, Israel spoke on the topic "The Directions Startups Should Take to Navigate in the Current and Post Crisis". The webinar was attended by IIM Jammu students, faculty members and 115 registered participants from different parts of the world.

The webinar started with a brief introduction of IIM Jammu by Prof. Muqbil Burhan, Chairperson Executive Education at IIM Jammu. He explained the importance given to Entrepreneurship by IIM Jammu and the plan to setup incubators at IIM Jammu campus and at its Srinagar off-campus to help startups in the region.

Prof. Dafna discussed the role and importance of entrepreneurship during the unprecedented crisis situations liked COVID 19. The session was very enriching, giving the participants an overall picture of different profiles of business and impact on them. "Crisis is the best opportunity to step in because it helps to make a difference and set a new definition of what we earlier meant by the word Normal", said the speaker in her opening remarks. Various interesting examples, through short videos, were presented in the session to give participants an idea about the driving changes amid this pandemic. The speaker also discussed various small practices already expanding into the market and interesting concepts like 'Stay at home economy' and 'Public behavior economy' which can shape the market and lead them to brighter future.

The webinar ended with a 'Question and Answer' session. Post the intriguing discussion, participants posed several interesting questions that were answered by Prof. Dafna.