

ingrained ways of thinking, and finally, the ability to overcome social opposition against attempting something novel.

- Entrepreneurs, according to Frank Young, are agents of change.
- According to T.V. Rao, entrepreneurs are the persons who use creativity and innovation to adapt to their surroundings.

Managerial View

- This viewpoint emphasizes the importance of managerial qualities such as understanding the market and operational expertise in running a business.
- Entrepreneurship is the outcome of a wide range of socioeconomic, psychological, and other elements.

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