

REPORT OF LECTURE



Topic/title: The Essence of Entrepreneurship in Emerging Markets.

Speaker: Dr. Tarun Khanna

Date: 8th April, 2013

Venue: LC-101

Campus: Goa Campus

ABSTRACT:

The key aspects highlighted in the talk were framework for thinking about emerging markets, the idea of institutional voids, well developed bond markets, credit rating and market research agencies and the most important of all, opportunities of Entrepreneurship. The talk proved to be very informative.

SPEAKER BIOGRAPHY:

Dr. Tarun Khanna is the professor of Economic, Strategy and Innovation, Harvard Business School. He is also Director of South Asia Initiative, Harvard University and a Former Board Member of AES Microfinance, GVK Bio Sciences and TVS Logistics.

SUMMARY OF LECTURE:

The lecture was a very interesting one for budding entrepreneurs, as Mr Khanna discussed about institutional voids. He also talked in length about various market strategies that can be taken up by young entrepreneurs for making their startup idea a success. The lecture was followed by various questions which included the use of Facebook and other media for marketing and other questions about institutional voids.



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