

**Wednesday, May 20, 2020**

## ***IIM Jammu conducts webinar on 'Entrepreneurship during COVID-19'***

*Excelsior Correspondent*

JAMMU, May 19: Indian Institute of Management (IIM), Jammu conducted a webinar on "Entrepreneurship during COVID-19".

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 Start-ups Should Take to Navigate in the Current and Post Crisis."

The webinar began with a brief introduction of IIM Jammu by Prof Muqbil Burhan, Chairperson Executive Education at IIM Jammu.

Prof Dafna Kariv discussed the role and importance of entrepreneurship during the unprecedented crisis situations such as COVID 19. "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 Prof Kariv in her opening remarks.

She narrated various small practices already expanding into the market and interesting concepts like 'Stay at Home Economy' and 'Public Behaviour Economy' which can shape the market and lead them to brighter future.

The webinar was attended by IIM Jammu students, faculty members and 115 registered participants from different parts of the world.



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### ■ STATE TIMES NEWS

JAMMU: Indian Institute of Management (IIM) Jammu on Tuesday conducted Webinar on 'Entrepreneurship during COVID-19'. 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 partici-

pants 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 who 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 like COVID 19.

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tunity 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.

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.

Post the intriguing discussion, participants posed several interesting questions that were answered by Prof. Dafna.