

Title: Role of Creativity and Innovation in Entrepreneurship
Tracks: Indicative Sub Tracks.

Themes: Innovative & Creative Management Practices.

Dr. Nilesh Chole
M.Com, MCM, MBA, Ph.D(Com),
nilesh.chole@gmail.com
Contact No. 09960471177
Kamla Nehru Mahavidyalaya, Nagpur

Prof. Kushal M. Dharmik
MBA,
dharmikkushal.3704@gmail.com
Contact No. 08600407474
Kamla Nehru Mahavidyalaya, Nagpur

Abstract—

In this research paper we tried to study to what extent entrepreneurship has its importance in economic value. In current scenario India is facing problem of unemployment and job creation. Now a day's most of the people focus on job, they want comfort zone and periodic income. No one wants to take risk, create or want to do business. Now to manage this situation, a systematic review should be done to encourage to start business and become entrepreneur. Moreover, entrepreneurship development needs to be innovative and it will also help in generate solution to solve the problem of unemployment and employment creation, innovation is in the heart of the enterprises. Research is basic on secondary data. In this paper the researcher focus on the role of creativity and innovation in the development of entrepreneurship. Finally, the authors come to some tangible suggestions to improve the creativity and innovation in the field of entrepreneurship.

Key Words- Economic Value, Creativity, Unemployment, Innovation, Business.