

Reinventing Conducive Ecosystem for Nextgen Entrepreneurs Towards Marketing Strategy

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Abstract

To support the upcoming generation of entrepreneurs, the ecosystem must be reinvented in light of the fast-changing nature of entrepreneurship. The purpose of this study is to investigate the function of marketing strategy in this particular setting and to pinpoint the essential elements that foster an atmosphere that is favorable to entrepreneurship. The study aims to offer insights into how stakeholders may work together to promote innovation, accelerate growth, and empower prospective entrepreneurs through a thorough investigation.

Keywords: Empowerment, Entrepreneurship, Growth, Collaboration, Ecosystem, and Marketing Strategy