

Entrepreneurship and Innovation in Emerging Markets

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Abstract. This article examines the unique challenges and opportunities associated with entrepreneurship and innovation in emerging markets. By exploring successful case studies, the research identifies critical factors that drive innovation and business growth in these dynamic environments.

Keywords: Entrepreneurship, Innovation, Emerging Markets, Business Growth, Dynamic Environments

Introduction

Emerging markets present both challenges and opportunities for entrepreneurs and innovators. This article investigates the factors that drive entrepreneurship and innovation in these regions, focusing on the unique characteristics that differentiate them from developed markets. By analyzing successful case studies, the research provides insights into the strategies that lead to business growth and innovation in emerging economies.

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