

"The Paradoxes of Entrepreneurial Thinking"

The National Webinar on *"The Paradoxes of Entrepreneurial Thinking"* was held on 14th August 2020, aimed at exploring the unique challenges and paradoxes that entrepreneurs face in their journey. The event was organized by **Zillioncubes Learning Foundation**, Coimbatore, in association with **Vivekanandha Institute of Information and Management Studies**. The session was held virtually via **Google Meet** and **YouTube**, making it accessible to participants nationwide.

- **Highlight paradoxes** that entrepreneurs face in decision-making, such as balancing risk and innovation, short-term vs. long-term goals, and personal growth vs. professional development.
- **Discuss entrepreneurial thinking** from a psychological and strategic perspective.
- **Provide actionable insights** for aspiring entrepreneurs on navigating the complexities of modern business landscapes.
- **Facilitate networking** and collaboration among students, academics, and entrepreneurs.

The session was graced by a distinguished keynote speaker, who is an expert in the field of entrepreneurship and innovation. With a background in both academia and industry, shared valuable insights on the cognitive and emotional challenges that entrepreneurs face.

- **Introduction and Welcome Address:** The webinar commenced at 11:00 AM with a welcome address by the organizers from Zillioncubes Learning Foundation and Vivekanandha Institute.
- **Session 1 - The Paradoxes in Entrepreneurial Thinking:**
 - **Risk vs. Reward:** Entrepreneurs often face the paradox of taking risks for high rewards, yet the fear of failure often holds them back. She elaborated on how



entrepreneurs can overcome this fear by embracing uncertainty and turning risks into opportunities.

- **Innovation vs. Stability:** Entrepreneurs must constantly innovate to stay ahead, but stability is also required to maintain operations. The discussion focused on how businesses can achieve a balance.

- **Short-Term vs. Long-**

Term Goals: Entrepreneurs need to focus on both immediate survival and long-term vision, which often lead to conflicting decision-making.

Session 2 - Psychological and Emotional Aspects of Entrepreneurship:

Entrepreneurial Identity Crisis: She explained the common identity crisis that entrepreneurs experience, especially when moving between roles such as a leader, innovator, and manager. A crucial part of entrepreneurship is resilience. The speaker discussed how entrepreneurs can maintain a positive mind-set when facing obstacles or failures.

- Both the session concluded with an interactive Q&A session, where participants asked questions about overcoming entrepreneurial challenges. The speaker provided valuable insights into managing the psychological and emotional aspects of entrepreneurship.

The webinar successfully highlighted the various paradoxes that entrepreneurs face in their journey. By addressing both the theoretical and emotional aspects of entrepreneurial thinking, the session offered a holistic view of the entrepreneurial process. The session was well-received, with participants praising the expert insights and practical advice shared by the speaker.
