

**Research Seminar in collaboration with IQAC-IMI Kolkata by Dr. Arpita Joardar, an Associate Professor from Charlton College of Business, University of Massachusetts Dartmouth, United States – July 9, 2024**

Dr. Arpita Joardar, an Associate Professor from Charlton College of Business, University of Massachusetts Dartmouth, United States, delivered a seminar on "International Entrepreneurship" on July 9, 2024. She highlighted the importance of international markets, cultural intelligence, effective market strategies, and adaptive business models for the faculty and research scholars of IMI Kolkata.

The importance of international entrepreneurship in promoting creativity, economic expansion, and international cooperation was emphasized by Dr. Joardar. She emphasized cultural intelligence, market strategies, adaptive models, and the necessity for firms to grow globally. She also offered helpful advice on how to overcome obstacles faced by entrepreneurs.

