

Communication in Contemporary Scenario

Its Multiple Dimensions



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Privileging Communication in Entrepreneurial Leadership

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Abstract

Despite being discrete concepts, leadership, entrepreneurship, and communication, have to coalesce for sure success of any business venture. Nevertheless, communicative ability is critically crucial for an entrepreneurial leader to build successful business enterprise. It thus becomes imperative to understand the symbiotic relationship obtaining within this triumvirate namely communication, leadership and entrepreneurship. This chapter views this relationship as communicative entrepreneurial leadership on the basis of critical survey of studies conducted by scholars concerning these areas. There have only been few studies available on entrepreneurial leadership with communication as its locus. This paper is conceptual and aims at positing that communication skills are the mainstay lending meaning to entrepreneurial leadership.

Key Words: *Communication, Entrepreneurship, Leadership, Communicative Entrepreneurial Leadership*

With each passing day, global market is becoming competitive, complex as well as demanding. Alongside

