

## **Entrepreneurship Summit 2019: Entrepreneurship in Fashion and Lifestyle Industry: As Perceived by Students: Short Communication- Amisha Mehta, India**

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### **Short Communication**

Fashion industry is fast changing field and the professionals catering to this field need to be multi-talented and ever ahead of time, to cope up with the global competition, especially in this world of disruption. This opens up many opportunities for entrepreneurial pursuits.

This research tried to find the perceptions of students of fashion education about setting up their own businesses and entry barriers to that. The research aimed at finding those factors, which may motivate or hinder the entrepreneurial endeavor in fashion industry, and how different these factors are from available research.

Fashion schools have design, technology and management students to cater to the supply chain of industry at undergraduate and postgraduate levels. For this research total 35 students were interviewed, 25 from undergraduate and 10 from postgraduate in their final year of studies. These students are from Fashion Design, Jeweler Design, and Textile Design and Fashion Communication courses from design discipline, Apparel Production course from Technology both at undergraduate and postgraduate levels and Fashion Management course at Postgraduate level.

The sample was mix of male and female respondents, belonging to different regions of the country, to understand how the thought process differs. Students were sensitized with SSIP interventions before interview.

The data were analyzed using descriptive statistics. Initial results from the analysis will be presented, that will help understand how the fashion industry sector behaves differently as far as perception of students is concerned for further research and interventions in start-up ecosystem.