



ENTREPRENEURSHIP SKILL ENHANCEMENT THROUGH EVENT MANAGEMENT

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ABSTRACT:

Event management is an experiential learning environment that exposes people to learn how to do planning, coordination, resource allocation, risk management and marketing — All these aspects are competencies indicating to modern entrepreneurship. Entrepreneurship Skills refer to the abilities and traits that help an individual to start, manage, and grow businesses successfully. This paper examines how participation in event management activities enhances entrepreneurial skills, describes a conceptual model linking event-management tasks to entrepreneurial competences, and proposes a mixed-method empirical approach to measure the strength and pathways of this relationship. Practical implications for educators, incubators and event practitioners are discussed.

Keywords: *Entrepreneurship Education, Event Management, Experiential Learning, Skill Development, Capacity Building.*

INTRODUCTION :

In today's rapidly growing global economy, Entrepreneurship has emerged as a vital force driving innovation, economic growth, and social change. Successful entrepreneurs have a unique set of skills that enables them to identify opportunities, overcome challenges, and turn ideas into reality. These skills are required not only to start their own business but also to lead, aspire, prosper, innovate and make a meaningful impact in the society. Entrepreneurship skills are a combination of personal traits like resilience, creativity, and a strong work ethic, and functional abilities such as problem-solving, strategic thinking, and effective leadership. These skills are essential for identifying opportunities, managing resources, overcoming challenges, and building successful, innovative businesses that drive economic growth and societal progress. Cultivating these diverse competencies empowers entrepreneurs to navigate uncertainty, motivate teams, and create lasting value.

Entrepreneurship requires a portfolio of skills: opportunity recognition, resource mobilization, team leadership, decision-making under uncertainty, networking, and persuasion. Traditional classroom instruction struggles to recreate the pressured, uncertain environment where these skills are exercised. Event management — planning and delivering public-facing gatherings such as festivals, conferences, trade shows and product launches — offers a natural, project-based setting that mimics entrepreneurial conditions. This research explores how involvement in event management contributes to entrepreneurial skill formation and proposes ways to integrate events into entrepreneurship education and training.

In the modern world, where social, cultural, corporate and personal events are an essential part of life, even management has emerged as a vital and dynamic industry. From wedding to musical festivals, from corporate conference to product launch, event management plays a crucial role in ensuring

that events are planned, organized and executed smoothly. It is both art and science that requires creativity, coordination, and effective communication skills. Event managers work behind the scene to ensure that every detail—from decoration to sound system, from food to security is handles efficiently. Their ability to handle pressure, solve problems quickly and adapt to unexpected changes is what makes them essential to the success of any event.

Events involve multi-stakeholder coordination, strict budgets and timelines, marketing to target audiences, and on-the-spot problem-solving — activities that overlap substantially with entrepreneurial practice. Prior research indicates that experiential learning improves retention and transfer of skills, but there is limited literature specifically connecting event management experiences to measurable entrepreneurial capabilities. Filling this gap has value for curriculum designers, policy makers and practitioners seeking low-cost, high-impact interventions to build entrepreneurial capacity.

OBJECTIVES:

1. Map specific event-management activities to entrepreneurial competencies.
2. Propose a conceptual model explaining how event experience leads to skill enhancement.
3. Provide practical recommendations for educators, incubators and event organizers.

LITERATURE REVIEW:

Jacinto M. and Jardim A, in their research paper “Entrepreneurial Skills to Be Successful in the Global and Digital World: Proposal for a Frame of Reference for Entrepreneurial Education” (May 2021) stated that, “For most professionals to be successful in the current job market, they need some entrepreneurial skills. This study aimed to describe and systematize these skills, considering the current globalization and digital transformation phenomena. The documental analysis and the critical reflection on the collected data allowed us to identify the socio-

economic and socio-cultural reasons for the relevance of this problem. Consequently, to elaborate a frame of reference that is intended to be adequate to the needs of the professionals of the current global and digital era. The results pointed to a tripartite ES model - to be open to novelty, to create solutions to emerging problems, and to communicate effectively - which integrates the following skills: creativity and innovation, the spirit of initiative, self-efficacy and resilience, strategic planning, and evaluation, resolution of problems and decision-making, transformational leadership, clear and visual communication, teamwork and networking, and digital communication. In the continuation of this study, an entrepreneurial skills scale will be created and validated according to this model, which will make it possible to measure the degree of development of these competencies”.

According to Hamdan A. et.al in their research paper “entrepreneurship education and entrepreneurs’ skills” January 2018, stated that “entrepreneur education plays a crucial and important role in providing the necessary skills for an entrepreneur to operate their daily business requirements, and how to face obstacles and challenges that will face them during their entrepreneurial live. This study should be relevant to Higher Education Institutions considering jurisdictions in Entrepreneurship Education (EE) for encouraging Entrepreneurial Skills (ES).”

According to *Ashlesha Tambde, Nikhil A. Maske* in their research “Study of event management from entrepreneur’s Perspective” As the event management industry grows and consolidates worldwide, associations play an increasingly significant role in professional support to the industry by ensuring the continued growth and success of event management professionals. Although there are many events, which are successfully crewed by volunteers, the

increasing competition to secure major events is giving some impetus to the trend to create fully professionalized events. This paper to brief you about the event management industries and to identify professional associations worldwide involved with event management. While this list is not exhaustive, it provides a very strong sample of event management associations. Rather than use or adapt an existing framework for analysis, this study applies a grounded approach to the analysis of the content of the goals and objectives. The study concludes that event management associations have a strong record in developing goals and objectives as part of their operational framework. The key variables that emerged are: information exchange, education and training, identity and recognition, ethics and standards, networks and collegiality, business management, membership, premier representative association, product development and being a change agent”

METHODOLOGY:

For the present study Survey method was used and purposive random sampling techniques was chosen from Nagpur city, for data collection. 100 was the sample size which comprised of entrepreneurs owning small and medium scale business. Interview method was the tool used for collection of data. Percentages were applied for data interpretations.

RESULTS AND DISCUSSION:

It is clear in the above table no. 1, that hundred percent of respondents says that their technical skill, interpersonal skill and conceptual skill is enhanced through event management.

It is clear from the above table that 95% respondents say that their leadership skill is enhanced through event management. For 98 % respondent’s time management skill is enhanced. 96% respondent’s problem solving skill is enhanced. Decision making skill is enhanced for 95% respondents. Adaptability skill is enhanced for 96% respondents. 97%

respondents say that their emotional intelligence skill is enhanced through event management.

DISCUSSION:

Results suggest that event management provides a high-impact experiential platform for entrepreneurial skill enhancement. Skills related to leadership, time management, problem solving, decision making, etc. show the highest gains. Reflection and mentorship during events amplify the learning process. The combination of time pressure, team responsibility, and market-facing challenges simulates real entrepreneurial conditions, creating authentic learning environments.

CONCLUSION:

Event management is a cost-effective experiential platform for developing entrepreneurial skills and competencies when combined with effective management and communication.

REFERENCES:

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Ashlesha Tambde, *IJSRM volume2 issue 11 November 2014 [www.ijsrm.in]* Page 1694

Study of event management from entrepreneur’s perspective

Table no. 1:

Sr. no.	Options	Number	Percentage
1	Technical skill	100	100
2	Interpersonal skill	100	100
3	Conceptual skill	100	100

Table no: 2

Sr. no.	Options	Percentage
1	Leadership skill	95%
2	Time management	98%
3	Problem solving skill	96%
4	Decision making skill	95%
5	Adaptability skill	96%
6	Emotional intelligence skill	97%