



# Poornaprajna Institute of Management

Udupi - India

**Micro Research Centre (MRC)**

**Name of MRC**

Micro Entrepreneurial Research Centre



**Name & Designation of the Coordinator**

**Dr. Bharath V, Professor**

**Name of Institution: Poornaprajna Institute of Management**

## 1. Purpose of MRC:

The purpose of the Micro Entrepreneurial Research Centre (MRC) is to foster research and innovation in the field of micro-entrepreneurship, with a focus on creating knowledge and insights that can drive entrepreneurial success and economic growth at the grassroots level

## 2. Objective of MRC:

The objective of MRC is to conduct rigorous research that explores various aspects of micro-entrepreneurship, including business models, market dynamics, innovation, sustainability, and socio-economic impact. Through this research, we aim to contribute to the advancement of entrepreneurship theory and practice, while also providing actionable insights for entrepreneurs, policymakers, and other stakeholders.

## 3. Description on Proposed Research:

The proposed research at MRC will utilize a multidisciplinary approach, combining qualitative and quantitative research methodologies. Research topics will include but are not limited to:

- Analysis of micro-enterprise ecosystems
- Impact of technology on micro-entrepreneurship
- Strategies for micro-enterprise growth and sustainability
- Role of microfinance in supporting entrepreneurship
- Entrepreneurial behavior and decision-making
- Social entrepreneurship and community development

The research design will involve a combination of primary data collection through surveys, interviews, and case studies, as well as secondary data analysis. Rigorous statistical analysis and qualitative interpretation will be employed to derive meaningful insights.

#### **4. Expected Outcome:**

- **Publication of research findings in peer-reviewed journals and conference proceedings.**
- **Development of practical frameworks and tools to support micro-entrepreneurs.**
- **Contribution to policy recommendations for fostering micro-entrepreneurship and economic development.**
- **Enhanced collaboration with industry stakeholders and community partners.**

#### **5. List of the Team Members:**

#### **6. List of Working Papers:**

- (1)
- (2)
- (3)

#### **7. List of related Published Papers in Journals, Proceedings, Book Chapters, Magazines by Coordinator & his/her Group members year-wise in APA format.**

1. Bharath V (2013). Capacity Utilization of SSI in Udupi and Dakshina Kannada Districts of Karnataka. *Asia Pacific Journal of Research* (1). 66-77.
2. Bharath V. (2013, June). Status of Small-Scale Industries in Udupi and Dakshina Kannada Districts of Karnataka. *Southern Economists*, 52(3), 48-54.
3. Bharath V , (2011) "Status and capacity utilization in small-scale industries: A case study of selected Industrial units in Udupi districts", *Productivity*, New Delhi, Vol 51(1), pp 90-98, April, June, ISSN No. 0032-9924. UGC No. 31809

**Name & Signature of Coordinator with date.**