

MULTIDISCIPLINARY RESEARCH ON THE
ENTREPRENEURSHIP AND BUSINESS
ONLINE COLLOQUIUM 2023

THE CONNECTION BETWEEN BUSINESS & TECHNOLOGY



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Preface

Technology in business led to a phenomenal expansion of trade and commerce. As a result, the business concepts and models were changed. Due to the fact that technology has provided a new and superior approach to business operations, it has offered a quicker, more convenient, and more effective method of doing business transactions.

In conjunction, the Faculty of Entrepreneurship and Business organized the Multidisciplinary Research on the Entrepreneurship and Business Online Colloquium 2023. The event was held virtually on January 30, 2023, with more than 500 attendees, including students and academicians, who contributed to the success of the colloquium with thoughtful participation and an exchange of ideas on this topic and other related issues.

The editors would like to humbly thank various people, especially participants, presenters, and the organizing committee, for making this event successful. Overall, without the direct or indirect support of all individuals, this publication would not be possible. Best.

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