

"A man is
great by
deeds, not by
birth"

-Chanakya

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INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE



Case Study

IIMK/CS/149/SM/2022/02

March 2022

**Entrepreneur Voice – keeping cool in the desert.
In conversation with Arya Nishant**

Deepak Dhayanithy¹

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Please contact the corresponding authors if you would like to access the full case.

¹Associate Professor, Strategic Management Area, Indian Institute of Management Kozhikode, IIMK Campus PO, Kunnamangalam, Kozhikode, Kerala 673 570, India; Email - deepak@iimk.ac.in, Phone Number - 0495 2809433

Entrepreneur Voice – keeping cool in the desert. In conversation with Arya Nishant

Abstract:

The first volume of Entrepreneur Voice (EV), a video case series, attempts to capture the voice of the entrepreneur, Arya Nishant, in reflecting on and narrating her journey and experiences. It is something that students of diverse business programs can learn from. In ‘Keeping Cool in the Desert’, the protagonist, Arya Nishant, recollects her experiences immediately leading up to launching Techniche as a woman expatriate entrepreneur operating in Dubai. Like many high achievers, her focus on success covers the professional as well as personal realms. It is recommended that the video case be employed in class along with related cases which are ‘Keeping cool in the desert – embarking on an entrepreneurial journey’ and ‘Techniche – Infancy’.

Key words: entrepreneur voice, woman expatriate entrepreneur, resources, personal cooling, international sourcing

Research Office
Indian Institute of Management Kozhikode
IIMK Campus P. O.,
Kozhikode, Kerala, India,
PIN - 673 570
Phone: +91-495-2809238
Email: research@iimk.ac.in
Web: <https://iimk.ac.in/faculty/publicationmenu.php>

