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(57) Abstract :
SYSTEMATIC APPROACH TO ANALYZE THE IMPACT OF DESIGN THINKING AS AN EFFECTIVE METHOD FOR PROBLEM SETTING AND NEED FINDING FOR ENTREPRENEURIAL TEAMS ADDRESSING WICKED PROBLEMS-A systematic approach to analyze the impact of design thinking as an effective method for problem setting and need finding for entrepreneurial teams addressing wicked problems. The system comprises components of inspiration, ideation, and implementation (Brown, 2009) serve as the foundation of this hybrid model, shapes as a non-sequential, innovative method to interpret and address complex problems, thinking, forming a hypothesis from abduction reasoning and the examination is performed using that deduction, a sequence of phases linking through ideation and then prototyping, two forces of learning that processes reality and transforming it within each tangible and intangible component and creates a streamlined and flexible framework, where the innovation may occur in a non-sequential order, dictated by the needs of the problem FIG.1

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