

Ideology of entrepreneurship that drives the acceptance of inequality

Faiza Abdur

Department of Food Science and Technology, University of Karachi, Sindh, Pakistan

Abstract

We explore the acceptance of new contingent work relationships in the United States to reveal an emergent entrepreneurial ideology. Our argument is that these new work relationships represent a new social order not situated in the conglomerates and labor unions of the past, but on a confluence of neo-liberalism and individual action situated in the discourse of entrepreneurialism, employability and free agency. This new employment relationship, which arose during the economic and social disruptions in the 1970s, defines who belongs inside an organization (and can take part in its benefits) and who must properly remain outside to fend for themselves. More generally, the fusing of entrepreneurship with neo-liberalism has altered not only how we work and where we work, but also what we believe is appropriate work and what rewards should accompany it.

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Biography

Faiza Abdur is am Department of Food Science and Technology, University of Karachi, Sindh, Pakistan. He is also presented the

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