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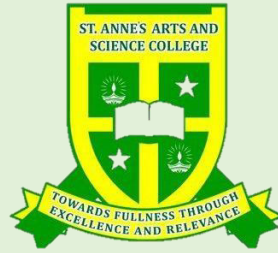
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JOURNALS

ST. ANNE'S ARTS AND SCIENCE COLLEGE

GNT Road, Madavaram, Chennai – 600 110
(Affiliated to the University of Madras)



International Journal of Current Research and Academic Review (IJCRAR) SAASC-NCIE-23



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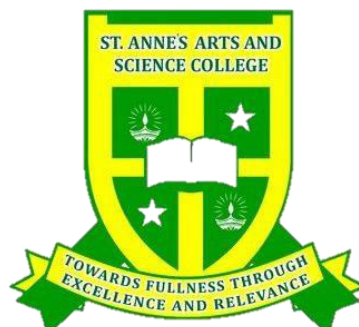
**IQAC & Departments of Commerce, Corporate Secretaryship,
Accounting & Finance and Business Administration.**

NATIONAL CONFERENCE ON INNOVATION & ENTREPRENEURSHIP

SAASC-NCIE-23

on

27.09.2023



International Journal of Current Research and Academic Review

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**IQAC & Departments of Commerce, Corporate Secretaryship, Accounting &
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ST. ANNE'S ARTS AND SCIENCE COLLEGE

GNT Road, Madavaram, Chennai – 600 110

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(Affiliated to the University of Madras)

27.09.2023 - AFTERNOON SESSION
VALEDICTORY FUNCTION @ 2.30 pm

Valedictory Address : **Dr. D. Venkatakrisnan**
General Manager - Finance
Intimate Fashion Pvt. Ltd.

Release of the Conference Proceedings & CD : **Dr. I. Arlamma**
Academic Advisor
St. Anne's Arts and Science College

Certificate Distribution

Expression of Appreciation : **Dr. I. Annammal Arputhamary**
Principal



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NATIONAL CONFERENCE ON INNOVATION & ENTREPRENEURSHIP (SAASC - NCIE - 2023)

Organized by
IQAC
&
Departments of Commerce, Corporate Secretaryship,
Accounting & Finance and Business Administration.



THE MANAGEMENT, STAFF AND STUDENTS OF

The Departments of Commerce, Corporate Secretaryship,
Accounting & Finance and Business Administration.

Cordially Invite You to Grace the Inaugural Function of Our

NATIONAL CONFERENCE

on

INNOVATION & ENTREPRENEURSHIP (SAASC - NCIE - 2023)

Inaugural Function
27.09.2023 @ 9.30 am

Venue : MOTHER GNANAMMA CONFERENCE HALL

Rev. Mother Dr. Leema Rosario

Chairperson

ST. ANNE'S ARTS AND SCIENCE COLLEGE

has kindly consented to deliver the Inaugural Address

Chief Guest

Dr. R. Kasilingam

Professor & Head

Department of Management Studies, School of Management
Pondicherry University

has kindly consented to deliver the Presidential Address

SMT. Benedict Kumari
Dean College Development

Dr. I. Annammal Arputhamary
Principal

PROGRAMME SCHEDULE

27.09.2023 - FORENOON SESSION

Registration : 8.45 am

Inauguration : 9.30 am

Inaugural Address : **Rev. Mother Dr. LEEMA ROSARIO**
Chairperson
St. Anne's Arts and Science College

Presidential Address : **Dr. R. KASILINGAM**
Professor & Head
Department of Management Studies
School of Management,
Pondicherry University

Tea break : 10.30 am

PAPER PRESENTATION BY PARTICIPANTS

In Person & Online

Resource Persons

VENUE 1

1. **Dr. ASAI THAMBI**
Vice Principal
Thiruthangal Nadar College

VENUE 2

2. **Dr. K. VINOTHA**
Associate Professor & Research Supervisor
Head, PG & Research Department of Commerce
Sri Kanyakam Parameshwari Arts and Science College for Women

ABOUT THE COLLEGE

St. Anne's Arts and Science College, Chennai has been an institution that has focused on achievements in the field of higher education for young women. The future belongs to those who believe in the beauty of their dreams. Our foundress **Thatipathri Gnanamma** is our role model, whose vision and dreams have served as an inspiration for hard work and determination.

Our journey of stepping into higher education started with the courage and will power of our Chairperson, **Rev. Mother Dr. Leema Rosario**, whose path to success towards higher education was through determined action. The College strive to achieve academic excellence, by providing quality education through excellent teaching-learning activities, research pursuits and through a continuous assessment of academic activities. This is to empower young women to evolve as self-reliant citizens of the global village who would cater to human welfare and sustainability.

Vision: To provide humanizing and liberalizing education so as to form responsible citizens who in solidarity with others will create a just Society.

Mission:

- To empower youth with knowledge, skills and competence
- To provide the students with opportunities to understand the present society and critically analyze its structures
- To form their character and personality.
- To mold them into socially responsible youth.
- To enable them to create a more humane and harmonious society.
- To produce world class leaders with a difference.
- To create integrated and visionary leaders.

ABOUT THE DEPARTMENTS

DEPARTMENT OF COMMERCE

The Department of Commerce was introduced in the academic year 2014-2015. The post-graduation program (M.COM) was started in the year 2017-2018. The program focuses on areas such as Finance, Marketing, Human Resources and Taxation which provides an overall development to enhance students' knowledge for career enhancement. It strives to bridge the gap between academics and industry requirements through the curriculum backup.

DEPARTMENT OF CORPORATE SECRETARYSHIP

The Department of Corporate Secretaryship was initiated in the academic year 2015-2016. The program provides vast knowledge about the corporate world which enables students to have a better understanding about companies and company related activities. A hands on project which the students undertake in this program develops their skills and gives them an all-round knowledge in the corporate field and helps them to be placed in reputed institutions.

DEPARTMENT OF ACCOUNTING & FINANCE

The Department of Accounting and Finance is a branch of the Commerce Department that was introduced in the academic year 2018-2019. Due to a growing demand for specializations in the field exclusively for Accounting and Finance subjects. The program trains students with employable skills to suit the requirements of the financial industry. It further strives to carve a niche in the future.

DEPARTMENT OF BUSINESS ADMINISTRATION

The Department of Business Administration was started in the year 2015-2016. Global competition is changing the relationship between management education and business. Management is essential not only for business concerns but also for service and non-profit organizations. The Department of Business Administration builds a strong foundation for those who wish to move on to business areas and provides vital knowledge of business concepts through the study of different business oriented subjects.

ORGANIZING COMMITTEE

CHIEF PATRON

**Rev. Mother Dr. Leema Rosario,
Chairperson**

CONVENOR

**Dr. I. Annammal Arputhamary,
Principal**

CONFERENCE ORGANIZING SECRETARY

**Smt. M. R. Benedict Kumari,
Dean of College Development**



UNIVERSITY OF MADRAS
சென்னைப் பல்கலைக்கழகம்

[Established under the Act of Incorporation XXVII of 1857 –
Madras University Act 1923]
[State University]

Prof. S. Elumalai, F.R.S.B. F.A.S.Ch.
Registrar

Centenary Building,
Chepauk, Chennai – 600 005



MESSAGE

Innovation enriches a brand's character, inventiveness, and design-thinking methodology. By mastering the techniques of creativity, a new firm may achieve the pinnacle of success. Innovation in entrepreneurship may help a company stay on top of the latest trends, which can lead to a variety of opportunities.

The academic community's interested readers have access to a variety of paths that have been identified so far to obtain a broader perspective on the topics under examination. Thanks to publications like these. This publication is one of many literary packages that have been published in an effort to satisfy this unending demand, each one being better than the ones that came before it.

The primary goal of this research publication is to highlight the advancements achieved in the idea of innovation and entrepreneurship. I intend for the conference to have the best connections possible between Academicians, Researchers, Professors, and postgraduate students at the National level as writers expect to share their distinctive perspectives on the issues they have chosen. On this note, I would like to wish all the participants the best of success in all their future endeavours and wish them a long journey in the field of research.

S. Elumalai
21/09/13

REGISTRAR

MESSAGE FROM THE CHAIRPERSON



The Departments of Commerce (General), Corporate Secretaryship, Accounting and Finance, and Business Administration earn my sincere appreciation at this juncture for working together to organize this National conference, which aims to explore the field of Innovation and Entrepreneurship and how it is incorporated into the fields of commerce and businesses around the world. Academics, scholarly researchers, business professionals, and students get the chance to network and exchange ideas at this National Conference on these cutting-edge areas of innovation. The future of mankind is being shaped by innovation in every sector, and this trend will likely continue for the foreseeable future. Innovation and entrepreneurship is the process of improving an existing concept or product by utilizing new technology and fresh ways of thinking while also significantly altering society. The strongest justification for the significance of innovation is that "creating the future is the best way to predict it." In order to make sure that this conference has an impact and that those who attend it will explore novel fields of research, an effective team diligently examined every aspect. I send them my sincere prayers and blessings and wish them the best of success in all of their pursuits.

Rev. Mother Dr. Leema Rosario
Chairperson

MESSAGE FROM THE PRINCIPAL



Sharing information on Innovation and Entrepreneurship, where innovation results in increased productivity and efficiency within entrepreneurial endeavors, is the primary objective of this National Conference. The conference seeks to encourage conversations about innovation and entrepreneurship through presentations and interactions to involve communities in resolving their social issues, attract impact investments, and create accurate and long-lasting models of praxis. The diffusion of ideas through this platform will create a vibrant start-up community in this rapidly growing world and transform our country into a nation of job producers rather than job seekers. It will also provide groundwork for future studies on the cutting edge of Innovation. I would like to acknowledge the conference team for all their hard work and congratulate them, extending my best wishes for their future endeavors.

Dr. I. Annammal Arputhamary
Principal

MESSAGE FROM THE DEAN



Innovation into Reality - consistently implementing renewed processes, products, services, and value creation challenges the status quo continuously! Start-ups, with a focus on innovation strategy, drive state-of-the-art business models in collaboration with innovation networks. Exploring successful ideas to develop a competitive mindset, differential strategies, and price leadership, innovative entrepreneurship is the need of the hour. The dimensions of this national conference will strengthen innovating capacity, develop an innovative culture, and assist the community at large in achieving benefits related to profit-taking, relative advantage, compatibility, trainability, and complexity in the era of digital commerce. I extend my best wishes to the entire team for great success and congratulate them on organizing this national conference.

Smt. Benedict Kumari
Dean of College Development

ACKNOWLEDGEMENT

"The brightest blossom that emanates from one's spirit is gratitude,"

The National Conference on Innovation and Entrepreneurship was successfully organised by the Departments of Commerce, Corporate Secretaryship, Accounting & Finance and Business Administration. We express our deepest appreciation to our Chairperson, **Rev. Mother Dr. Leema Rosario**, for her unwavering support and blessing in arranging the National Conference as well as for agreeing to deliver the opening address.

We are pleased to convey our thanks to **Dr. R. Kasilingam**, Professor and Head of the Department of Management Studies at Pondicherry University, who graciously offered to attend the event as the Chief Guest and deliver the President's address. We sincerely appreciate **Dr. D. Venkatakrishnan**, General Manager of Finance at Intimate Fashion Pvt. Ltd, for his kind willingness to participate as the Guest of Honour at the Valedictory Session. Academicians, Research Scholars, Faculty, and Postgraduate Students from both national and state levels have overwhelmingly reacted. They have provided brilliant ideas, thoughts, and suggestions about the main subject, which may be driven by a large number of people across the world.

As the conference organisers, we would like to thank Our Principal, Dean of College Development, College Advisor and every member of our team for their unwavering assistance in making the conference a grand success. We would like to express our sincere appreciation to all of the participants for helping to make the conference a resounding hit. We hope to have more conferences of this type in the future that will provide Academicians, Research Scholars, Faculty and Post Graduate Students a forum to exchange their perspectives.

National Conference on Innovation and Entrepreneurship

IJCRAR 2023

27, September, 2023

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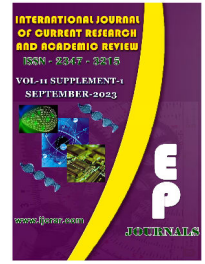


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Full Length Article

IJCRAR/FL/01

Consumers Acceptance towards Electric two Wheelers in Chennai City

Vishal Krishnan M^{1*} and Haridayal Sharma²

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Abstract

The sales of electric two-wheelers are gradually increasing in the present Indian market. The objective of this research paper is to analyze the consumers acceptance towards electric two-wheelers in Chennai city and also to examine the factors influencing the adoption intention of the consumers towards electric two-wheelers in Chennai city. The results revealed that there is significant impact of consumer adoption behavior on adoption intention of electric two wheelers. It is suggested that understanding the needs and wants of the consumers along with efficient government schemes and policies would increase the adoption of electric two-wheelers.

Keywords: Electric two-wheelers, Consumers, Adoption behavior, Faster Adoption of Manufacturing Hybrid and Electric vehicles, National Electric Mobility Mission Plan, Electric Vehicle policy.

Introduction

Electric vehicles are still a relatively new technology in India, and the infrastructure and market structure required for them are still developing. Because of the high cost of batteries, electric



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vehicles have a significantly higher purchase price than equivalent conventional vehicles. The success of the market depends on knowing how people perceive the benefits of switching to electric vehicles (Verma et al., 2020). To penetrate seven million electric vehicles on the road, the central government created the National Electric Mobility Mission Plan 2020.

The Faster Adoption of Manufacturing Hybrid and Electric vehicles (FAME) program of the government has improved this scenario. Private manufacturers have met the problem head-on by building additional electric vehicle production facilities and funding research and development facilities (Ogra, 2018).

The objective of this research paper is to analyze the consumers acceptance towards electric two-wheelers in Chennai city and also to examine the factors influencing the adoption intention of the consumers towards electric two-wheelers in Chennai city. This research study would help the concerned governmental authorities and the manufacturers of electric two-wheelers in understanding the requirements of the consumers towards adopting electric two-wheelers.

Literature Review

Some of the research studies relating to adoption of electric vehicles are as follows.

Mark et al., (2018) confirmed that normative factors had significant influence on purchase intention of electric vehicles. Nordlund et al., (2016) proposed norm activation model and showed that the respondents personal norm influenced the consumers intention to adopt electric vehicles.

Alzahrani et al., (2019) found that subjective norms were significant in explaining consumer intention to purchase electric vehicles which would create demand for electric vehicles. Jui-Che Tu., (2019) developed a theoretical framework and revealed that opinion from consumer surroundings had the highest influence to purchase electric vehicles.

X. Zhang et al., (2018) showed that the environmental benefits positively affected the purchase intention for electric vehicles. Fan et al., (2020) determined the factors which affected the change in the consumer preferences for New Energy Vehicles from 2012 to 2017 and it was found that



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environmental awareness was considered to be one of the important factors in determining the consumer acceptance of New Energy Vehicles in both 2012 and 2017. Irfan, M., & Ahmad, M., (2021) examined the relationship between consumers information about electric vehicles and willingness to buy electric vehicles with the moderating role of Big Five personality traits and identified that consumer's information about electric vehicles was directly related to willingness to buy electric vehicles and it was also found that openness, conscientiousness, extraversion, and agreeableness positively moderated the relationship between consumer's information about electric vehicles and willingness to buy electric vehicles.

Objectives of the Study

- To analyze the consumers acceptance towards electric two-wheelers in Chennai city.
- To examine the factors influencing the adoption intention of the consumers towards electric two-wheelers in Chennai city.

Hypothesis for the Study

- **H1:** There exists a significant impact of consumers acceptance on adoption intention of electric two wheelers.

Research Methodology

Research design

The research study is descriptive. The study aims to analyze the consumers acceptance towards electric two wheelers and also to examine the factors influencing the adoption intention of the consumers towards electric two-wheelers.

Sources of data

The data collected is primary in nature. Survey method is used for the collection of primary data through structured questionnaire.

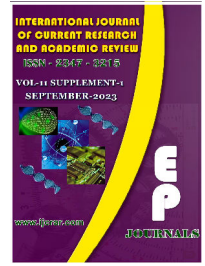


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Sampling technique

Purposive sampling technique was adopted. Purposive sampling technique is being applied because the respondents who possess electric two wheelers were taken as samples for the study.

Sampling frame

The questionnaire was circulated to the people those who own electric two wheelers.

Sample size

In total 200 questionnaires were circulated to the respondents residing in the Chennai city.

Tools used for analyzing the data

Regression analysis is performed to find out the significant impact of consumers acceptance on adoption intention of electric two wheelers.

Analysis and Findings

Regression analysis

Table.1 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.943	0.889	0.886	1.67535

Source: Primary Data



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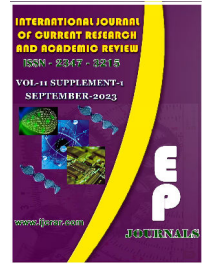


Table.2 ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5	873.541	311.224	0.000
	Residual	194	2.807		
	Total	199	311.224		

Source: Primary Data

Table.3 Coefficients

Model	Sig.
(Constant)	0.035
Attitude	0.000
Personal Norm	0.003
Societal influence	0.001
Environmental impact	0.005
Awareness and Knowledge	0.000

Source: Primary Data

The independent variables significantly predict adoption intention, $F(5,194) = 311.224$ and the significant value is 0.000. Since, the significant value is below 0.05 reject the null hypothesis and accept the alternate hypothesis.

Hence, there is significant impact of consumers acceptance on adoption intention of electric two wheelers. The value of $R^2 = 0.889$ shows that the model explains 88.9% of the variance in adoption intention.

The result of the co-efficient showed that attitude significantly affected the adoption intention ($p=0.000$), personal norm has a significant effect on adoption intention ($p=0.003$), societal influence has a positive effect on adoption intention ($p=0.001$), environmental impact has a significant and positive effect on adoption intention ($p=0.005$) and awareness and knowledge has a significant effect on adoption intention ($p=0.000$).



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Reliability Statistics

Table.4 Result of reliability statistics (Cronbach's Alpha)

Cronbach's Alpha	No. of Items
0.960	30

Source: Primary Data

The Cronbach's Alpha coefficient is the indicator of the internal consistency of the scale. In this study, the overall Cronbach's Alpha value for consumers acceptance towards electric two-wheelers is 0.960 This shows that there is an excellent internal consistency of the scale measured.

Conclusion

The mobility behavior of the consumers is transforming gradually from fossil fuel vehicles to electric vehicles. Hence, it is important to analyze the consumers adoption behavior. The objective of this research paper is to analyze the consumers acceptance towards electric two-wheelers in Chennai city and also to examine the factors influencing the adoption intention of the consumers towards electric two-wheelers in Chennai city.

The regression results revealed that there is significant impact of consumers acceptance on adoption intention of electric two wheelers. It is suggested that creating environmental awareness and also in explaining the various benefits associated with purchasing electric two-wheelers along with implementing favorable schemes, policies and incentives would increase the adoption of electric two-wheelers, which would benefit the automobile industry and the Indian economy as a whole.

Implications of the Study

This study will help the manufacturers of electric two-wheelers by understanding the needs and wants of the consumers which will lead to adequate availability of suitable physical infrastructure facilities needed for the successful adoption of electric two wheelers.



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Limitations and Scope for Future Research

The research study undertaken is limited only to 200 respondents with respect to electric two-wheelers in Chennai city. The adoption intention of the consumers may vary from time to time and also from one region to the other. The study did not address largely the issues pertaining to charging facilities. The future research can be undertaken with respect to commercial vehicles with large number of respondents. The scope can be further extended to rural regions of the country, since the adoption intention of the people may vary. Further, the upcoming research study can also be conducted addressing the issues pertaining to charging facilities.

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Full Length Article

IJCRAR/FL/02

AI in Digital Marketing - A Study on Impact of AI on Search Engine Marketing and Affiliate Marketing

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Abstract

The rapid advancements in artificial intelligence (AI) have brought about significant transformations across various industries, and the field of digital marketing is no exception. This abstract explores the profound impact of AI on two key aspects of digital marketing: Search Engine Marketing (SEM) and Affiliate Marketing. Search engine marketing refers to the practice of promoting websites by increasing their visibility on search engine result pages through paid advertising and search engine optimization (SEO). AI-powered technologies, such as machine learning algorithms and natural language processing, have revolutionized SEM by enhancing keyword targeting, ad personalization, and campaign optimization. AI algorithms can analyse vast amounts of data, user behaviour patterns, and search queries to deliver more relevant search results and improve the effectiveness of SEM campaigns. Affiliate marketing, on the other hand, is a performance-based marketing model where affiliates promote products or services and earn a commission for every successful referral. AI has significantly impacted affiliate marketing by enabling more precise audience targeting, efficient affiliate management, and enhanced fraud detection. AI algorithms can analyse user preferences, demographics, and online behaviour to identify potential customers and optimize affiliate campaigns accordingly. Moreover, AI-powered tools can assist in tracking and analysing affiliate performance, ensuring better monitoring and reward distribution. The integration of AI into search engine marketing and affiliate marketing has not only improved efficiency and accuracy but has also transformed the overall customer experience. AI-driven chatbots and virtual assistants provide personalized recommendations and instant



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customer support, enhancing user engagement and satisfaction. Additionally, AI algorithms can help businesses identify emerging trends, optimize bidding strategies, and allocate marketing budgets more effectively, leading to increased ROI and competitive advantage. However, the adoption of AI in search engine marketing and affiliate marketing also presents challenges and ethical considerations. Issues such as data privacy, algorithm bias, and the potential for job displacement must be addressed to ensure responsible and inclusive AI implementation. In conclusion, the impact of artificial intelligence on search engine marketing and affiliate marketing has been profound, revolutionizing key aspects of these digital marketing strategies. By leveraging AI-powered technologies, marketers can enhance targeting precision, optimize campaigns, and improve customer engagement, ultimately driving better results and business success. However, it is crucial to navigate the ethical and societal implications of AI to ensure its responsible and sustainable use in the digital marketing landscape.

Keywords: Personalization, Targeting, Chabot, Bid, Automation, Relevancy, NLP, Search Engine Marketing (SEM) and Affiliate Marketing (AM) and Digital Marketing.

Introduction

Digital marketing is the usage of digital technologies for the promotion of products and services. Digital marketing is also a tool to connect with customers. Digital marketing provides measurable results to the marketers and the returns in digital marketing are higher compared to that of traditional marketing. Digital marketing involves content marketing, search engine marketing, affiliate marketing, email marketing, social media marketing.

Artificial intelligence is the simulation of human intelligence to complete a task. Artificial intelligence can replicate the reasoning and learning from human intelligence to perform work effectively and efficiently. Artificial intelligence has made human's work easier and faster. Now, AI is being used in business, health, telecom, finance and travel sectors.

Search engine marketing is the process of using search engine result page to promote a brand or a service. Search engine marketing helps in increasing the visibility of the websites. It involves the use of search engine optimization to drive traffic to your websites. The paid ads in search engine marketing are usually shown at the top of the search engine result page. Affiliate marketing is a marketing technique that involves promotion of goods and services of different company by the



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affiliate and affiliate gets paid commission for their marketing efforts. Affiliate marketing helps in earning passive income. Affiliate marketing creates benefit to both the merchant company and the affiliate. Artificial intelligence can make the digital marketing process easy. AI helps in analysing the customer behaviour. With AI ads can be targeted to specific audience or potential customers. Automation and personalization can help bringing high traffic to the website. AI chatbots can improve customer relationship.

Review of Literature

“We should no longer be talking about ‘digital marketing’ but marketing in a digital world.” (Keith Weed, Unilever 2015), “It’s hard to find things that won’t sell online.” (Jeff Bezos), “New marketing is about the relationships, not the medium.” (Ben Grossman), “It’s a lot easier to leverage these tools than you think. It’s taking your data and developing ways to automatically analyse that data faster and turning that into human decisions.” (Tom Kershaw), “It’s important to look beyond rankings and rather ensure a website is usable for everyone.” (Ruth Everett, Technical SEO Analyst at Deep Crawl), “No matter how niche or mainstream your market is, great content remains a significant focus for SEO’ (Kristopher Jones, Founder of LSEO), “Being an affiliate marketer is very cost-effective. You don’t have to put much money in an affiliate program in order to gain a lot’ (Russell Brunson, 2018)

Objectives of the Study

1. To assess the impact of artificial intelligence in digital marketing.
2. To measure the impact of artificial intelligence on search engine marketing.
3. To measure the impact of artificial intelligence on affiliate marketing.

Methodology

Research Agenda

A crucial value for businesses to meet goals and alter their competitive strategies is measuring customer happiness by using latest enabled technologies in e-commerce platforms. Every minute,

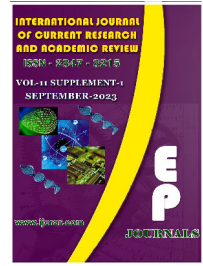


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there is a battle for customers' attention in the e-commerce sector as companies carry out newer technology and make it simpler to access it.

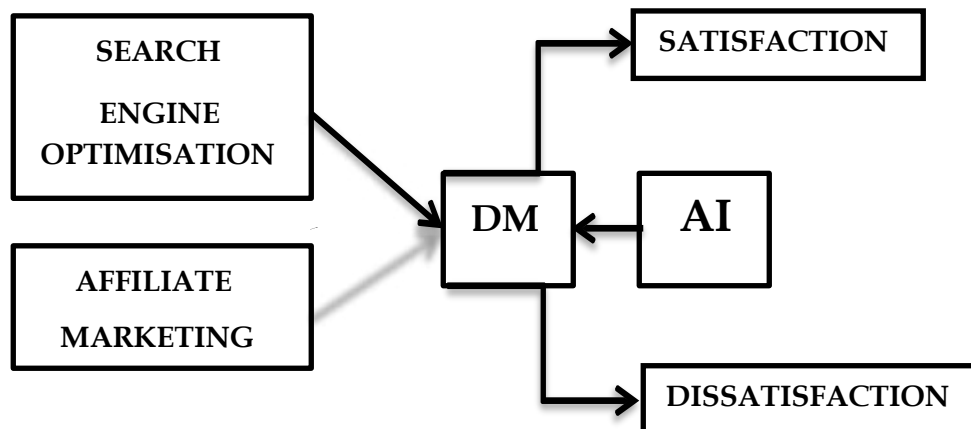
Data collection

Primary data was gathered using a questionnaire as a survey tool through the use of Google Forms. Secondary data collected from publicly available data, such as articles from reputed websites, blogs, and journals.

Sampling strategy

Convenience sampling being an approach used to collect responses from customers and users of e-commerce. In accordance with their experiences and greatest expertise, the respondents expressed their opinions to the given questions.

Fig.1 Conceptual Framework



Hypothesis Testing

1. There is no impact of AI in Digital Marketing

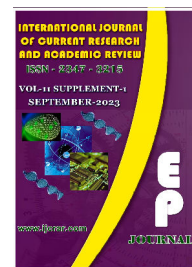


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Data Analysis

Table.1 Anova Test Result: AI in Digital Marketing

Source	SS	df	MS	
Between-treatments	10658.9	4	2432.3	F = 358.2179
Within-treatments	132.7	20	6.79	
Total	10791.6	24		

SS- Sum of Squares; df- Total Degrees of Freedom; MS- Mean Square

The f-ratio value is 358.2179. The p-value is <.00001. The result is significant at p <.05.

The F-Table value at (4,20) degrees of freedom at 5% LOS = 2.87

Therefore, the F calculated value is greater than F table value that is there is a significant impact of AI on Digital Marketing w.r.to Search Engine Marketing and Affiliate Marketing.

Discussion

According to Kate Miller (2023), you'll start to discover commonalities if you use these prompt frequently enough for things that are similar. The results are also shown the same as the respondents repeatedly get similar search products earlier by using search engines (67%). The phrases "best in performance, durability, and style" or "ensuring you stay dry and comfortable" will be repeated by these tools for each comparable item you run through them. India has the fastest-growing ecommerce market, according to Forrester. AI should have a significant impact on how e-commerce companies attract and retain customers. A huge amount of new information science, tool study, and engineering will be produced by the AI revolution in e-commerce. AI-based trading may even create IT jobs to expand and maintain the hardware and software needed to run the underlying AI algorithms. But the fusion of AI and e-commerce may also have an impact on humans who lack the skills to face unemployment in the future. After data analysis, The processes in automate like Tracking, Analytics, Fraud Detection, Email Marketing Automation, Referral Tracking & Engagement, Content Generation, Chatbots & Customer



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Engagement, SEO Analysis & Monitoring, Landing Pages & Sales Funnels are important aspects in affiliate marketing to energise the digital marketing with the help of AI tools and techniques.

Conclusion

The impact of artificial intelligence (AI) on search engine marketing (SEM) and affiliate marketing has revolutionized digital marketing strategies. AI-powered technologies have brought significant changes in targeting precision, campaign optimization, fraud detection, and customer experience.

In SEM, AI algorithms have improved keyword targeting and personalization, resulting in more relevant search results and ads. The use of AI-driven bid optimization tools has improved campaign performance by dynamically adjusting bids based on real-time data. Additionally, AI has facilitated accurate conversion tracking across various touch points, providing valuable insights for optimizing conversion rates. Affiliate marketing has also experienced significant improvements through AI. AI-powered tools aid in efficient affiliate management by automating processes such as recruitment, tracking, and reporting. AI algorithms help in identifying potential customers, optimize marketing strategies, and increase affiliate earnings through personalized targeting. Real-time fraud detection powered by AI safeguards the integrity of affiliate marketing programs and protects advertisers and affiliates from fraudulent activities.

Moreover, AI-driven Chatbot and virtual assistants have improved customer experience by providing personalized recommendations, instant support, and accurate responses to customer queries. Natural language processing capabilities enable AI systems to understand and engage with customers effectively. While the impact of AI on SEM and affiliate marketing is highly beneficial, ethical considerations and challenges must be addressed. Safeguarding data privacy, minimizing algorithm biases, and ensuring transparency are crucial for responsible AI implementation. Striking a balance between personalization and privacy is vital to maintaining customer trust and loyalty.

In conclusion, AI has revolutionized SEM and affiliate marketing, empowering marketers to achieve higher levels of targeting precision, campaign optimization, fraud detection, and



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customer engagement. By embracing AI technologies and strategies, businesses can stay ahead of the competition, enhance campaign performance, and deliver more personalized experiences to their customers. It is imperative to navigate the ethical landscape and ensure responsible and inclusive use of AI in the evolving digital marketing landscape.

Limitations and Further Study

Very few respondents' perspectives were acquired due to time constraints, and the data collection process is still on-going. Statistics may support the opinions of the respondents, but they may not be trustworthy because the questions were designed with academic research rather than commercial purposes in mind. This study encourages academics, business professionals, and research scholars to use it as a pilot study and to go on to other research areas with various demographics.

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Full Length Article

IJCRAR/FL/03

Adoption of Blockchain Technology in Financial Services

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Abstract

Financial service providers find blockchain technology useful to enhance authenticity, security, and risk management. Several institutions are adopting blockchain in trade and finance systems to build smart contracts between participants, improve efficiency and transparency, and open up newer revenue opportunities. Blockchain's unique recording capabilities make the existing clearing and settlement process redundant. Banks and other financial entities are adopting blockchain-enabled IDs to identify people & precise financial ledger. Measurement, communication, and analysis of financial information are three significant areas to be focussed on by accounting professionals. Blockchain clarifies asset ownership and the existence of obligations for accountants, and it has the potential to improve productivity. Further takes up various tools, strategies, and featured services in Blockchain-based financial services. Finally, the paper identifies and evaluates the significant applications of Blockchain technology in financial services & digital securities. With its adoption, the market for investors can be expanded, costs for issuers can be reduced, and customization of digital financial instruments to the demands of investors. It uses mutualised standards, protocols, and shared procedures to give network users a single common source of truth. Participants in the business network can now more easily collaborate, manage data, and agree with this technology's application.

Keywords: Blockchain, ID Measurement, Finance ledger, Ownership, Financial tech.



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Introduction

Blockchain offers a decentralised system in which users can update the blockchain network. Blockchain networks are devoid of interference from financial institutions. Information can be stored on blockchains, and the digital ledger system facilitates information sharing. It can be used to communicate information with network users directly. A secure network for performing transactions is provided by Blockchain. Because of its robust security mechanism, blockchain technology appeals to various businesses.

Each company's accounting functions are now carried out independently, and the data reconciliation process requires time and personnel. Blockchain technology can address this issue by allowing for the real-time recording of transactional, contractual, and other information in a shared ledger. The effectiveness of the organisation's operations will be significantly increased.

Blockchain is based on a distributed ledger concept that logs every transaction and maintains the timeline and veracity of that information on a secure, tamper-proof worldwide network. As the digital revolution advances, this technology can help to maintain the balance between technology, user data, and privacy.

Digital technology has created new opportunities for increased collaboration. Financial accounting procedures have been altered by cloud-based applications with analytics specialised for particular use cases such as account payables and receivables, contract administration, reporting, and others. The safest forms of payment are cash, cashier's checks, and wire transfers. However, it cannot track wire transfers, which take time, and cash.

Payments made using blockchain technology do away with these problems and increase customer confidence. Technology makes real-time cash transfers between financial institutions possible, lowering friction and expediting settlement.

This technology offers the potential for automation and is ideal for tracking transactions. Financial service providers can use smart contracts to monitor buyer payments and seller deliverables.



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Blockchain

A blockchain comprises blocks, chains, nodes, and master nodes. Nodes are in-charge of the network's blocks. Adding blocks to the Blockchain is a challenging operation requiring mathematical problem-solving. The blockchain network's capacity to expand endlessly is constrained by the task of solving challenging mathematical puzzles.

Hack-ing, cheating, or otherwise altering the blockchain network is virtually impossible due to the uniqueness of hash codes. Blockchain is a dis-tributed ledger in which a copy of the ledger is kept on each connected computer. The network is called the Blockchain because it consists of interconnected blocks serving transaction records. The idea and functioning of cryptocurrencies depend on the blockchain network.

A blockchain is a digital transactional ledger. Its structure, in which separate data, known as blocks, are connected in a single list known as a chain, gives rise to the name. Blockchains have numerous uses besides keeping track of monetary transactions like those involving Bitcoin. A blockchain manages and stores data, making it hard or impossible to alter, hack, or defraud the network. A blockchain is a network of computer systems that duplicates and distributes copies of a digital transaction record & to guarantee data and process security. Blockchain has already gained popularity in the banking sector.

Blockchains allow for the safe, dependable, and verifiable conduct of financial trans-actions, as demonstrated by the emergence of cryptocurrencies. Blockchain technology addresses the majority of these problems and dramatically lowers financial risk. The main goal of founding banks was to unite the population and make it possible for them to engage safely and efficiently through trade and commerce. A creation that makes it easier to complete various activities on a global scale is the blockchain platform.

Need of Blockchain

The global financial system provides services to billions of people daily while managing trillions of cash. Such ambitious objectives come with several difficulties that the finance sector has been



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coping with for a long time. These issues include the expenditure of having numerous stakeholders, delays, extra paperwork, and data breaches, resulting in enormous losses the business endures each year. In addition, the cost of the current stock market is increased by the presence of organisations like regulators, brokers, and the stock exchange.

This fundamental technology in the finance sector enables the transfer of money while maintaining confidence in the transaction's security and dependability. The following characteristics of blockchain contribute to its advantages:

Distribution

The ledger is widely distributed across the network. Everyone on the network is sent a copy whenever a new transaction and block are added. Although the ledger is not controlled by a single party, the system is set up to provide everyone access to the same data.

Impermanence

A blockchain offers a precise, historical history of transactions. It is nearly impossible to change or delete transactions or to add unverified information because everyone on the network has a copy.

Data storage for customers

To stop fraud and money laundering, the majority of financial institutions must go through an identity verification process with their customers. This costs money and effort, but it is a necessary part of doing business. A business would upload a new client's data to the blockchain once the know-your-customer (KYC) procedure has been completed with that client.

Less fraud

While many people are concerned about online fraud, blockchain-based payments are instantaneous and reversible. Additionally, especially for expensive things, they are less expensive than using banking services.

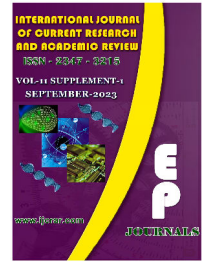


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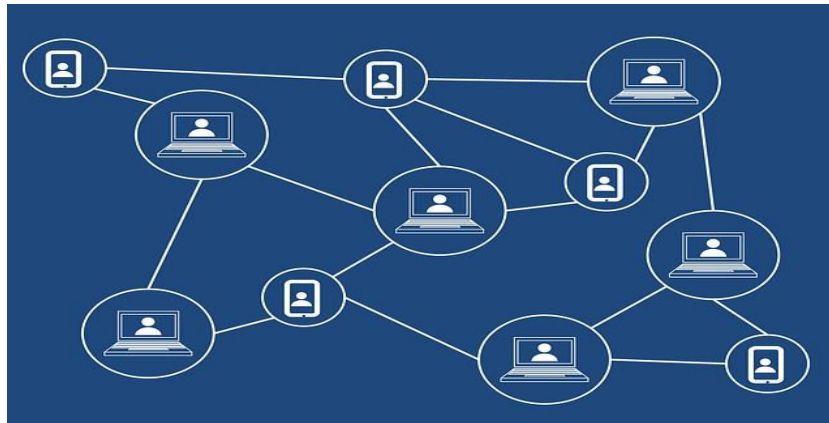
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Less time and money

Cash, wire transfers, and cashier's checks are the safest forms of payment, but cash cannot be tracked, wire transfers take time, and cashier's checks can be faked. All of these difficulties are resolved for better confidence in blockchain-based payments.

Fig.1 Blockchain in various sectors.



Financial service providers must invest in accounting, database upkeep, central database procurement, value transfer systems, database security, labour costs, and commissions for intermediaries. Financial service providers also need to budget for each of these assets regularly because they are all recurrent. A financial service system can become expensive due to all the additional expenses.

Research Objectives

Blockchain-based technologies may potentially aid in the development of capital markets. Traditional trade financing techniques have long been a source of annoyance for firms, as the lengthy processes frequently disrupt operations and make liquidity challenging to manage. Blockchain can ease cross-border operations and streamline trade finance transactions. It



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facilitates business transactions beyond regional or geographic boundaries in a secure manner. Blockchain is particularly suited to tasks like real-time tracking commodities as they move and change hands across the supply chain due to its immutable record. Using a blockchain gives businesses that deliver various items and possibilities. A novel and flexible method of organising and utilising tracking data are provided by blockchain technology. The primary research objectives of this paper are as under:

RO1: - to brief about Blockchain technology and its need for financial service; RO2: - to discuss the tools and strategies in Blockchain for financial services;

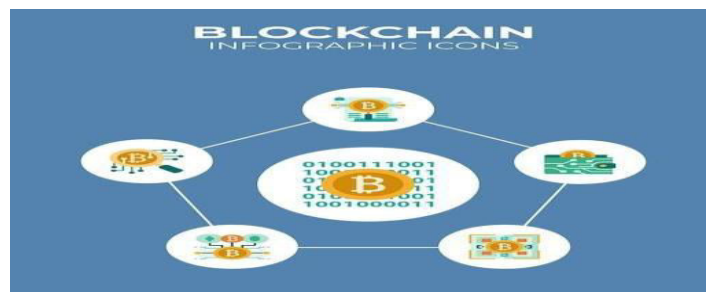
RO3: - to study the various featured services of blockchain technology in the financial domain;

RO4: - to identify and study the significant applications of Blockchain technology in finance service.

Tools and Strategies in Blockchain for Financial Services

Several featured tools and methods have been observed in the broad domain of blockchain technology for financial services and its structure. for financial services, found impressive over time. These methods and tools are pretty smart and practical for handling real-time financial issues through the concepts of Blockchain. The highlighted soft tools are parity, geth, solc, mtyhx, truffle, infura, meta mask, etc.

Fig.2 Blockchain infographic icon.





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These smart and advanced tools further ensure the future of blockchain practices towards strengthening financial services and their domains. Blockchain is essentially a ledger of recorded financial transactions. Several locations disseminate, publish, and store this ledger. When a transaction occurs, it is recorded in each ledger copy through block creation.

Blockchain is practically unchangeable and incredibly secure because there are multiple copies of the ledger; to alter or falsify any section of the record, a hacker would have to alter every copy of the ledger simultaneously, which is exceedingly challenging to do. Blockchain promotes confidence among commercial partners and allows for safe, straightforward transactions.

Blockchain technology has recently gained prominence thanks to the business Mycelium's successful initial coin offering (ICO). The organization wants to "bring consumers and merchants together with a blockchain card and mobile wallet."

Although the idea of cryptocurrencies existed long before Mycelium, the company's choice to use digital tokens as a means of facilitating wealth transfer and to add a payment gateway facility led to tremendous interest in its Initial Coin Offering (ICO).

The business approach of Mycelium eliminates the requirement for conventional bank payment processing. Transactions are safer and more secure since users can use the Mycelium card to pay for products and services anywhere and at any time utilizing decentralized blockchain technology.

A cutting-edge technology called Hydrogen Molecule enables you to enhance any application by including elements from the financial blockchain. Molecule interfaces with a multitude of platforms and third-party tools and is highly scalable and modular.

Molecule

Molecule is an out-of-the-box solution that can satisfy your needs if you wish to enhance your institution using blockchain for digital identity verification, tokenization, or crypto payment choices.

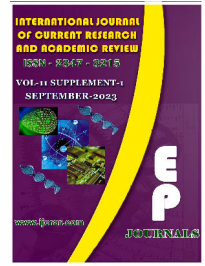


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Digital Ledger

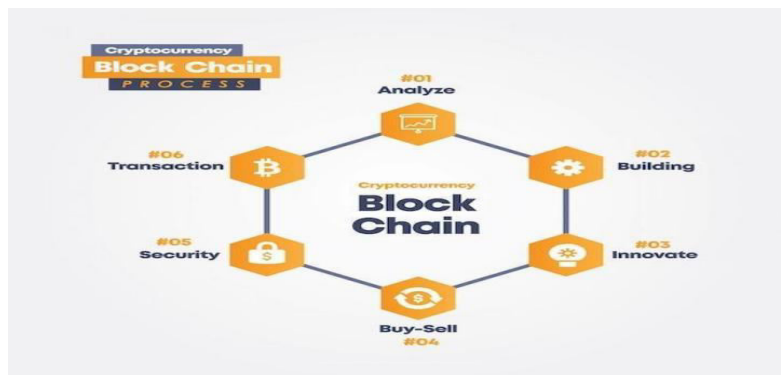
A digital ledger is produced when a new block is created for each transaction and added to the chain. A distributed digital ledger can be created using blockchain technology & eliminate the potential of transaction data hacking.

Blockchain applications in banking may be easier to use and less expensive. Security with blockchain technology is among the many aspects that encourage using this technology in banking. Blockchain secures its transaction ledger via **encryption**.

Various Featured Services of Blockchain Technology in the Financial Domain

Apart from the various developments and advancements made in the scope of blockchain practices for the finance sector, there are several featured services, too, for making financial services impactful in real-time applications. Authorities in the financial sector and Blockchain specialists claim that by bringing visibility and reducing friction along the lengthy list of transactions that typically precede financial interactions. Financial institutions have typically acted as a bridge between different parties, involving labour-intensive, complicated processes that slow down transactions.

Fig.3 Blockchain Financial Domain





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Given the immutability of Blockchain, it is simple to understand why the technology is perfect for financial applications since it allows for safe, simple transactions and promotes trust between participants. Technology can automate and optimize services while lowering fraud, so even banks stand to gain significantly. Through Blockchain, a financial institution can secure identity information, and financial institutions can boost consumer confidence while preventing fraud and accelerating the verification process.

Conclusion

The financial services sector could profit significantly from the development of blockchain-based solutions. Decentralised finance was made possible by the use of Blockchain in financial services. Financial technology companies have developed into a sizable segment of the financial services sector by enabling investors to open accounts with virtual advisors and make their own financial decisions. The smart contract updates the invoice status to paid when the customer pays the bill and notifies the businesses that the payment has been received. In the future, blockchain will play an important role and manage various activities in the finance sector.

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Full Length Article

IJCRAR/FL/04

A Study on Factors Influencing Consumer Buying Behaviour towards Two-Wheeler Bikes with Special Reference in Thiruvallur District

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Abstract

The study was undertaken to analyse the factors influencing consumer buying behaviour towards two-wheeler bikes with special reference in Thiruvallur district. The survey's primary focus is on consumer purchasing patterns and what motivates consumers to buy bikes. It includes all aspects that are associated with the consumer such as buying behaviour, taste, preference etc. any organization needs to know the motives and reason why the consumer differs in choice from each other in buying products and services. This study is based on primary data collected from the questionnaire survey conducted among 132 two-wheeler users in Thiruvallur district.

Keywords: consumer, buying, decision, behaviour, two-wheeler.



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Introduction

India is one of the world's leading two-wheeler producers and manufacturers. One of the most important parts of the automobile industry is the two-wheeler market. All of the key market participants, including as BAJAJ, HERO, HONDA, TVS, YAMAHA, and ROYAL ENFIELD, work carefully all over time to control the market.

Two-wheelers proved important to the expansion of the Indian automobile industry. The demand for two-wheelers in India is primarily influenced by the following factors: a growing middle class, simple funding, festivals and weddings, insufficient public transportation, convenience and ease of use. The study tries to highlight elements such as product characteristics, resale value, mileage, advertising, and the individual elements upon which a business should operate.

The behaviour of consumers is the study of how, what, when, and why people make purchases. The psychology fundamental marketing is called consumer behaviour, and it describes how customers behave in a marketing setting. When studying and attempting to understand consumer behaviour, two important psychological disciplines are at play. The first is cognitive psychology, which is the study of all mental behaviour that is related to knowledge.

Consumer behaviour is significantly influenced by cognitive psychology's many characteristics of attention, perception, memory, and decision-making. Social psychology is the second psychological field that contains ideas to explain specific consumer behaviour occurrences. It is the study of how a person's personality, attitude, motivation, and behaviour both influence and are influenced by these factors.

Objectives of the Study

- To find out the factors that influence a customer decision to purchase two-wheelers
- To understand how consumers make purchasing decisions, to learn what they think about a particular product.
- To research whether gender influences consumer preference patterns.

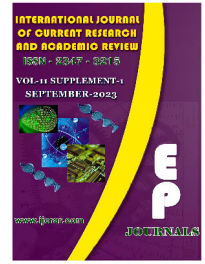


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Need of the Study

Consumer behaviour varies from person to person, between genders, and sometimes even between people of an individual gender. In this study, the factors that affect consumers' purchasing decisions as well as their expectations for preferences, designs, features, etc. are identified and analysed. A two-wheeled bike is now a basic requirement for every person. Therefore, it is necessary to do research into the aspects that affect customer attitudes regarding two-wheelers.

Research Methodology

Research Design

Since this research study is based on a questionnaire (Google form), it uses both a descriptive and analytic research design.

Event Size

The sample size for this study is 132 respondents.

Source of Data Collection

Primary data are first-hand accounts gathered through questionnaires, and the researchers have stated the information using these accounts.

Limitations of the Study

- The study is limited to Thiruvallur and is conducted based on the opinions of the sample, which consists of 132 people.
- The whole study is conducted through online only

Review of Literature

Singh and Sharma (2018) completed market study in Panipat under the heading "Women's Motorcycle Purchase Ads." Additionally, data with a sample size of 30 collected, circulated, and



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analyzed. Based to information analysis, as many people as possible own bikes, and the majority purchase them in response to advertisements and word-of-mouth. Finally, the majority of consumers are satisfied with both the car they received and the company's sales service. In order to determine when, how, why, what brands, and where individuals will purchase goods in the Tirunelveli region of Tamil Nadu, Muragan and Fermi (2018) conducted a survey based on consumer behavior. Examine how consumers perceive the evaluation of motorbike quality.

Determine the elements that affect consumers' motorbike purchasing decisions. Cultural, social, personal, and psychological variables are the four key factors that affect consumers' purchasing decisions when assessing their satisfaction with motorbikes.

Ronald and Debasis (2013) this study is intended to identify factors that influence the purchasing behavior of consumers of motorcycles in Uttar Pradesh's Allahabad, Lucknow and Varanasi cities. The survey focuses primarily on consumer buying behavior that motivates people to buy motorcycles and bicycles. Saillaja (2013) studies the motorcycle industry in Indian context which is growing rapidly. India's motorcycle industry is the largest industry in the world in terms of production and sales. India is the largest motorcycle market on the planet, with a total growth of 9.5% between 2006 and 2014. The growth of India's automobile industry is due to the surge witnessed in the motorcycle sector by 2014. The Government of India's "Make in India" campaign is to attract more foreign investment to India's motorcycle industry, which will create more growth opportunities in the coming year.

Analysis and Interpretation

Percentage Analysis

Table.1 Gender of the Respondents

Gender	No. of respondents	Percent
Male	74	56
Female	58	44
Total	132	100

Source: Primary Data

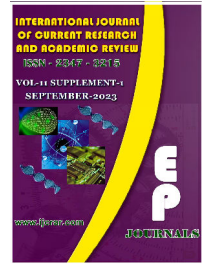


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Interference

Based on the data, 44% of respondents are women and 56% of respondents are men. As a result, men make up the majority of the survey respondents.

Table.2 Age of the Respondents

Age	No. of respondents	Percent
18-24	55	42
25-29	38	29
30-35	29	22
Above 35	10	7
Total	132	100

Source: Primary Data

Interference

Based to the above data, 42% of respondents are between the ages of 18 and 24; 29% are between the ages of 25 and 29; 22% are between the ages of 30 and 35; and 7% are over the age of 35. The bulk of respondents are therefore between the ages of 18 and 24.

Table.3 Income of the Respondents

Age	No. of respondents	Percent
Below 15000	64	49
15001-20000	32	24
20001-25000	20	15
Above 25000	16	12
Total	132	100

Source: Primary Data

Interference

According to the previous data, 49% of respondents have an income of less than Rs. 15000, 24% have an income between Rs. 15001 and Rs. 20000, 15% have an income between Rs. 20001 and Rs.



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25000, and 12% have an income beyond Rs. 25000. As a result, the vast majority of respondents' incomes are below RS 15,000.

Chi -Square Tests

1.Compare the respondent's gender with the way they purchased their two wheels.

H0 : There is no significant difference between the respondent's gender with the way they purchased their two wheels.

H1: There is a significant difference between the respondent's gender with the way they purchased their two wheels.

Table.4 Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.634 ^a	3	.452
Likelihood Ratio	3.771	3	.287
N of Valid Cases	132		

a. 4 cells (50.0%) have expected count less than 5. The minimum expected count is 1.36.

Results

Since the significant difference is greater than 0.05 We accept null hypothesis and reject alternative hypothesis which says, There is no significant difference between the respondent's gender with the way they purchased their two wheels.

2.Compare the respondents' genders and the main reasons for choosing your brand.

H0 : There is no significant difference between the respondents' genders and the main reasons for choosing your brand



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H1: There is a significant difference between the respondents' genders and the main reasons for choosing your brand

Table.5 Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.377 ^a	6	.382
Likelihood Ratio	7.641	6	.266
N of Valid Cases	132		

a. 8 cells (57.1%) have expected count less than 5. The minimum expected count is 1.36.

Results

Since the significant difference is greater than 0.05 We accept null hypothesis and reject alternative hypothesis which says, There is no significant difference between the respondents' genders and the main reasons for choosing your brand.

Findings, Suggestion & Conclusion

- 56% of the respondents are Male.
- 42% of the respondents are in the age group of 18-24 years.
- 49% of the income of respondents below 15000

Suggestion

For buying decisions, customer pleasure is greater. Therefore, producers should design their goods in accordance with consumer tastes, preferences, etc. Most people in today's world ride two wheels. The distributors, buyers, and marketers of two-wheelers should carefully plan their respective strategies. In order to determine the needs of consumers, every two-wheeler producer should perform a frequent survey. The product's quality will determine how well the brand is received by consumers.



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Conclusion

It was determined that two-wheelers are necessary for daily tasks. The main goals of this study were to determine the variables that affect customer purchasing decisions. This indicates that the bulk of buyers base their two-wheeler purchases on factors such as design, mileage, price, engine, speed, etc. In the world of competition, the two-wheeler owners' participation in the research enables us to understand the motivation behind the purchase of a two-wheeler and makes us aware of how important preference patterns are. The market for two-wheelers will favor those features that are more likely to be environmentally friendly and pollution-free.

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Full Length Article

IJCRAR/FL/05

AI in Digital Marketing - A Study on Affiliate Marketing W.R.To ML and NLP

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Abstract

The study explores how artificial intelligence (AI), Machine learning (ML), and natural learning process (NLP) are changing affiliate marketing in the digital marketing world. AI technologies have advanced rapidly and are revolutionizing various industries, including marketing. This research investigates how ML algorithms and NLP techniques can improve affiliate marketing strategies. By reviewing existing studies and case examples, this research explores how AI, ML, and NLP are integrated into affiliate marketing practices. It discusses the advantages of using AI-driven approaches, such as predicting customer behavior, recommending products, and analyzing customer sentiment. The study also highlights the challenges and ethical considerations associated with implementing AI in digital marketing. The findings of this study provide insights for marketers and practitioners looking to leverage AI, ML, and NLP to enhance their affiliate marketing efforts. It emphasizes the importance of continuously adapting to evolving ethical considerations in AI-driven digital marketing strategies.

Keywords: Artificial Intelligence, Machine Learning, Natural Learning Processing, Affiliate Marketing, Digital Marketing, predicting customer behavior, Personalization, recommendation systems, Analyzing customer sentiments.



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Introduction

Digital marketing is the use of digital technologies and platforms to promote products and services, as well as to connect with potential customers. It is an incredibly versatile and powerful tool that can be used in various ways to reach people worldwide. Digital marketing utilizes multiple digital technologies to deliver promotional messages, such as mobile phones, computers, and other digital media and platforms. It can be used for B2B (Business to Business) and B2C (Business to Consumer) marketing, depending on the goal and objectives of the campaign. Digital marketing offers unique advantages such as greater reach, improved targeting, personalized messaging, and better ROI (Return on Investment). It also allows businesses to stay up-to-date with marketing trends and technologies. With the right strategies and tactics, companies can leverage digital marketing to increase their visibility and reach a larger audience.

Artificial intelligence is the simulation of human intelligence to complete a task. Artificial intelligence can replicate the reasoning and learning from human intelligence to perform work effectively and efficiently. Artificial intelligence has made human's work easier and faster.

Affiliate marketing is a marketing technique that involves promotion of goods and services of different company by the affiliate and affiliate gets paid commission for their marketing efforts. Affiliate marketing helps in earning passive income. Affiliate marketing creates benefit to both the merchant company and the affiliate.

AI in Affiliate Marketing

Incorporating affiliate links into your blog posts, emails, and social media posts is one of the best ways to monetize your business as a travel blogger or content creator. However, there is just one issue with generating affiliate content takes a long time to write, edit, and format each price of content before sharing it with your readers or followers.

Fortunately, AI affiliate marketing makes creating content to promote your referral links much easier, faster, and more straightforward. When you utilize popular AI writing tools like ChatGPT



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and Jasper AI, you can finish affiliate blog posts, emails, and captions more quickly, allowing you to make more money faster and who does not want that?

Review of Literature

“We should no longer be talking about ‘digital marketing’ but marketing in a digital world.”(Keith Weed, Unilever 2015), “It’s hard to find things that won’t sell online.” (Jeff Bezos), “New marketing is about the relationships, not the medium.”(Ben Grossman), “It’s a lot easier to leverage these tools than you think. It’s taking your data and developing ways to automatically analyse that data faster and turning that into human decisions.” (Tom Kershaw), “It’s important to look beyond rankings and rather ensure a website is usable for everyone.”(Ruth Everett, Technical SEO Analyst at Deep Crawl), “No matter how niche or mainstream your market is, great content remains a significant focus for SEO’ (Kristopher Jones, Founder of LSEO), “Being an affiliate marketer is very cost-effective. You don’t have to put much money in an affiliate program in order to gain a lot’ (Russell Brunson). Advanced process of recommendation does result in high efficiency, some challenges can occur such as data sparsity, cold start problem, predictable recommendations, incorporation of content, hybrid data and scalability to enable humanized services for complex commerce environments, and higher user demands (broutonlab).

Objectives of the Study

- To study the use of AI in user experience and its implications in ML and NLP.
- To explore the ethical implications of AI in affiliate marketing.
- To forecast the future of AI in Machine Learning and Natural Language process.

Methodology

Research Agenda

Measuring satisfaction is a key metrics for companies to reach objectives and change their competitive strategies. Tug of war in E- commerce industry every minute and try to attract Customers with ease of access and newer technology adoptions.

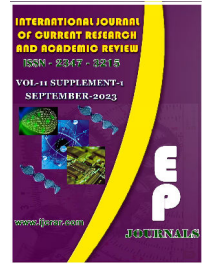


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Data collection

Primary Data collected from 105 respondents through Google forms using survey instrument i.e., questionnaire. Secondary data collected from already existed data i.e., reputed journals, blogs, website articles and other publications.

Sampling strategy

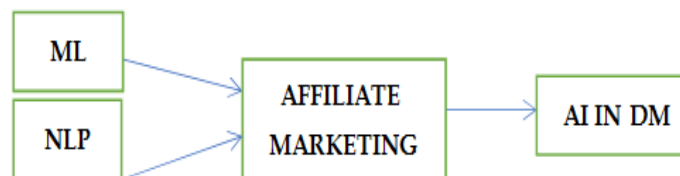
Convenience Sampling used as a sampling technique to get responses from the e-commerce Users and subscribers. The respondents given their opinions based on their experiences and best of their knowledge.

Hypothesis Testing

1. There is no impact of AI in Digital Marketing and
2. There is no impact of Affiliate Marketing w.r.to ML and NLP.

Conceptual Model

Fig.1 Analysis





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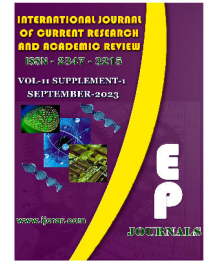


Table.1 Anova Test Result: AI in Digital Marketing

Source	SS	DF	MS	
Between-Treatments	9658.9	4	2391.6	F= 340.6831
Within-Treatments	126.2	20	7.02	
Total	9785.1	24		

Table.2 Anova Test Result: AI in AM - ML & NLP

Source	SS	DF	MS	
Between-Treatments	10656.4	4	2694.3	F=377.3529
Within-Treatments	156.8	20	7.14	
Total	10813.2	24		

SS- Sum of Squares; df- Total Degrees of Freedom; MS- Mean Square

The f-ratio value is 340.6831. The p-value is <.00001. The result is significant at $p < .05$. The F-Table value at (4,20) degrees of freedom at 5% LOS = 2.87

Therefore, the F calculated value is greater than F table value that is there is an significant impact of AI on Digital Marketing

Therefore, the F calculated value is greater than F table value that is there is an significant impact of Affiliate marketing with reference to ML & NLP.

Discussion

The customers have changed the perception and attitude unequivocally towards shopping online (Dr.R. Shanthi| Dr. Desti Kannaiah, 2015). AI improves the customer experiences (Justin Murray,



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2020), Email marketing, Search Engine Optimization (SEO), Content Marketing using paraphrasing tool, Predictive marketing, Personalization, Customer communications and Insight Integration (Almond solutions, 2021). Ensure good reviews and ratings for your products, ensure good support to your customers, and ensure good reviews and ratings for your products (James William, 2017).

The study shows that AI has changed the process of digital marketing. The content creation process is much easier with artificial intelligence tools like ChatGPT, Jasper AI. AI tools also facilitated automation and personalization to attract the customers. Artificial intelligence has completely automated the marketing process now it only requires monitoring. AI, ML, NLP tools can track and analyse the results to know whether the campaign has been successful or not. So, the AI has made digital marketing much easier.

From the Table 1&2 it is clear that there is a shift from traditional approaches to latest technology adoption and promotion to grab the attention using ML (76%) and make them to provoke buy products online (69.6%) and predicting sentiments using NLP (69.3%). The impact level may be high and the responses may differ from one region to other. So due to usage of mobile devices in rural areas may change faster the trends.

Conclusion

Affiliate marketing has also experienced significant changes through AI. AI powered tools are used in automation process such as recruitment, reporting and tracking. AI algorithms help in various processes such as identification of potential customers, increased in affiliate earnings, optimize marketing strategies. Real time fraud detection powered by AI safeguards the integrity of affiliate marketing programs.

Machine learning is a subset of artificial intelligence. It focuses on the development of algorithms and models that enables decisions based on data. The key components of machine learning are Data, Algorithms, Training, Predictions, Deep learning, Testing, Reinforcement learning and evaluation.



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Machine learning is used in various sectors such as health care, finance, marketing, autonomous vehicles and etc. It has the potential to automate complex tasks and improve decision making process. It also involves challenges related to data privacy, bias in algorithms. Natural language processing plays a crucial role in affiliate marketing. The NLP enhances communication, efficiency and personalization. NLP tools and techniques helps affiliate marketers to better understand customer sentiment, generate relevant content, analyse content, engages in promotion activities. The NLP technology can automate tasks like chatbot interactions and content creation. It also helps in improving the affiliate marketing experience and driving higher conversions.

Natural language process also analyses customers sentiment based on the customer reviews in social media and social media mentions. It enables the marketers to refine their strategies and adapt to the consumer preferences. It increases customer engagement and more effective campaigns. In conclusion, the study on impact of AI particularly Machine Learning (ML) and Natural Language Processing (NLP) highlights the transformative potential of these technologies. ML algorithms enabled affiliate marketing by optimizing strategies, automated decision making, enhanced customer targeting. It resulted in increased conversion rates and operational efficiency. On the other hand, NLP has enabled more personalized content, communicating with customers, improving user experience and customer engagement.

Limitations and Further Study

Due to time, very less respondents' opinions were gathered and moreover it is not an end to collect the data. The opinions of the respondents may be statistically proved but it may not be reliable because the questions framed based on academic research purpose than commercial. This study lights the research scholar, academicians and industry experts to consider it for pilot study and continue with other areas of AI, DM, AM, ML & NLP with different demographic factors.

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Full Length Article

IJCRAR/FL/06

An Overview of Migration of Indian Students

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Abstract

Globally, there has been a noticeable rise in the number of students moving between developed and developing countries. Student migration refers to the movement of students who study for a year or more outside of their nation of birth or citizenship. The internationalisation of higher education has grown significantly throughout the age of globalisation and has turned into a business-driven endeavour. Going abroad is extremely popular among young people, particularly in India. The majority of students who go abroad for higher education remain there and never return. The style of living in foreign nations, the type of education received, the income, and other things can all have an impact on why someone decides not to return. In this paper, statistical information about Indian students who pursue higher education abroad and those who pursue higher education in India is presented, along with a comparison to earlier years. This paper will also look at several factors that affect how students choose to pursue higher education abroad.

Keywords: people, geographical boundaries, nations, social, economic, and political factors.

Introduction

People moving across political and geographical boundaries is referred to as migration. Numerous social, economic, and political factors, including employment, marriage, and education, cause people to move. The government, educational institutions, parents, students, and other stakeholders are all involved in this process. Students are moving across the globe in



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greater numbers than ever before, especially from underdeveloped and developing nations to developed nations. In academic papers, students often discuss moving away from their hometowns in order to pursue higher education in different cities, states, or even countries. In India, the number of individuals moving from rural to urban areas has dramatically increased over time. India is the second-largest student exporter in the world after China, with a four-fold growth in the number of Indian students studying abroad over the past 14 years. A significant portion of India's capital and brain drain comes from large-scale student movement, which also greatly benefits the economies of developed nations.

Indians who travelled overseas for school between 2019 and 2022 ended up in 228 countries/dependent islands, according to data given by the ministry of external affairs before Parliament in August 2022. While the bulk of Indian students still study abroad in industrialized nations, some of them are also choosing to study in nations that are less developed than India, such as Afghanistan (at least 60), Mozambique (15), and Somalia (1), all of which are located in Africa, and Nauru (7), an island nation in Oceania. 30.13 lakh Indian students have travelled overseas for higher education since 2017, according to information provided by Union Minister of State for Education Subhas Sarkar in the Lok Sabha in February. 7.5 lakh pupils dropped out of school in 2022 alone, a 28 percent increase from pre-pandemic levels in 2019 and a 69 percent increase over 2021.

Review of Literature

Walker R. James and John Kennan (2003) Individual Migration Decisions and Expected Income: The goal of the paper is to create a model based on one of the factors, namely the impact of predicted income on migration decisions. The study of the paper shows that, when income disparities exist in the current area, the relationship between predicted income and the decision to move depends on the geographic variations in mean salary and technology.

Deshingkar, Priya (2004) Assessing Migration's Effects on Pro-Poor Agricultural Growth: The research emphasizes the growing mobility of rural-to-urban migration as a result of migration's transitory or seasonal nature. This kind of movement aids the migrants in increasing the flow of remittances, primarily from easily accessible non-farm activities in urban locations. Although



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these temporary migrants live in rural areas, this creates a desire for revenue-generating opportunities in non-farm activities rather than agricultural income.

Hashim M. Iman, "Exploring the Linkages between Children's Independent Migration & Education: Evidence from Ghana," 2005. The report focuses on the problem of children migrating independently in Ghana. The study discovered that many children in Ghana travel to pursue their education or to pay for school fees using the earnings from the process of rural-to-urban migration, which provides them with an adequate income in urban counterpart.

The purpose of the study, written by Shanthi K in 2006, is to determine the rate of migration that is employment-oriented. The primary driver of female migration has historically been marriage, but a recent trend has also highlighted the development of independent women migrating against the backdrop of increased work prospects in the apparel industry, export industries, etc.

James and V. John in their 2009 investigation of "Distance and interstate college student migration," found that interstate migration makes up a relatively tiny portion of all student migration.

Most of the students who attend public universities do so from within the state; in 2002, 88% of first-year freshmen enrolled at University System of Georgia institutions had previously attended Georgia schools. Using data for Georgia, this study looked at interstate college student migration. The study's empirical findings showed that increased distance greatly discourages student intrastate migration, however the impacts vary depending on the type of higher education institution.

Factors Influencing Migration of Students

In India, entrance to higher education institutions is extremely difficult due to the enormous number of students that graduate from high school each year and the relatively small number of openings. Some of India's dream schools include the Indian Institute of Management, the Indian Institute of Technology, and the All India Institute of Medical Sciences. Depending on the degree of training and discipline, the competition for admission gets much more difficult. Additionally,

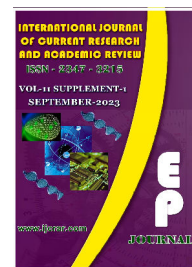


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students must manage their stress when taking admission exams for particular fields, such as the national qualification and entrance test (NEET) for medical colleges and the joint entrance examination (JEE mains) for engineering universities. Another reason for educational migration is the caliber of education offered by Indian universities. International criteria are only met by a select fraction of the nation's higher education institutions. One persistent issue with the Indian educational system is that its academic institutions exclusively provide the well-liked STEM (science, technology, engineering, and mathematics) degrees. Because their preferred degree is not widely offered in India, some Indian students who want to take the unconventional path are continuously searching to advertise their higher education abroad.

Even though the course is offered, Indian colleges lack the expertise and accreditation needed to train gifted individuals for greater professional advancement. In India's major institutions, the policy of discrimination against students from low-income families and specific castes in higher education is 50%, and it is 69% in the southern state of Tamil Nadu. As a result, the majority of gifted children from particular castes are unable to pursue higher education in their fields of interest or enroll in the colleges of their choice. A degree obtained in foreign universities is considered more prestigious than a degree obtained in Indian educational institutions and is highly valued on the labor market. The chance to pursue scientific research and earn a doctorate or PhD (for doctoral and undergraduate students) is another reason to study abroad. Young scientists are moving abroad because other colleges provide better working environments and better-equipped labs. Indian institutions do not provide enough infrastructure and resources for students who are pursuing degrees, particularly in fields that emphasize research, like biology or pharmacy.

Is Migration of Students Opportunity or A Challenge?

At current rates of growth, nine of the top 11 economies in the world – which together account for more than 70% of global GDP – would face a skilled labor shortfall by 2030. By 2030, the talent gap in countries like Germany – where it is currently roughly 4% – would have substantially increased to 23%. China, which now has the greatest population and had a one-child policy until recently, would still have a 3% labor shortage. India would hardly survive, but it would be difficult to secure the availability of a highly skilled workforce for own-business operations.



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This situation is anticipated to promote migration from densely populated areas to areas where jobs are available. Youth migration typically results from the demand for a good education or is compelled by domestic political and social crisis. Globally, 4.6 million students – of whom 53% are from Asia – attend school outside of their home nations. China (800,000) sends out more students each year than India (300,00).

A university education abroad is an option in today's globalized society. Employers also seek out candidates with international experience, intercultural competency, and language abilities. In addition to having access to high-quality education, students travel overseas for a variety of reasons, including the desire for a better lifestyle and the conviction that studying abroad is a ticket to success. One of the causes for Indians is the appalling quality of their native colleges, which have poor infrastructure, a dearth of qualified teachers, a jaded curriculum, and a connection with business. While we may wish to encourage students to study abroad and work in other countries, we also need to build our own institutions to the highest standards possible. We shouldn't prevent people from moving around, as someone once said. We must provide them with a better home life. Migration is a process, not a problem.

Conclusion

The world economy is impacted by international education. Studying abroad specifically aids students in developing personal qualities or better cultural acculturation that are more fit for the needs of society. It facilitates speedier labor and financial migration between the home country and the host country.

It has advantages and disadvantages of its own. As of now, migration has caused a cerebral circulation in the Indian setting. The former migrants are returning and opening up new opportunities for economic growth. In the fields of IT, drugs, biotechnology, and chemicals, things are becoming better. The current situation calls for the creation of an efficient policy framework to draw immigrants, who can subsequently have a significant positive impact on the country. Students that study abroad make a greater contribution to globalization. They can benefit the company's international trade by bringing their language skills, openness to other cultures, and wealth of life experience to the workplace. After completing their studies abroad, individuals



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can return home and use what they learned to boost the economy of their native nation. Students who didn't study abroad nevertheless make a contribution to the world economy. Studying abroad acts as a catalyst to further reduce distances between people as the world becomes more interconnected.

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Full Length Article

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Women Entrepreneurs in India: Challenges and Opportunities

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Abstract

Entrepreneurs are essential to the nation's economic growth. The term "women entrepreneur" refers to a woman or group of women who start, plan, and run a business. Women entrepreneurs are classified by the Indian government as those who own and control a business with at least a 51 percent financial stake in the company's assets and who employ at least 51 percent women. Because of deeply ingrained traditions and a socio-cultural structure that favours men, educated Indian women face a lengthy road to achieving equal rights and position. Many Indian women succeeded as entrepreneurs in spite of all the social obstacles. Indian women had to alter their way of life due to the changing social fabric of Indian society, which was brought about by the growing educated standing of women and their diverse desires for a better life. To advance in life and business, women in India must overcome numerous obstacles. They should investigate the potential for launching a new firm, take risks, introduce innovations, coordinate administration, control the company, and exercise effective leadership in all business-related areas. The current paper aims to investigate issues facing female entrepreneurs, strategies for fostering their growth, and initiatives for women run by several departments and ministries.

Keywords: Women Entrepreneurs, Enterprise, Problems, Education, Initiatives.



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Introduction

Entrepreneurship is the purposeful activity of an individual or a group of associated individuals, undertaken to initiate, maintain or organize a profit oriented business unit for the production or distribution of economic goods and services. In India, gender discrimination is high. Owing to various socio-cultural reasons women are prohibited to enter into the entrepreneurial world.

Entrepreneurship is one such a field where women's participation is very low, although there is lot of improvements in women literacy rate. In 1971, the women constituted only 2% of total entrepreneurs. Now it has increased nearly 10% in the present modern world. Women entrepreneurs are recognized as powerful instruments for the economic development of any nation as well as the catalyst in bringing the changes in the society. The educated women do not want to limit their lives in the four walls of the house.

They expect their partners to treat them equally. However, due to deeply ingrained traditions and a societal structure that has historically favoured men; Indian women still have a long way to go before achieving equal rights and status. Women are treated as the weaker sex throughout their lives and forced to rely on men both inside and outside of their families. However, certain female leaders play a key role in the empowerment of women. These female leaders are confident, persuasive, and risk-takers. With their tenacity, perseverance, and diligence, they were able to prevail in this fierce competition. Ability to learn quickly from her abilities, her persuasiveness, open style of problem solving, willingness to take risks and chances, ability to motivate people, knowing how to win and lose gracefully are the strengths of the Indian women entrepreneurs.

These characteristics have an impact on the career decisions made by female entrepreneurs who want a challenge and a desire to try something new. Pull factors are used to describe this circumstance. While under pressure, women participate in economic activities out of obligation to the family and because it is expected of them.

Problems of Women Entrepreneurs

There are many problems faced by women Entrepreneurs. Some of them are



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1) Patriarchal Society

The thought of women performing entrepreneurial activities has historically been viewed as a disconnected dream for traditionally, entrepreneurship has been seen as a male domain. When women start any entrepreneurial endeavor, they must also deal with role conflict.

2) Absence of Entrepreneurial Aptitude

Without having an entrepreneurial mindset, many women participate in the Entrepreneurship Development Programmes to receive training. According to a research, only 7% of women are business owners in the small-scale sector.

3) Quality of EDPs

All women entrepreneurs are given the same training through EDPs. Women who start businesses in their second generation don't need this kind of training because they've already had business experience.

4) Marketing Problems

Women entrepreneurs consistently run into issues while trying to advertise their goods. It is one of the key issues since men predominate in this field, and even women with sufficient experience are unable to make a significant impact. Women entrepreneurs must rely on middlemen to advertise their goods since they take a large portion of the profit and find it challenging to seize the market and establish their items as household names.

5) Financial Problems

Getting bankers' support, managing working cash, and a lack of credit resources are the problems that still trouble males. Women cannot significantly overcome marketing and financial challenges without training. Some problems are structural in nature and beyond the control of a business.



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6) Family Conflicts

Due to their limited availability to spend enough time with their families, women also struggle to fulfil their domestic responsibilities. They work long hours at their businesses, making it challenging for them to balance work, family, and social responsibilities. Conflicts arise from their inability to take care of household duties, devote time to children's education, engage in personal interests, or find entertainment.

7) Credit Facilities

Despite making up around 50% of the population, less than 5% of small businesses are owned by women who possess 51% of the share capital. Bankers frequently refuse credit to women on the grounds that they have no collateral security. The government and commercial banks have simultaneously supported a sizable self-employment scheme.

8) Shortage of raw-materials

Lack of raw materials is a concern for women entrepreneurs. The lack of proper raw materials availability is the root of this issue.

9) Heavy Competition

Many of the women enterprises have imperfect organizational set up. However, they must contend with fierce competition from organized industry.

10) High cost of production

High production costs reduce productivity and obstruct the growth and expansion of women's businesses, although government support in the form of grants and subsidies helps them to some extent get through the tough times. In order for them to survive in the long run, it will be necessary to increase productivity and efficiency while lowering costs. Aside from these issues,



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women entrepreneurs must also deal with labour, human resources, infrastructure, legal requirements, work overload, a lack of family support, mistrust, etc.

Suggestions for the Growth of Women Entrepreneurs

- The suggestions that follow ought to be taken to empower women to utilize benefit of opportunities and overcome challenges in the world of business.
- Women entrepreneurs should be continuously inspired, encouraged, motivated, and collaborated with. To educate women about the different business opportunities, a widespread awareness campaign should be launched.
- In addition to ensuring effective accommodations for their training, practical experience, and personality development programmes, efforts should be made to raise the educational standards for women generally and to improve their general standards of personality.
- Develop professional competences in management, leadership, marketing, finance, production, profit planning, managing books of accounts, and other skills through organizing training programmes. Women in the community should be given access to vocational training that will help them comprehend the production process and production management.
- Women's polytechnics and Industrial Training Institutes will improve skills. Workshops for training and production put skills to use.
- To support the growth of entrepreneurship, educational institutions should collaborate with numerous government and non-government organizations, especially to build commercial ventures.
- It is important to organize international, national, local trade shows, industrial exhibitions, seminars, and conferences to enable women connect with other female entrepreneurs.
- For enticing women in business to engage in industrial operations, soft loans and subsidies should be made available. More working capital assistance from the financial institutions is needed for both small- and large-scale projects.
- Providing local women entrepreneurs with a microcredit system and an enterprise credit system.

Through various initiatives and incentives offered by the government to foster entrepreneurship in the state, the weaker part might raise money. For instance the PMRY, and KVIC. Establishing



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All India Forums to discuss issues, grievances, and complaints regarding obstacles or shortcomings in the way that women entrepreneurs advance economically, making appropriate decisions in their favour, and taking a firm stance against any policies or tactics that hinder the progress of this particular group of women entrepreneurs.

Steps taken by the Government

Development of women has been a policy objective of the government since independence. Women were given priorities in all the sectors including SSI sector. Government and Non-Government bodies have paid increasing attention to women's economic contribution through self-employment and industrial ventures.

The First Five-Year Plan (1951-1956)

The First Five-Year Plan (1951-1956) envisioned several social programmes for women. creation of the Mahila Mandal, the Central Social Welfare Board, etc.

The Second Five-Year Plan (1956-61)

The Second Five-Year Plan (1956-61) the overall concept of intensive agricultural development programmes (IADP) was intimately related to the empowerment of women.

The Third and Fourth Five-Year Plans (1961-66 and 1969-74)

The Third and Fourth Five-Year Plans (1961-66 and 1969-74) supported female education as a major welfare measure.

The Fifth Five-Year Plan (1974-1979)

The Fifth Five-Year Plan (1974-1979) emphasized a focus on women's training since they needed protection and income. This plan was submitted at the same time as the Committee on the Status of Women in India's Report and the International Women's Decade. Under the Ministry of Social Welfare, the Women's Welfare and Development Bureau was established in 1976.



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The Sixth Five-Year Plan

The Sixth Five-Year Plan A distinct change from welfare to development occurred between 1980 and 1985. It acknowledged that one major obstacle to women's advancement is their inability to access resources.

The Seventh Five-Year Plan

The Seventh Five-Year Plan (The demand for equal rights for men and women was particularly prominent from 1985 to 1990. The development of confidence, the creation of rights knowledge, and skill training were prioritized as qualitative factors.

The Eight Five-Year Plan (1992-97)

The Eight Five-Year Plan (1992-97) focused on empowering women, especially at the Gross Roots Level, through Panchayat Raj Institutions.

The Ninth Five-Year Plan (1997-2002)

The Ninth Five-Year Plan (1997-2002) adopted a strategy of Women's Component Plan, under which not less than 30 percent of funds/ benefits were earmarked for women related sectors.

The Tenth Five-Year Plan (2002-07)

The Tenth Five-Year Plan (2002-07) aims to advance women's empowerment by putting the newly enacted National Policy for Empowerment of Women (2001) into practice and assuring the survival, protection, and development of women and children through a rights- based strategy.

At present, the Government of India has over 27 schemes for women operated by different Departments and Ministries. They are

1. Integrated Rural Development Programme (IRDP)
2. Khadi and Village Industries Commission (KVIC)
3. Training of Rural Youth for Self-Employment (TRYSEM)

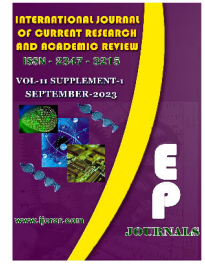


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4. Prime Minister's Rojgar Yojana (PMRY)
5. Entrepreneurial Development programme (EDPs)
6. Management Development programmes
7. Women's Development Corporations (WDCs)
8. Marketing of Non-Farm Products of Rural Women (MAHIMA)
9. Assistance to Rural Women in Non-Farm Development (ARWIND) schemes
10. Trade Related Entrepreneurship Assistance and Development (TREAD)
11. Working Women's Forum
12. Indira Mahila Yojana
13. Indira Mahila Kendra
14. Mahila Samiti Yojana
15. Mahila Vikas Nidhi
16. Micro Credit Scheme
17. Rashtriya Mahila Kosh
18. SIDBI's Mahila Udyam Nidhi
19. Mahila Vikas Nidhi
20. SBI's Stree Shakti Scheme
21. NGO's Credit Schemes
22. Micro & Small Enterprises Cluster Development Programmes (MSE-CDP).
23. National Banks for Agriculture and Rural Development's
24. Schemes Rajiv Gandhi Mahila Vikas Pariyojana (RGMVP)
25. Priyadarshini Project
26. NABARD-SEWA Bank Project

Conclusions

An important contributor to a nation's economic growth is an entrepreneur. The most significant obstacles for new business owners to overcome are developing their vision and business idea, raising startup capital, putting together a business team, choosing the ideal location, hiring qualified personnel, attracting quality clients, dealing with competition, unforeseen business challenges and expenses, lacking support, having a pessimistic attitude, lacking marketing resources, lacking infrastructural resources, etc. To run a successful firm, it is therefore vital to



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overcome these obstacles. By embracing the benefits of the most recent technologies, women should aim to improve themselves in the ever-changing world. To develop the abilities and knowledge in all the functional areas of company management, women must be continuously educated and trained. Self-help organizations for female business owners who want to mobilize resources and pool financial funds to support women in the fields of industry, trade, and commerce can also contribute positively to the solution of this issue.

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Full Length Article

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Entrepreneurship in Emerging Markets and New Economy

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Abstract

The economic center of gravity is shifting from mature markets to emerging regions. This shift provides a good opportunity to broaden and deepen our theoretical base of concepts and frameworks because emerging and mature regions differ significantly in their institutional regimes. Hence entrepreneurial resource mobilization in emerging regions could differ significantly because of theoretical differences in actors' action logics and resource governance. The eight papers in this special issue provide new empirical evidence on antecedents and consequences of entrepreneurial resource mobilization efforts in emerging regions. Here, we briefly summarize the state of the field, introduce the articles by situating them in a novel theoretical framework on entrepreneurial resource mobilization, and finally using our framework, we suggest opportunities for future research on entrepreneurship in emerging regions.

Keywords: crucial components, global economy, mobilization process, empirical data.

Introduction

Entrepreneurship research has advanced mainly using empirical data from the developed economies of North America and Western Europe. Because emerging economies differ markedly



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in their institutional development from developed economies, this prior research is less likely to be useful to understand entrepreneurship in emerging regions - which are increasingly crucial components of the global economy. This special issue contains eight articles addressing different aspects of the entrepreneurial resource mobilization process using diverse research methods on empirical data drawn from a broad range of emerging economies. This introduction describes the state of the field prior to the special issue, introduces the special issue articles and identifies topics that still need further investigation. We distill the current state of knowledge and offer a roadmap for future scholarship.

Entrepreneurship is crucial in developing and emerging economies since it catalyzes economic progress, job creation, innovation, poverty alleviation, and social impact. While developed and advanced economies are already benefitting from entrepreneurial ventures, are emerging markets able to reap the same rewards? Creating an environment conducive to venture building in emerging markets through better policies, support, and financial benefits will be vital in growing the number of business creators and innovators in the region. In this blog, we will explore the significance of entrepreneurship in emerging economies, examine the current state of entrepreneurship in these regions, and discuss the challenges entrepreneurs face along with solutions to combat these obstacles.

The Importance of Entrepreneurship in Emerging Economies

Economic Growth and Job Creation

Entrepreneurship drives economic growth in emerging countries since new businesses and ventures allow entrepreneurs to introduce innovative products and services, create employment opportunities, stimulate market competition, attract foreign investment, and contribute to the economy's productivity. The importance of SMEs (Small and medium enterprises) built by entrepreneurs is highlighted by UNCTAD's research stating that small businesses represent 90% of jobs worldwide and 70% of formal jobs in emerging markets.

Innovation and Technological Advancement

Emerging economy entrepreneurs identify market gaps, develop new ideas, and introduce disruptive solutions. According to McKinsey, 84% of executives think innovation is essential for



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companies to thrive in today's fast-paced world. Through their innovative endeavors, entrepreneurs drive technological advancements, promote knowledge transfer, and foster a culture of continuous development, enhancing the competitiveness of emerging economies in the global marketplace.

Poverty Alleviation and Social Impact

Entrepreneurs can empower individuals and communities at the base of the pyramid, which consists of over 4 billion people earning less than \$5 a day, per Harvard Business Review's 2011 publication. Micro, small, and medium enterprises (MSME) established by entrepreneurs can improve their standard of living by creating jobs and income opportunities for the poor, including women and youth. Moreover, small businesses are vital in addressing societal challenges by offering solutions to pressing issues such as healthcare, education, renewable energy, and access to clean water.

The Current State of Entrepreneurship in Emerging Economies

Entrepreneurial Environment and Infrastructure

The entrepreneurial environment in emerging economies is gradually evolving, with governments and international organizations recognizing its importance. Initiatives such as policy reforms, streamlined regulations, and the establishment of incubators and accelerators have created an ecosystem conducive to entrepreneurship. As per the World Economic Forum's NECI (National Entrepreneurial Context Index) score, emerging nations like the United Arab Emirates (ranked 1), Korea (ranked 7), Qatar (ranked 9), and India (ranked 17) were among the top 20 countries for entrepreneurs in 2022.

Entrepreneurial Mindset and Culture

Developing an entrepreneurial mindset and fostering a culture of entrepreneurship is crucial for business success in emerging economies. Educational institutions and training programs



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increasingly emphasize entrepreneurship and provide aspiring entrepreneurs with the necessary skills and knowledge.

While calculating the NECI (National Entrepreneurial Context Index) scores for countries to evaluate their conditions for entrepreneurship, entrepreneurial education was considered one of the factors in building the score. Surprisingly, 39 of the 50 economies were rated last on this criterion, highlighting the need to address this low-hanging fruit to achieve better entrepreneurial performance.

Key Sectors and Trends

Specific sectors hold immense potential for entrepreneurship in emerging markets. The UNECE's analysis of small and medium enterprises (SMEs) in 17 economies revealed that trade, manufacturing, transportation and storage, construction, professional, scientific, and innovative activities are highly concentrated sectors in the SME space. Trade accounted for a share of 26% of SMEs in Serbia to 64% of SMEs in Armenia in 2022.

Challenges of Entrepreneurship in Emerging Economies and How to Overcome them Policy Reforms and Government Initiatives

The lack of policies and government support for entrepreneurship in emerging and developing economies presents significant challenges, including complex regulations, lack of capacity-building programs (to build digital, marketing, and leadership skills), and advisory support. Governments must enact supportive policies and initiatives, including simplifying regulations, reducing bureaucracy, and providing startup tax incentives. Collaboration between the public and private sectors is also essential for creating an enabling environment that encourages entrepreneurship and facilitates the growth of SMEs.

Governments, corporate, and non-profits can create a supportive entrepreneurial environment for emerging market entrepreneurs to connect with mentors and advisors and build skills through development programs like Malaysia's Mid-Tier Companies Development Programme (MTCDP).



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The program successfully helped accelerate export growth by supporting Mid-Tier companies contributing to 40% of the country's GDP.

Access to Finance and Infrastructure

Lack of funding options and limited venture capital availability hinder startup growth. According to the International Finance Corporation (IFC), 65 million firms have unmet financial needs of \$5.2 million annually in developing countries. Governments and financial institutions must establish mechanisms to provide affordable and accessible financing options, including microfinance, angel investing, and venture capital funds.

Startup Chile, an initiative launched by the Chilean government, is an innovation hub aimed at attracting young entrepreneurs to help them accelerate their growth through financial support. Additionally, improving physical infrastructure, such as transportation systems, communication networks, and reliable power supply, can further facilitate entrepreneurial activities.

International Collaboration and Expansion

International partnerships, support, and expansion opportunities are challenging for businesses in emerging and developing economies due to power imbalances, limited resources and capacity, complex governance structures, and competing interests and priorities.

Initiatives to encourage international knowledge sharing, technology transfer and partnerships with established businesses and institutions can help entrepreneurs overcome challenges and expand their market reach. International organizations and development agencies can provide capacity-building programs, mentorship, and financial support to foster entrepreneurship and promote sustainable development.

Conclusion

Entrepreneurs running small and medium businesses in emerging and developing economies are key drivers of economic growth, innovation, and poverty alleviation, significantly impacting their



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local markets through GDP, exports, and employment growth. While progress has been made in several markets by creating a favorable environment for entrepreneurs, challenges and threats still persist. Creating better policies and infrastructure, improving access to finance and encouraging international collaboration will be key in supporting small businesses and startups reach their potential.

Many studies in entrepreneurship have tended to assume that entrepreneurs think and act similarly irrespective of where they are located. In this view, there is little significant diversity in the cultural and institutional contexts of different countries where entrepreneurs operate. As can be seen from the articles in this special issue of ETP, the authors and editors are in accord that entrepreneurs generally act differently depending on their institutional setting.

The entrepreneurs' actions are not only constrained by institutional and cultural forces in their environment (North, 1990), but they are also enabled, as opportunities are opened for those who can understand and make the most of the local institutional regime (Bruton & Ahlstrom, 2003). These institutional patterns of commercial interaction are readily grasped by successful entrepreneurs, which in turn lead them to form business systems that are distinctive. In this sense, entrepreneurs from emerging economies are embedded in ongoing institutional structures that have an effect on their activities.

They can also act to shape their institutional environments. While it is evident that certain institutional environments tend to give better access to resources needed for entrepreneurship, there are options for entrepreneurs in emerging economies with minimal access to these resources. In emerging economies with undeveloped legal systems, for example, although it takes extra effort, entrepreneurs have been able to work out substitutes for the weaker legal structures and insubstantial capital markets. The challenge for entrepreneurship in emerging economies is for entrepreneurs to continue to work within the system as it were, but also to act as institutional entrepreneurs to encourage financial systems, legal structures, and labor markets that generally facilitate entrepreneurial activities. The benefits to academia in studying emerging economies are not only in the better understanding of these economies, but the inclusion of emerging economies into the mainstream of entrepreneurship research offers the potential to expand our theoretical understanding of entrepreneurship in general.



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The exploration of entrepreneurship in the context of emerging economies will allow for the extension and revision of theories January, 2008 11 through the consideration of new contextual variables. This in turn enables researchers to fine-tune theories by developing context-specific conditions and operationalization of key constructs, which allows researchers to develop new theories and constructs that are generalizable to research in other contexts. As researchers explore entrepreneurship in emerging economies it will allow us to understand better how culturally bounded entrepreneurial behavior is. The assumptions of profit maximization, self-interest, and opportunistic and individualistic behavior may not be universal. The understanding of the variation that theories need to incorporate to address these differences in emerging economies.

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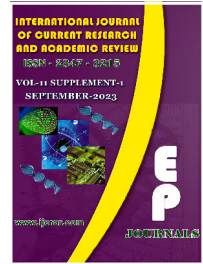


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Brand Assurance as A Marketing Strategy - A Conceptual Study

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Abstract

Brand Assurances are the promises made by the brands to its customers. Assurances when given after making proper analysis is an important marketing strategy for the success of the business. The researchers and academicians from different parts of world are conducting research on the topic under different perspectives. This paper is one such effort to gain an in-depth understanding on the concept "Brand Assurance" and its influence when properly used as a marketing strategy with the help of review. Findings are thus discussed in the paper.

Keywords: Assurance, fulfilment, strategy, brand image, market share, consumer behaviour.

Introduction

Brand assurances are the commitments and guarantees a brand or company offers to its customers concerning the quality, performance, and characteristics of their products or services. These commitments or pledges are typically communicated through various means, including



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marketing messages, advertising efforts, product packaging, and other channels of communication.

In simple terms, a brand's assurances or promises are statements and declarations that consumers can rely on when making purchasing decisions. They serve a critical role in establishing trust and credibility with customers. It is imperative for brands to live up to these assurances and promises to uphold their reputation and maintain customer loyalty. Neglecting to do so can result in a loss of trust and harm to the brand's overall image.

Literature Review

Austin, J. L. (1975), says a proper analysis on firm's nature, resources, vision, goals, strategies, SWOT should be done. Brand can captivate the market through words communicated through proper channels and customer touchpoints. The communicated words should be clear, true, attractive and practically possible. False and fussy promises will demise the name and fame of the firm. The assured words should be kept to meet the expectations and satisfy the consumers. A clear and practically possible assurances conveyed through words helps in creating awareness, when said words are met, it creates customer satisfaction, retention, loyalty, acquire new customers, enhance brand value and grow high.

Black, B. (2010), studied the impact of brand promise delivery on customer experience. It is said that, satisfying customer will lead to loyalty. Various touchpoints through which assurances can be communicated and kept should be focused. It is ultimately the black box that decides and takes the action relating to the customer opinion towards the brand. It is finally highlighted that; all good brands will strive to keep the promises and assurances given. Assurances made are consistently and constantly delivered through various customer touch points at the best possible to keep the brand alive. Customer research is vital to improvise the working. Johansson, J. K. (2011), discussed the role of promises made by global brands. It tells that the various promises or assurances made by the global brands has a greater impact on market share. It is quite tough to assure something in common amidst the diversifications. Thus there requires an extra effort to analyse and make a promise which they can keep and further satisfy the customer's expectations which in turn would affect the loyalty, retention, trust, affect, name, fame profits and market



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share on the whole. Barry Berman, J. R. (2021), states that the words that are uttered creates an identity for the brand. The act of doing what is said helps improving loyalty, brand image and proper positioning. A proper understanding on the ultimate aim of the brand should be kept in mind and promises which can be satisfied should be analysed and suitable strategies should be framed and executed. It is found that the brand assurances act as a strategy which is quite less explored

Objective

The objective of the paper is to gain insights on the concept “Brand Assurance” and to frame a model of brand assurance as a marketing strategy showcasing the relation between assurance fulfilment and consumer behaviour.

Advantages of Brand's Assurances

- **Customer Trust:** Assurances, when fulfilled consistently, build trust and confidence in the brand. Customers are more likely to choose and stay loyal to a brand they trust.
- **Competitive Edge:** Brands that offer strong assurances often have a competitive advantage. When customers believe in a brand's commitments, they are less likely to switch to competitors.
- **Enhanced Reputation:** Keeping promises enhances a brand's reputation. Positive word-of-mouth and customer reviews can boost brand image and attract more customers.
- **Brand Loyalty:** Satisfied customers who experience the fulfilment of assurances are more likely to become loyal, repeat customers. This leads to increased customer lifetime value.
- **Reduced Risk Perceived by Customers:** Assurances can reduce perceived risk for customers, making them more comfortable with their purchasing decisions.
- **Clarity:** Promises are straightforward commitments that can be easily understood by customers, making it clear what they can expect from the brand.
- **Customer Expectation Management:** Promises can help set realistic expectations, reducing the chances of disappointment.
- **Accountability:** Promises create a clear standard against which a brand's performance can be measured, making it easier for customers to hold the brand accountable.



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Disadvantages of Brand's Assurances

- **Risk of Non - Fulfilment:** If a brand fails to consistently meet its assurances, it can lead to a loss of trust, customer dissatisfaction, and damage to the brand's reputation.
- **Expectation Management:** Brands need to manage customer expectations carefully. Overpromising can lead to disappointment if not delivered upon.
- **Costly Obligations:** Fulfilling assurances may require significant investments in product quality, customer service, and other areas, which can be costly.
- **Lack of Flexibility:** Promises can be rigid and may not allow for adaptation to changing market conditions or customer needs.
- **Risk of Underwhelming:** If a brand's promises are too fake or unsure or lacks clarity, they may not inspire confidence or excitement in customers.
- **Potential for Legal Issues:** If not carefully worded and executed, promises can lead to legal challenges if customers feel they have not been fulfilled.

Various Touchpoints

Touchpoints in general are the way through which a brand can be in touch with its ultimate consumers. The communication and delivery of the products, services and the said assurances can be at its best on choosing the proper touchpoint. The various touchpoints through which a brand can communicate and deliver its assurances which in turn has a best effect on positive customer experience and behaviour towards the brand and its products are through product or service itself, salesperson, social media interaction, brand community, word of mouth, sponsorship, advertisement, other promotional and communicative touch points with an inch of personal experience to stay positioned in a unique way and gain the best out of it.

Model

The Brand assurance as a concept can be used as a marketing strategy which would help in the growth and development of a business in the present era. A model is being developed and presented below in a chart form, which helps us to understand the concept in a better way. The assurances put forth or promised by the brand to its customers act as a strong identity for the

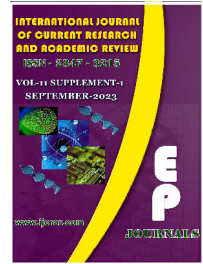


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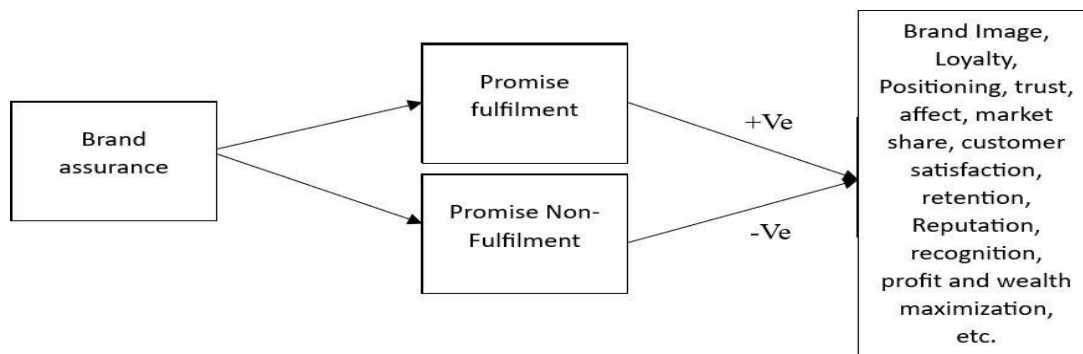
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firm which a consumer keenly takes into consideration on making purchase. Fulfilment and Non-Fulfilment of the assured promises plays a vital mediating role in deciding consumer behaviour which further affects the brand's growth and development.

Chart.1 Chart Showing the effect of Brand Assurance as a marketing strategy keeping fulfilment criteria as the mediator.



Brand's Assurance As A Marketing Strategy

A brand's assurances can have a significant impact on consumer behaviour. Consumer behaviour is influenced by various factors, and a brand's assurances play a crucial role in shaping how consumers perceive and interact with the brand and its products or services. Consumer's positive experience and behaviour would further impact the brand's growth and development in different perspectives. Here are some key effects:

1. **Trust and Confidence:** When a brand consistently delivers on its assurances, it builds trust and confidence among consumers. This trust can lead to positive consumer behaviour, such as repeat purchases, brand loyalty, and recommendations to others.
2. **Purchase Decisions:** Consumers often rely on a brand's assurances to make purchase decisions. They are more likely to choose a brand that provides clear assurances of quality, performance, and reliability



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3. Risk Perception: Assurances can reduce the perceived risk associated with a purchase. Consumers feel more secure when they believe a brand will fulfil its promises, leading to a higher likelihood of making a purchase.
4. Brand Loyalty: Brands that consistently meet their assurances tend to foster loyalty among consumers. Loyal customers are more likely to continue buying from the brand and are less likely to switch to competitors.
5. Word-of-Mouth and Recommendations: Satisfied customers who experience the fulfilment of assurances are more likely to share their positive experiences with friends and family. This word-of-mouth marketing can influence others' purchasing decisions.
6. Customer Satisfaction: When a brand's assurances align with customers' expectations and are met, it leads to higher levels of customer satisfaction. Satisfied customers are more likely to exhibit positive behaviours, such as leaving positive reviews and providing repeat business.
7. Brand Image: A consistent track record of fulfilling assurances can enhance a brand's image and reputation. This positive perception can attract new customers and retain existing ones.
8. Brand Advocacy: Extremely satisfied customers who fully trust a brand's assurances may become brand advocates, actively promoting the brand through social media, reviews, and other channels.
9. Complaint Handling: When a brand fails to fulfil its assurances and issues arise, the way the brand handles complaints and resolves problems can also impact consumer behaviour. Effective resolution can salvage trust, while poor handling can lead to negative consumer behaviour, such as disengagement or negative reviews.
10. Long-Term Relationships: Brands that consistently meet their assurances can establish long-term relationships with customers. These relationships can lead to ongoing revenue streams and customer retention.

Conclusion

A brand's assurances are a critical factor in influencing consumer behaviour. In practice, many brands use a combination of assurances and promises to build trust and manage customer expectations effectively. It's essential for brands to strike a balance between making commitments that are appealing to customers and ensuring they can consistently meet those commitments to maintain trust and reputation. When consumers perceive a brand as trustworthy and gains



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confidence in dealing with the brand and reliable in fulfilling its said assurances or promises, they are more likely to engage positively with the brand, develop a good image in their mind and market, make purchases, and become loyal advocates. Conversely, failing to fulfil assurances can result in negative consumer behaviour, such as lost trust, decreased loyalty, and potentially brand switching happens.

Implications

It is implied that, the brands should conduct a proper study, do SWOT, analyse the market and its consumers, come up with a clear and best assurance which is unique and can be fulfilled in reality thus leading to the growth and development of the brand. Communication and delivery of assurance should be focused. It is also the duty of the consumer to get clarified on the assurances well in advance to avoid misconception and over expectation which in turn causes dissonance and degrade the opinion about the brand. It is the right of the consumers to ask for the justice when they find the assured is not delivered and bring to the notice of management which in turn would be beneficial for the brand to correct its mistake where and when occurred and come up with a bang in future to satisfy its loyal customers and captive the market.

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Full Length Article

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Corporate Entrepreneurship and Family Business During Crises

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Abstract

The corporate entrepreneurship (CE) and family firms' domain has grown steadily based on the premise that family firms' specific elements uniquely affect CE antecedents, strategies, and outcomes. However, much remains to be uncovered. In this article, we offer a theoretical advancement of a corporate entrepreneurship process model for the case of family firms organized around the categories of ontology (i.e., domain redefinition), epiphany (i.e., new components and mechanisms), and heterogeneity (i.e., family firm variety and contingencies). This development paves the way for an agenda for future research and for possible generalizations to non-family firms. Entrepreneurship has been recognized as an important factor contributing to firm success. Despite the potential benefit of corporate entrepreneurship to sustain the family firm across generations, corporate entrepreneurship has been under researched in the family firm literature. We investigate how generational involvement, willingness to change, and the ability to recognize technological opportunities impact corporate entrepreneurship in family firms. We also examine strategic planning in family firms as a facilitating process. Our findings suggest that willingness to change and technological opportunity recognition are positively related to corporate entrepreneurship in family firms. We further found strategic planning to significantly moderate the relationships between (1) generational involvement and (2) technological opportunity recognition and corporate entrepreneurship. These findings and implications for management and research are discussed.

Keywords: Family businesses, entrepreneurship, imports goods, projects, innovation, finance and skills.



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Introduction

Emerging from 19th century France, the word 'Entrepreneur' has become a buzz term throughout a post crisis world. With a view towards new ways of doing business after being shaken to the core, many turn towards a more entrepreneurial attitude. Family businesses are no exception and constantly strive for innovation and fresh insights. In this article we explore the relevance and relationships of entrepreneurship and corporate entrepreneurship in a family business context.

"I am an entrepreneur!" says the IT geek who set up his company in a garage, says the trader who imports goods from places nobody else has access to, say the brother and sister who run a small chain of restaurants. Initially, and in everyday speech, we would probably have to disappoint that family business member, as the word "entrepreneur" is mainly associated with vision-driven innovation, start-up dynamics and risk-taking - hardly family business traits.

However, the distinction might not be so easy and as both, entrepreneurs and family businesses are seen as the crucial entities in the global post-crisis recovery, their relationship is well worth examining. Only few business researchers have taken to depicting the complexity of the relationship between the entrepreneur, the family and its next generations. In order to start understanding these crucial bonds and develop a dialogue that will bring mutual benefits, we need to explore a wide variety of aspects.

To understand the roots of the word entrepreneur we need to travel, both in time and space and go to 19th century France. The French word 'entreprendre' means undertaking and differentiates the entrepreneur from the businessman by linking it directly to the realization of projects through individual efforts and organization.

This shows the dynamic and persona-centered character of the word. More contemporarily, society looks at entrepreneurs simply as individuals or a group of individuals venturing to develop their own business by accumulating and using resources, such as innovation, finance and skills. Business scholars have identified the readiness of the entrepreneur to take risks on the way to realizing his business vision and pursue opportunities as one of the most defining



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characteristics. Typically, entrepreneurs are creative, competitive and dynamic personalities with a vision to success.

Corporate Entrepreneurship

The entrepreneur has founded and established his company successfully and developed corporate structures, does entrepreneurship end? Is there an entrepreneurial phase that makes place for something new? Certainly, the start-up dynamic of every company at some point flows into more institutionalized structures. However, nobody would dispute the fact that all companies need to remain innovative in order to survive and grow. As large as a company may be, it always has to evolve to meet the increasing or new demands of its customers, to become more efficient or explore new business opportunities. Since the 1970's researchers have identified corporate behaviour that was addressing these issues as "corporate entrepreneurship".

Corporate entrepreneurship can be defined as the effort of corporations to generate new business from within their existing structures. It may lead to developing new business ventures, innovating on existing products, services or processes and review of strategies and competitive positioning.

Entrepreneurship and Family Business

So where is the real connection between family business and entrepreneurship? In non-family controlled companies the relationship with entrepreneurship is rather straightforward and centres on corporate entrepreneurship. Corporate entrepreneurship is the first and foremost way for non-family corporations to interact with the entrepreneurial world. Entrepreneurship and family business, however, have a far more complex and interesting relationship, due to the special structure of family-owned and -run companies. The first connection is rather obvious: every family business stems from a visionary individual who seized a business opportunity, and who spent years and years building the business. Very often, a family business emerges naturally without an actual plan for its inception: out of sheer necessity and because of scarcity of resources, the entrepreneur leverages on any resource he or she has – one such resource is the



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family. Also, he or she may find an easy understanding of his vision within the family through shared values and upbringing.

The second connection between family business and entrepreneurship, as seen above, is the corporate entrepreneurship in the existing enterprise. Much like in non-family entities, family businesses can work with the existing management team to innovate from within the company. This means that all business owners, be it first, second or 15th generation, have to be entrepreneurs and produce new ideas to keep the business on top, whilst at the same time keeping a stable and consequential conduct of business.

The third connection is one that is unique to family businesses: in a family business, there is a unique pool of talent linked to the business through family ties, which can be an opportunity, both for individual and corporate entrepreneurship. Children growing up in family businesses are witnesses to entrepreneurial behaviour from early childhood and often have a sharpened sense for business. Seeing the parents, aunts and uncles, brothers and sisters involved in business activities teaches the next generation a lot of tricks of the trade and can spark their interest in developing new business ideas on their own.

The business not only touches the members directly involved in the conduct of day-to-day business, but has an impact on the life of all family stakeholders. Non-family corporations miss out on this chance, as any family member could have a special skill for driving innovation and entrepreneurship. Now they may chose to use this skill to set up their own business. But, instead observing this from afar, the family business should take advantage of this creative energy. We all know that the environment around an entrepreneur is highly dynamic and can serve to motivate anyone that interacts with it. Family businesses seeking innovation thus have a chance to interact with entrepreneurial spirit and benefit from fresh insights without venturing outside the family.

Corporate Entrepreneurship Improves Organization's Growth and Profitability

Many studies found that corporate entrepreneurship can enhance an organization's growth and profitability. When organizations use various new strategies to exploit the opportunities near them it will increase the organization's profitability and also the organization's growth.



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Corporate Entrepreneurship Improves Organization Performance

Corporate entrepreneurship enhances performance by boosting the company's proactiveness and willingness to take risks via the expansion of new products, processes, and services. There is a longitudinal result of corporate entrepreneurship on a monetary performance index composed of both growth and profitability indicators.

Corporate Entrepreneurship Help to Use Maximum Resource Usage

The most incredible advantage of corporate entrepreneurship is it delivers a reliable bunch of resources at its disposal. Start-ups especially have typical issues, for example – shortage of money or capital. However, a corporate entrepreneur remains forward of the others and has a bunch of resources.

Corporate Entrepreneurship Builds Recognition

Recognition is one of the numerous crucial elements in the industry. Every entrepreneur needs to function for the success of a business. As a starter, it needs to be passed down for the right utilization of your resources and opportunities. There is a need for years of year's hard work to reach the highest that corporate entrepreneurship can give to entrepreneurs.

Corporate Entrepreneurship Helps to Boost Sales

If we speak about corporate entrepreneurs, they will probably have a support or development team to boost sales on a distinct level. The major motivation behind them is most of them are already equipped with possible contacts to target potential companies or clients.

Corporate Entrepreneurship Promotes Entrepreneurial Behaviours

While corporate entrepreneurship encourages entrepreneurial behaviors within an organization. It utilizes the fundamentals of management and used creativity techniques by adopting a behavioral style that challenges bureaucracy and encourages innovation.



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Corporate Entrepreneurship Stimulates Innovation by Creating New Markets

Corporate entrepreneurship fosters innovation by exploring possible opportunities, resource investment, and implementation and commercialization of unique products/services. Firms should be creative to change or influence the marketplace, whilst creating new markets and new industries.

Corporate Entrepreneurship Encourages Employees

Corporate entrepreneurship gives freedom to employees to do innovative things in their job roles. This will encourage employees. Also, providing rewards for innovative ideas, not punishing failures, and making a better environment for work help to encourage employees to work for the company.

Corporate Entrepreneurship May Not Be Stable or Suitable for the Start-Up

Many researchers have said the corporate environment may not be appropriate for innovating like a start-up. There is a poor fit between newly started businesses and old business systems. New businesses are quite distinct from the corporate background with cultures all their own. Start-up firms operate differently in terms of their financials as well as their procedures compared to established firms. Lack of inexperience and not having a proper understanding of the market are some reasons for that.

Corporate Entrepreneurship May Appear Long Approval Cycles

Another big obstacle that corporate entrepreneurs face is their lengthy approval cycles. It needs to understand that employees can't take decisions on their own, and they need approval from their higher management first. So, it wastes lots of time. That might not be a proper option for many individuals.

Corporate Entrepreneurship May Limit Financial Rewards

There is a limit on what corporate entrepreneurs can receive regarding rewards from the company's side. It is because corporate entrepreneurship is a collective effort of creative team



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thinkers, as well as there, is a lot more tasks done by a corporate firm compared to others. This will reduce the financial margins of a firm. It might affect the morale of the company no one wants it at all.

Corporate Entrepreneurship Occurs Centralization Problems

We may create separate ventures from the existing venture in corporate entrepreneurship. This we call corporate venturing which is one of the main parts of corporate entrepreneurship. This corporate venturing creates a culture clash during the integration phase and a power struggle between firms.

Other Problems in Corporate Entrepreneurship

- Shortage of Political Savvy
- Absence of Rewards for Innovation
- Lack of Good Financial Proposals
- Not having enough employee Development Skills
- The problem of Early Resources
- Lack of Open Ownership
- Shortage of Personal Renewal

Challenges of Corporate Entrepreneurship Entrepreneurship

In a highly competitive business environment, entrepreneurs face many challenges in the pursuit of starting a business. In a country like India, which is regarded as the hotspot of startups, the government is trying to provide a better platform for entrepreneurs by launching programs such as Start-up India and programs for encouraging local production such as the Make in India program. Entrepreneurship has its fair share of challenges and in this article; we will be discussing all those points.

Conclusion

Successful corporate governance can be achieved by adopting a set of principles that depends upon, honesty, generosity, justice and the manner in which companies conduct their affairs. The



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virtue ethics of generosity, justice and honesty are all important in today's business due to the challenges organizations face with growing globalization. Mattel, Inc's GMP was an encouragement in the area of corporate responsibility. Its failure to continue with that model was due to various internal and external forces, which may have been mitigated if more virtuous ethical principles were applied in planning their policies and procedures.

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Full Length Article

IJCRAR/FL/11

An Empirical Study on Indian Tech Startups: Challenges and Solutioning Based on In-Depth Founders' Interviews

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Abstract

Currently, the business landscape is experiencing an unrivalled volatility in its external and internal environments forcing the leaders to discover novel solutions to combat the challenges their organizations are facing. The degree of this volatility and chaos is witnessed more prominently in Start-ups both globally as well as in India. The problems causing these turbulent rhythms could probably be addressed internally using the company's core competencies. Hence, this empirical study explores the challenges faced by 7 real time Tech Start-ups based in India by conducting in-depth interviews with the founders. It aims to verify if the current trend in the Indian Start-up ecosystem follows any pattern from the literature on the challenges and solutioning dimensions. This paper proposes primarily four objectives. First, to understand the major challenges faced by the founders of the Indian Tech startup companies. Second, to analyze how the founders tried to overcome these challenges. Third, this paper conducts a literature review around the first objective. Fourth, it tries to reconcile the results obtained from primary data against the secondary data and analyzes the results for any patterns. A customized SHELL methodology to suit Technology based Start-ups was used in the survey questionnaires to delineate the challenges. Findings reveal some overlap in the challenges domain for both primary and secondary data. However, in the solutioning space, there was no specific pattern which emphasized the fact that all organization's problems have unique and customized techniques which are based on the Customer's and the company's specific context.

Keywords: Tech Start-up, IT (Information Technology), SHELL Methodology, Challenges, Solutions.

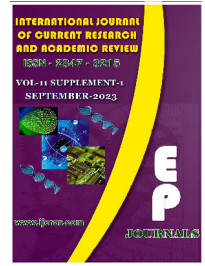


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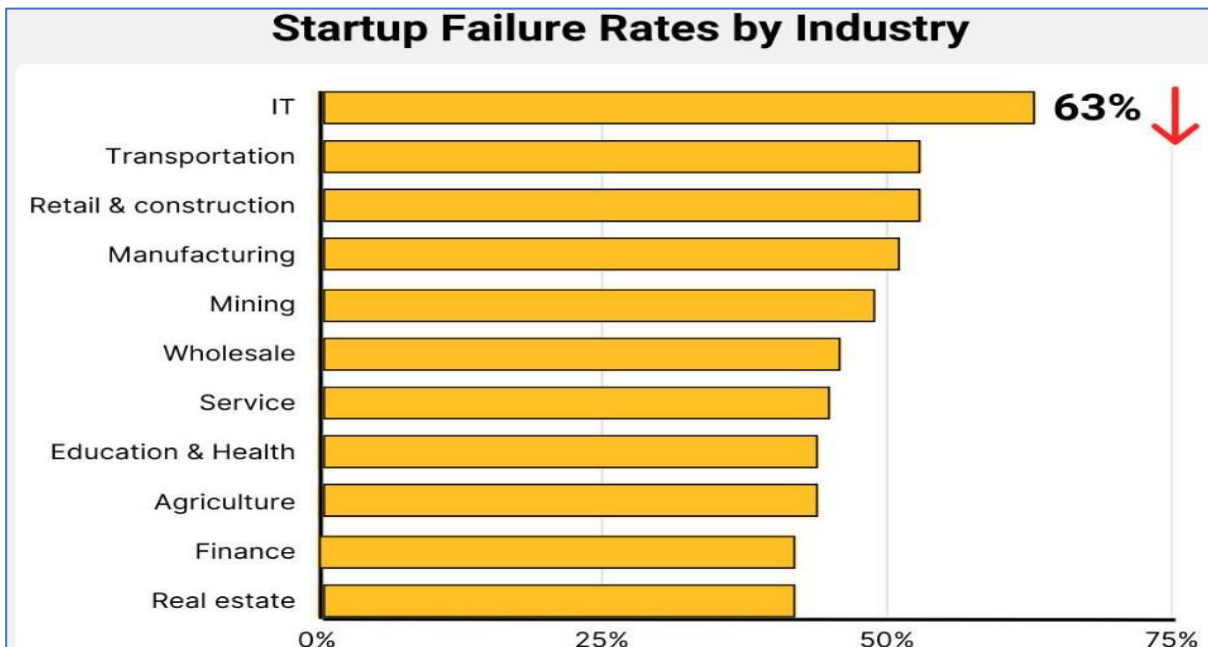


Introduction

As per statistics from StartupTalky ([1] <https://startuptalky.com/startup-failure-success-rates-statistics/>), globally, almost 90% of startups fail and 80% of startups in India fail within 5 years. The Information Technology industry has the highest failure rate at 63%. Please see the figure below for startup failure rates by industry as per StartupTalky's 2023 research.

This alarming rate of 63% failures is the primary motivation behind picking IT projects or Tech projects within startups for causal analysis and subsequently seeking solutions to these problems. Many researchers in the past have used case study approach for understanding the startup failures in detail and have contributed immensely with these insights, hence this study approached 7 founders of Tech Startups within India and did an in-depth analysis through their qualitative comments.

Fig.1





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Literature Review

The 2021 research study titled “Why Start-ups Fail: Cases, Challenges, and Solutions” by Kusumaningtyas *et al.*, (2021) featured in the conference towards ASEAN Chairmanship 2023, identified top 3 reasons for startups failure as 1. No market need. 2. Lack of funding and 3. Not the right team.

This research was carried out through a case study approach using SHELL Methodology. Going back in time to 2018, Kalyanasundaram’s (2018) case study-based research published in Asian Journal of Innovation and Policy focused on distinguishing a failed startup and a successful startup by studying the entrepreneurial characteristics and firm level factors which cause the failures, in the technology startup ecosystem of Bangalore. This Study reveals key solutions or lessons learnt from failed startups as 1. Time to create MVP should be minimal

[1] Revenue realization after free POC shall happen quickly 3. Partners should have complementary skillset 4. Founder's desire for financial Independence 5. Mentorship plays a decisive role. In another article (Kalyanasundaram *et al.*, 2021) published by the same author in the same year, titled – “The life expectancy of tech startups in India: what attributes impact tech start-ups’ failures?” has identified the attributes that impact start-ups’ failure.

The internal attributes, behavioral characteristics, start-ups’ profile and entrepreneurs’ profile have an impact on tech start-ups’ failure. The key attributes entrepreneurs should pay attention to are focusing on revenue and avoiding conflict with investors. Almost a decade ago in 2014 itself, Giardino *et al.*, (2014), designed a behavioral framework that explains how inconsistent decision-making strategies could lead to failure in software startups through their research work titled – “Why Early-Stage Software Startups Fail: A Behavioral Framework”.

Switching gears and coming to the current year 2023, Kemell *et al.*, (2023), titled “StartCards – A method for early-stage software startups” designed a framework to help novice startups in their initial years of development ensuring stability. The latest study on this topic by Goswami *et al.*, (2023), was published on 24th July 2023 titled – “Why do Indian startups fail? A narrative analysis of key business stakeholders” was first of its kind in terms of using a narrative analysis



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methodology of its key stakeholders namely founders, investors, former employees and consumers. This study gave unique insights into the challenges from these 4 stakeholder types. Using the above contributions to literature, we compared these literature-based causes with the causes cited by our startup founders in the primary data.

Objectives

This paper proposes the following four objectives -

- Deep dive on the major challenges faced by the Indian Tech startup founders.
- Analyze how these founders tried to overcome these challenges.
- Explore the literature for startup founder's challenges.
- Compare the primary and secondary data results for any patterns.

Methodology

This study uses case study approach where 7 Indian startup founders are requested to provide their detailed insights into challenges, they face in building their startups and we also asked them how they came up with solutions to these challenges. The questionnaire was built using the famous SHELL methodology where it categorizes the issues faced by startups into five dimensions namely -

1. Software
2. Hardware
3. Environment
4. Liveware (Customer/User)
5. L - Organization.



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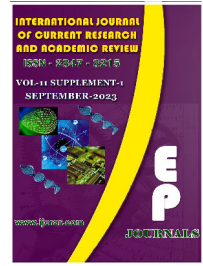
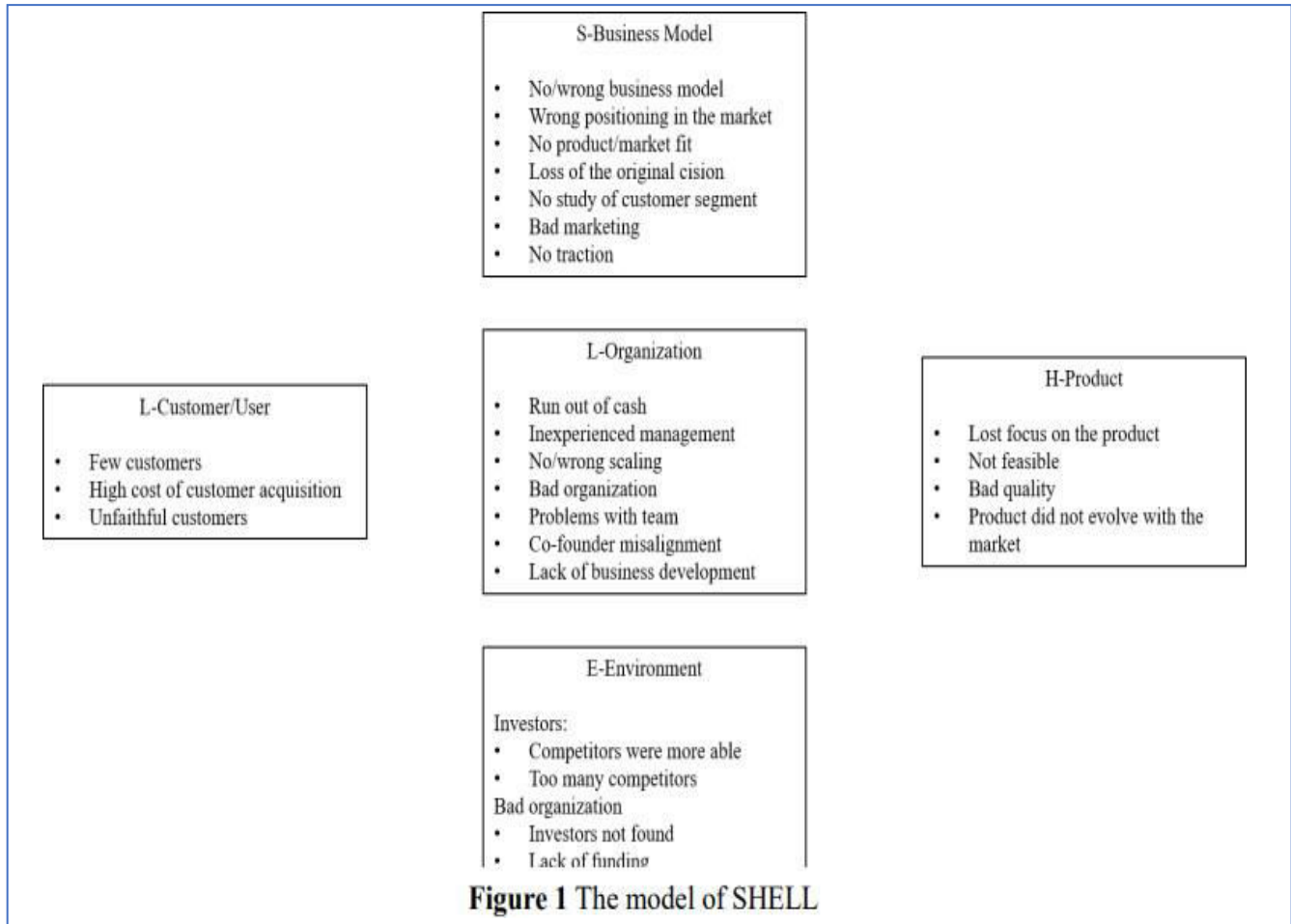


Fig.2 More details can be found in the below figure.



Results

Findings reveal that Poor Product / Market Fit, Lack of Customer Centricity are the primary challenges faced by founders running IT projects in their Startups. Too many competitors and Leadership challenges were cited as other pressing challenges.



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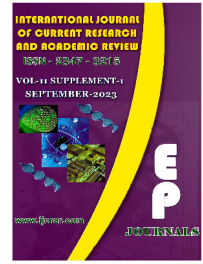
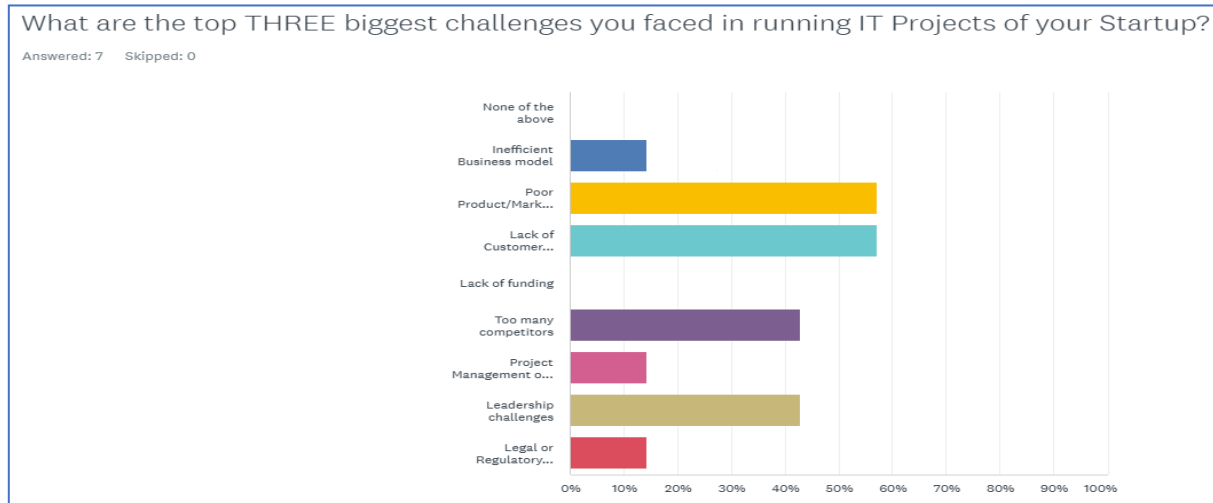


Fig.3



Elaborated responses on challenges and solutions given by the founders are as follows –

Start-up#1

Challenge: “For a product from startup market reach will be very low and hiring employees to the startup is also challenging and it becomes difficult.”

Solution: “I don’t know”

Start-up#2

Challenge: “We built something that no one wanted”

Solution: “By reinventing and moving to some other product”

Start-up#3

Challenge: “1. The process is set in such a way that the critical resource is critical for all projects and therefore delays occur whenever the critical resource is busy. 2.customer requirements were



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met well and understood; however, we didn't test it, keeping ourselves in their shoes. 3. The requirements and test protocols changed as and when we came up with a better design."

Solution: "Process changes were brought in where a dedicated technical resource is placed and appointed a Project Manager. We started to see the changes. We can't say we overcame the challenges, but maybe we can."

Start-up#4

Challenge: "1. You have people who want to be part of startups but lack commitment. 2. Getting talented resources is highly challenging. Talented resources would prefer to go for MNCs. 3. Look at the pattern of funding. You will understand that it goes for sections of the start-ups."

Solution: "1. Training freshers and utilizing their services with a bond period. 2. Look for getting guidance from freelancers and some groups 3. Self-funding or internal accruals or starve."

Start-up#5

Challenge: "paramount importance for every IT product. But often the product development process lacks a customer centric approach. So, there is a high chance of developing a poor product which won't fit the market."

Solution: "By implementing an Agile approach, we involve customers at each stage of the development. Agile approach is customer centric, and customer is involved from the starting."

Start-up#6

Challenge: "Too many poorly skilled organizations spoil the reputation of what IT service firms can do. They also quote poorly."

Solution: "Branding. Delivering quality. Customer education. I think Lean/Agile is not relevant to the problem."

Start-up#7

Challenge: "Product quality can't compete with product from bigger companies"

Solution: "Need to research and work on it."

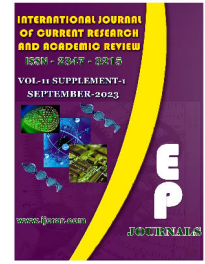


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Discussion

From the above qualitative comments from the founders, it is apparent that besides customer centricity and market fitment issues, recruiting the right talent and retaining them also has been a major challenge. Comparing this with secondary studies done in the introduction section, having the right team and leading it through difficult times has been seen as a common pattern both in primary and secondary studies. One surprising element observed in primary data is that none of the founders cited funding issues explicitly as challenges while the literature shows this as one of the major challenges plaguing the Indian startup ecosystem.

Moving to the solution space, comments from founders indicated an agile approach and many advocated agile methodologies as a suitable approach for finding solutions to these problems. The literature has mixed reviews about the usage and success of Agile methodologies in the startup space. A LinkedIn article (8) published in Mar 2023, mentions many reasons why agile methodology is not so popular in startups. On the other hand, Micaela (9) explains why agile is best for startups. A latest news article from VarIndia(10) with the title "Disruptors 2023: Rise of the Tech Startups in India" features many startup CEOs citing Agile as the preferred methodology for startups. Given the dynamic and flexible nature of agile methodology, it seems to fit well in today's turbulent times. Other solutions from founders indicate the use of contextual understanding of their business.

Limitations

This study is focused only on IT (Information Technology) projects run by startups. However, Tech startups definition is not just limited to IT sector alone. The demographics of the startups are not clearly laid out which may cause inconsistencies during interpretation of results as demographics play a key role in case study-based research work.

Conclusion

Given the volatile times we all are experiencing these days, it becomes clear that we should reduce the failure rate of startups especially in the IT sector given that many startups have slowly



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moved to using technology and hence are being labelled as Tech Startups. Analyzing various literature research studies across the globe as well as India, and reconciling these results with the primary findings of this study, it is apparent that there are common patterns across both the platforms and founders could leverage the second hand experience of startup case studies prevalent in the literature and reduce the failure rates of their startup organizations by implementing solutions derived from their rich experience, expertise and more importantly understanding their context and also recommendations provided in the literature for common problems in the startup landscape.

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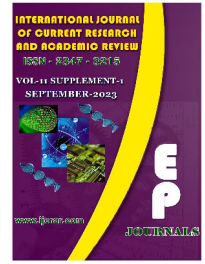


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Full Length Article

IJCRAR/FL/12

Financial Impact Analysis of Telangana State Road Transport Corporation (TSRTC) Post-Bifurcation and Pre-Merger

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Abstract

Telangana was formed on 2nd June 2014, after the bifurcation of the erstwhile Andhra Pradesh into Andhra and Telangana. As this diversification took place, the various public Sector undertakings in the State, also had to be split between Telangana and Andhra. During this bifurcation, the State Road Transport Corporation also was split, and thus on 3rd June 2015, Telangana State Road Transport Corporation popularly known as TSRTC came into existence. TSRTC is presently operating with 99 Depots and 9232 Buses. The present study is an attempt to understand the financial performance of the Corporation and its profitability position post the bifurcation. This study is based on the financial statements collected from the corporation, hence mostly a secondary study. As, the Government of Telangana announced the merger of TSRTC with the Government on 6th August 2023, with the Governor's directives on keeping the assets of TSRTC with the corporation and to be used only by the corporation and for the Government to take up the Liability of clearing the arrears of APSRTC, it becomes more essential to understand the financial status of the Corporation.

Keywords: Telangana, TSRTC, Financial Performance, profitability, Public Sector Undertakings.



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Introduction

Transport and communication are one of the major parts of infrastructure development for any Country. Both of them are essential for the purpose of the movement and interaction with each other, which indirectly helps in the increase of Trade and Commerce of any Nation. Transport plays an important role in helping people and the movement of goods from one place to another. Public and Private modes of transport are available for easy movement like roadways, railways, airways, and waterways. Private Transport is provided by the private operators, but they charge a high price and are not considered economical, on the other hand, Public Transport is provided by the Public Sector Undertakings. Road Transport in the case of the public sector, is especially provided by the State Road Transport Corporations, which are offered by the respective State Governments. Each State Government's Road Transport Corporation has its own unique style of operation and each of them is working with the motive to provide services at economically feasible rates to the commuters. The Road Transport Corporation.

The History of Road Transport in India, dates back to 7th May 1907, with the formation of B.E.S.T Co. Ltd in Bombay, presently called Mumbai, the capital of Maharashtra. In 1926 single decker buses were introduced replacing the trams and in 1937, the double-decker buses started operations. All the State Road Transport Corporations come under the purview of the Ministry of Road Transport and Highways and an Association for governing the activities and operations of all the State Road Transport undertakings in order to help them deal with the problems and improve their performance was formed. This was called ASRTU (Association of Road Transport Undertakings) which came into being on the 13th of August 1965. At present around 70 State Road Transport Corporations are members of ASRTU operating 1,50,000 buses in the Country.

Telangana State Road Transport Corporation which was earlier a part of Andhra Pradesh State Road Transport Corporation came into existence in 1932 under the rule of the Nizams in the princely state of Hyderabad. The division of Andhra Pradesh into Telangana and Andhra in the year 2014, led to the separation of the Andhra Pradesh State Road Transport Corporation and thus the formation of Telangana State Road Transport Corporation on 3rd June 2015. At present the corporation operates 9232 buses and has a total of 99 depots under it, which are further divided into 11 regions and 3 zones.



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Review of Literature

(Vijayan & Indu, 2018)¹ analysed the income trend of KSRTC from 1991 to 2012 and found that the expenditure of the Corporation was much higher than the income being generated. The main reason behind the identification was the service motive of the corporation.

(Taherullah & Ahmed, 2017)² In the paper the researcher identified the other revenue generated by the Corporation, excluding the one generated by the sale of tickets in the regions of Hyderabad and Secunderabad and found that the Corporation was not optimally utilising its fixed assets to generate additional revenue.

(Jose & Akkara, 2019)³ The researcher tried to develop a model to assess the efficiency of the depots of the road transport corporation using the Data Envelopment Analysis, considering the fleet size to be the main variable under study. The researchers further tried to analyse the operational and financial performance of the Corporation.

(Parihar, Gupta, & Sharma, 2019)⁴ The researchers make an attempt to analyse the physical and financial performance of the Corporation. The secondary data was the main source identified for data collection; the primary source of data collection was by taking interviews. The study attempts to provide certain guidelines to the corporation in order to come out of the losses.

Research Gap

Various studies have been carried out to analyse the physical and financial performance of State Road Transport Corporations. There were also studies carried out on the service quality of the Corporations, the present study is an attempt to analyse the financial performance of TSRTC as it is a newly formed corporation, that was being run as a separate public sector undertaking of the Government of Telangana and now is in the process of a merger into the State Government after the bill was passed on 6th August 2023.

Objective

1. To analyse the financial position of the Corporation post bifurcation
2. To study the financial position of the Corporation prior to merger

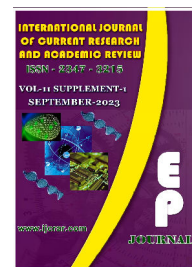


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Research Methodology

The present study is a descriptive study and is trying to provide an insight into the financial position of the Corporation. Secondary data is the main source identified for data collection. The data collected for the study is from the Corporation's head office, the Corporation's website, Journals, articles, newspapers, and magazines.

Data Analysis

Table.1 Comparative Balance Sheet of TSRTC for the year ending 31st March 2015 and 2016 Lakhs

CAPITAL AND LIABILITIES	2014-15 Rs.	2015-16 Rs.	Absolute Change Rs.	% Change (Increase or Decrease)
I. Capital Contribution	8389.10	40189.10	31800.00	379.06
II. Term Loans	198097.98	227527.90	29429.92	14.86
III. Funds				
1 Depreciation Fund	123872.97	134470.10	10597.13	8.55
2. Other Funds & Reserves	467997.92	491256.23	23258.31	4.97
IV. Deposits and Advances	13950.89	15580.46	1629.57	11.68
V. Current Liabilities and Accrued Charges				
1, Creditors	1904.33	3359.15	1454.82	76.40
2. Pay & Allowances	6818.82	8541.34	1722.52	25.26
3. Interest Accrued	2445.02	3341.67	896.65	36.67
4. Non-Departmental Recoveries	17401.81	23361.93	5960.12	34.25
VI. Provisions	79297.21	139009.35	59712.14	75.30
VII. Suspense Account				
1. Inter-Unit Transactions	0.00	0.00	0.00	0.00
2. Others	3636.64	1691.92	-1944.72	-53.48
Total	923812.69	1088329.15	164516.46	17.81
PROPERTIES AND ASSETS	2014-15 Rs.	2015-16 Rs.	Absolute Change Rs.	% Change



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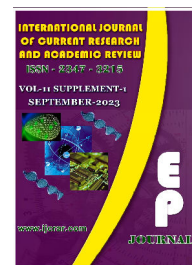


Table.2

				(Increase or Decrease)
I. Fixed Assets				
1. Vehicles, Land, Buildings Etc.,	614936.71	619032.44	4095.73	0.67
2. Capital - WIP - Vehicles, Buildings Etc.,	2433.26	4168.63	1735.37	71.32
II INVESTMENTS	13.65	1025.32	1011.67	7411.50
III. Current Assets				
1. Stock	5729.79	5430.47	-299.32	-5.22
2. Disposal stock	1045.19	524.60	-520.59	-49.81
3. Work in Progress -PP	32.62	71.89	39.27	120.39
4. Sundry Debtors & Bills Receivable	127785.45	169732.06	41946.61	32.83
5. Loans, Advances & Deposits	4911.73	5411.98	500.25	10.18
6. Interest Accrued & Prepaid Expenses	137.35	392.28	254.93	185.61
7. Cash, Bank & Imprest A/Cs	4664.53	6337.75	1673.22	35.87
8. Funds in Transit	36.50	4.75	-31.75	-86.99
IV. Suspense Accounts	4116.02	3179.40	-936.62	-22.76
V. Inter Unit Transactions	0.00	0.00	0.00	0.00
VI. Profit and Loss Appropriation A/C	139363.19	254410.88	115047.69	82.55
VII. Reorganisation Deficit	18606.70	18606.70	0.00	0.00
Total	923812.69	1088329.15	164516.46	17.81

The Comparative Balance Sheet of the Corporation reveals that during 2015 -16 there has been an increase in the fixed assets of Rs. 4095.73 lakhs, and there is also an increase in the Capital Work in progress Vehicles and buildings Etc., of Rs. 1735.37 lakhs i.e., of 0.67% and 71.32%. The capital of the Corporation also increased by Rs. 31800 lakhs and the long-term loans also increased by Rs. 29429.92 lakhs. This depicts the Corporation's policy to purchase the fixed assets from the long-term sources of the funds without affecting the working capital. The current assets have increased by Rs. 43,562.62 lakhs i.e., a 30.18% increase and the increase in Current liability is Rs.10034.11 lakhs i.e., 35.12%. The working capital position of the Corporation in March 2016 was Rs.149301.69 lakhs, which is an increase over the previous year's working Capital of Rs. 115773.18 lakhs. There has been an increase in Sundry debtors and Bills receivable of Rs. 41946.61 lakhs i.e.,



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32.83%. There has also been an increase in cash of Rs. 1673.22 lakhs i.e., 35.87%. This explains that the Corporation has raised long-term finance even for the current assets resulting in a better liquidity position.

Table.3 Comparative Balance Sheet of TSRTC for the year ending 31st March 2022 and 2023 Lakhs

CAPITAL AND LIABILITIES	2021-22 Rs.	2022-23 Rs.	Absolute Change Rs.	% Change (Increase or Decrease)
I. Capital Contribution	106789.10	119039.10	12250.00	11.47
II. Term Loans	447711.05	431340.40	-16370.65	-3.66
III. Funds				
1 Depreciation Fund	178982.46	172009.77	-6972.69	-3.90
2. Other Funds & Reserves	584701.53	607563.23	22861.70	3.91
IV. Deposits and Advances	25455.38	41306.86	15851.48	62.27
V. Current Liabilities and Accrued Charges				
1, Creditors	3630.33	7005.61	3375.28	92.97
2. Pay & Allowances	12216.49	14081.45	1864.96	15.27
3. Interest Accrued	4660.36	5102.38	442.02	9.48
4. Non-Departmental Recoveries	178161.99	210439.14	32277.15	18.12
VI. Provisions	309835.54	359376.86	49541.32	15.99
VII. Suspense Account				
1. Inter-Unit Transactions	0.00	0.00	0.00	0.00
2. Others	3031.24	3032.89	1.65	0.05
Total	1855175.49	1970297.68	115122.19	6.21
PROPERTIES AND ASSETS	2021-22 Rs.	2022-23 Rs.	Absolute Change Rs.	% Change (Increase or Decrease)
I. Fixed Assets				



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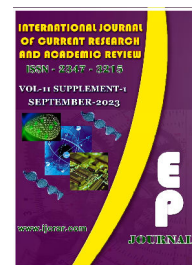


Table.4

1. Vehicles, Land, Buildings Etc.,	648772.68	653443.36	4670.68	0.72
2. Capital - WIP - Vehicles, Buildings Etc.,	3278.80	4232.46	953.66	29.09
II INVESTMENTS	3525.31	4335.31	810.00	22.98
III. Current Assets			0.00	
1. Stock	7851.71	8102.10	250.39	3.19
2. Disposal stock	1031.31	1173.84	142.53	13.82
3. Work in Progress -PP	7.02	7.30	0.28	3.99
4. Sundry Debtors & Bills Receivable	129481.60	161176.69	31695.09	24.48
5. Loans, Advances & Deposits	3667.31	4728.48	1061.17	28.94
6. Interest Accrued & Prepaid Expenses	235.53	304.79	69.26	29.41
7. Cash, Bank & Imprest A/Cs	3940.03	12209.00	8268.97	209.87
8. Funds in Transit	119.94	102.16	-17.78	-14.82
IV. Suspense Accounts	5827.62	5755.89	-71.73	-1.23
V. Inter Unit Transactions	0.00	0.00	0.00	0.00
VI. Profit and Loss Appropriation A/C	1028879.93	1096119.60	67239.67	6.54
VII. Reorganisation Deficit	18606.70	18606.70	0.00	0.00
Total	1855175.49	1970297.68	115122.19	6.21

The Profit and Loss appropriation account on the asset side of the Balance Sheet depicts the accumulated losses of the Corporation over the years. There is an increase in the accumulated losses of Rs. 115047.69 lakhs i.e., 82.55% when compared to the year 2014-15. The main reason for the losses is that the expenditures of the Corporation are more than the income generated by the corporation. The Comparative Balance Sheet of the Corporation reveals that during 2022 -23 there has been an increase in the fixed assets of Rs. 4670.68 lakhs, and there is also an increase in the Capital Work in progress Vehicles and buildings Etc., of Rs. 953.66 lakhs i.e., of 0.72 % and 29.09 %. The capital of the Corporation also increased by Rs. 12250 lakhs and the long-term loans

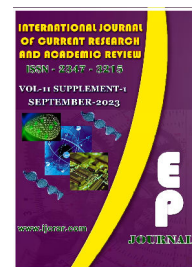


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decreased by Rs. -16370.65 lakhs. This depicts that the Corporation purchases the fixed assets from the capital without affecting the working capital. The decrease in the long-term funds depicts the payment of loans by the corporation. The current assets have increased by Rs. 41,469.91 lakhs i.e., a 28.34% increase and the increase in Current liability is Rs.37,959.41 lakhs i.e., 19.11% only. The working capital position of the Corporation in March 2023 was Rs. -48824.22 lakhs. This shows that the Current assets are not sufficient to pay off the Current liabilities and that the Corporation will have to use its long- term funds to dispose of the current liabilities. This is not a good sign for the Corporation's liquidity position. There has been an increase in Sundry debtors and Bills receivable of Rs. 31695.09 lakhs i.e., 24.48%. There has also been an increase in cash of Rs. 8268.97 lakhs i.e., 209.87%. The main reason for the increase in current liability is the increase in creditors and pay and allowances by 92.97% and 15.27%.

The Profit and Loss appropriation account on the asset side of the Balance Sheet depicts the accumulated losses of the Corporation over the years. There is an increase in the accumulated losses of Rs. 67239.67 lakhs i.e., 6.54 % when compared to the year 2021-22. The main reason for the losses is that the expenditures of the Corporation are more than the income generated by the corporation. The main reason for the losses is that the expenditures of the Corporation, especially with regard to pay and allowances of employees, Motor Vehicle tax, Expenditure on Diesel, and interest on loans are more than the income generated by the corporation.

Conclusion

If the losses of 2022-23 are compared to the year 2014-15, it can be observed that the losses have increased by 686.52%, which is 6 times increase. This explains clearly that the Corporation is not in a stable position. The main reason for the losses is that it is a service-orientated organisation hence the fares for the Tickets charged by the Corporation are very economical, but the income so generated is not sufficient to meet the day-to-day expenses of the Corporation. Moreover, the interest on capital and on loans is an additional burden on the Corporation. The Corporation needs to take steps to increase its working capital position. The merger of the Corporation into the State Government will help the corporation and its employees. The employees of the corporation would get benefits similar to other state Government Employees, thus providing them job security. It would further assist financially in the maintenance of buses by the State government



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thereby reducing the expenditure of the Corporation. The merger also would help settle the reorganisation deficit of the Corporation to Andhra Pradesh by providing funds to finally settle and divide the assets of the two Corporations. It might also waive the Motor vehicle tax on buses, VAT on the purchases of diesel, and GST on the purchase of buses and spare parts. The State Government can also help TSRTC by waiving the interest on loans and raising further Capital for the corporation.

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Full Length Article

IJCRAR/FL/13

A Study on Problems Faced by Rural Entrepreneurs in India

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Abstract

In our country maximum people lives in villages, nearly seventy three percentage of the total population live in rural areas where agriculture and allied activities are the main stay of their lives. The economic development of our country largely depends on the development of rural areas and the standard of living of its rural mass. Rural entrepreneur is one of the most important inputs in the economic development of a country and of regions within the country. Rural entrepreneur uses the scarce resources in the most efficient manner thereby increasing profits and decreasing costs. Due to lack of education, majority of rural people are unaware of technological development, marketing etc. Shortage of finance and raw materials are main problems face by rural entrepreneurs. Most of the rural entrepreneurs face peculiar problems like illiteracy, fear of risk, lack of training and experience, limited purchasing power and competition from urban entrepreneurs. Promotion of rural entrepreneurship is a key to develop rural areas and backward towns. This paper focuses on the identification of various problems associated with rural entrepreneurship. Suitable cures have also been discussed to overcome these problems.

Keywords: Economic development, Lack of training, Purchasing power, Rural entrepreneur, Rural mass.

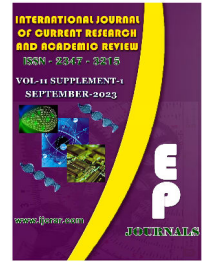


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Introduction

Five decades after the Independence and Industrialization in our country, still large part of population remains under poverty line. Agriculture continues to be the back bone of rural society. As per this study, 70 per cent of holdings are held by small and marginal farmers resulting in overcrowding on the agricultural land and diminishing farm produce. This also results in migration of farm worker in large numbers to the urban areas. In both the cases the population remains under poverty line. Entrepreneurship can play an important role in rural development.

“Entrepreneur means one who creates a product on his own account, who ever undertakes on his own an industrial/trading enterprise in which work men are employed”. If entrepreneurs really encouraged in rural area it would, of course, be instrumental in changing the face of rural areas by solving the problems of unemployment, poverty, economic disparity, poor utilization of rural capacity, low level of standard of living.

Majority of the population still lives in rural India and the large chunk of population in urban areas still live through the learning of a village life. For the strength of the country there is a necessity to develop the villages. Development of a country is a choice loaded on its people, whether urban or rural. It is individuals who shape up a society and decide its progress and performance. Urban and rural are two sides of the same coin of economic development. While the urban sector has witnessed phenomenal growth and development, fuelled by the post independence era of industrialization, the rural sector saw little corporate growth. Rural development is more than ever before linked to entrepreneurship. Institutions and individuals promoting rural development now see entrepreneurship as a strategic development intervention that could accelerate the rural development process. Furthermore, institutions and individuals seem to agree on urgent need to promote rural enterprises.

Objectives

- i) To analyze the problems faced in growth of rural entrepreneurs in India.
- ii) To find out the remedies to solve the problems of rural entrepreneurs.
- iii) To understand the various roles played by an rural entrepreneurs in India.



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Rural Entrepreneurship and its Development

Rural entrepreneurship implies entrepreneurship emerging in rural areas. In other words establishing industries in rural areas refers to rural entrepreneurship. This means rural entrepreneurship is synonymous with rural industrialization. Many examples of successful rural entrepreneurship can already be found in literature.

Diversification into non-agricultural uses of available resources such as catering for tourists, blacksmithing, carpentry, spinning, etc. as well as diversification into activities other than those solely related to agricultural usage, for example, the use of resources other than land such as water, woodlands, buildings, available skills and local features, all fit into rural entrepreneurship.

Indian agriculture is characterized by low productivity, exposure for vagaries of nature like drought, flood, other natural disasters and weaknesses like mismatch between agricultural and cash crops, inadequate infrastructure to provide for value addition, wide disparity in public-private partnership in agricultural development. Rural people, in search of jobs, often migrate to urban centre's creating unwanted slums and live in unhygienic conditions of living. A turnaround is possible in the above trend if employment opportunities are made available in rural areas along with basic amenities of life.

The real solution to India's economic problem is not mass production but production by masses as was suggested by Mahatma Gandhi. Rural industrialization through the development of rural entrepreneur seems to be the answer to poverty, unemployment and back-wardness of Indian economy. Government of India in its successive five year plans has been assigning increasing importance and support for the promotion and development of rural entrepreneurship. Rural entrepreneurship is a process which introduces new things in the economy.

Growth of rural entrepreneurship may lead to reduction in poverty, growth of slums, pollution in cities and ignorance of inhabitants. It helps in improving standard of living and literacy rate of rural people. Rural industries include traditional sector and modern sector. Former consists of khadi and village industries, handloom, sericulture, handicraft and coir while the latter include power looms and small scale industries.



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The Various Roles of Rural Entrepreneurs in India

The entrepreneurs with their ability to scan, analyze and identify opportunities in the environment transform them into business proposition through creation of economic entities. They by channelizing the resources from less productive to move productive use create wealth. Through efficient and effective utilization of national resources, they act as catalysts for economic development and agents of social transformation and change.

According to Joseph Schumpeter, the rate of economic progress of a nation depends upon its rate of innovation which in turn depends on rate of increase in the entrepreneurial talent in the population. According to Meir and Baldwin, development does not occur spontaneously as a natural consequence when economic conditions in some sense are right. A catalyst is needed which results in entrepreneurial activity to a considerable extent. The diversity of activities that characterizes rich countries can be attributed to the supply of entrepreneurs. They play a vital role for the economic development of a country in the following ways.

i) Formation of Capital

Entrepreneurs by placing profitable business proposition attract investment to ensure private participation in the industrialization process.

ii) Balanced Regional Development

The entrepreneurs always look for opportunities in the environment. They capitalize on the opportunities of governmental concessions, subsidies and facilities to set up their enterprises in undeveloped areas. Thus entrepreneurs reduce the imbalances and disparities in development among regions.

iii) General Employment

This is the real charm of being an entrepreneur. Employment is generated directly by the requirement of the large enterprises and indirectly by ancillary and consequential development activities.



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iv) Improvement in Standard of Living

Entrepreneurial initiative through employment generation leads to increase in income and purchasing power which is spent on consumption expenditure.

v) Increase in per Capita Income

Entrepreneurs convert the latent and idle resources like land, labour and capital into goods and services resulting in increase in the national income and wealth of a nation. The increase in national income is the indication of increase in net national product and per capita income of the country.

Problems in Rural Entrepreneurship in India

Entrepreneurs are playing very important role in the development of economy. They face various problems in day to day work. As the thorns are part of roses, similarly every flourishing business has its own kind of problems. Some of the major problems faced by rural entrepreneurs are 1. Financial Problems (Paucity of funds, lack of infrastructural facilities and Risk element) 2. Marketing Problems (Competition & Middlemen) 3. Management Problems (Lack of knowledge of Information Technology, Legal formalities, Procurement of raw materials, Lack of Technical knowledge and Poor quality of products) 4. Human Resources Problems (Low skill level of workers & Negative attitude)

Remedies to Solve Rural Entrepreneurs Problems

Different organization like IFCI, ICICI, SIDBI, NABARD etc. are trying to sort these problems. Marketing problems are related with distribution channels, pricing, product promotion etc. In order to make the rural entrepreneurs to start the business venture, the following measures may be adopted they are 1. Creation of finance Cells 2. Concessional rates in if interest 3. Proper supply of raw materials. Rural entrepreneurs should be ensured of proper supply of scarce raw materials on priority basis. A subsidy may also be offered to make the products manufactured by rural entrepreneurs cost competitive and reasonable.



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Suggestions

1. Govt. should provide separate financial fund of rural entrepreneur.
2. We should provide special infrastructure facilities whatever they deed.
3. Govt. should arrange special training programmes of rural entrepreneurship
4. Govt. should felicitate top ranker rural's entrepreneur.
5. Rural entrepreneur should more competitive and efficient in the local & international market.
6. Use should invite successful rural entrepreneurs from other states of country.

Conclusions

Rural entrepreneur is a key figure in economic progress of India. Rural entrepreneurship is the way of converting developing country into developed nation. Rural entrepreneurship is the answer to removal of rural poverty in India. Therefore, there should be more stress on integrated rural development programs. The problem is that most of the rural youth do not think of entrepreneurship as the career option. Therefore, the rural youth need to be motivated to take up entrepreneurship as a career, with training and sustaining support systems providing all necessary assistance. There should be efficient regulated market and government should also lend its helping hand in this context. Grading and standardization should be promoted and promotional activities should be enhanced. NGO's should be provided full support by government.

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Full Length Article

IJCRAR/FL/14

A Study on the Influence of Brand Equity on Consumer Buying Behaviour

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Abstract

India is considered as the most attractive consumer market in the world due to the rapidly growing population, economy and income of the population. It is generally believed that a success of a business depends on successful marketing. Branding is one of the vast marketing concepts. As always said a good brand connects to its consumer at an emotional level. A positive credibility can be created only by a strong brand among its consumer, which in turn will create a value well beyond the physical for an organization. Branding goes way beyond name, logo and graphic element, it is a great way to promote recognition of a product or service as people in today's fast paced world are busy and adhere to familiarity. The more a consumer remember being satisfied, the more the consumer recognizes a brand. This paper focuses on the brand equity of Brand-1 and Brand-2 on consumer.

Keywords: Branding, Consumer, Brand equity, Brand-1 and Brand-2.

Introduction

A brand is a sign, through which the hidden qualities of products are disclosed to the consumers, it can also be said that brand do not necessarily exist in all markets. A consumers' involvement towards a product in today's world entirely depends on the brand, in other words we can say a



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consumer who shows lesser involvement towards the brand of product can be satisfied even with a basic product.

A brand not only acts as a source of information provider, but also performs certain other functions which justify its attractiveness and its monetary return when they are valued by customers.

Brand-1 – a well-known product of Nestle, which offers a huge range of product line. Instant two minutes Brand-1 was introduced in the early 1980's as per nestle official website. The two major aspects for which the Brand-1 is known all around world are “quality and innovation”. Brand-2 is an American brand based instant noodles (ramen) introduced in the 1970's by Nissin foods.

It is said that Brand-2 became a major competitor/corporate force for Brand-1 in the international market. The concept of brand equity was known to the world in 1980s. Generally, brand equity refers to the value of a brand in the eyes of consumer. The companies create brand equity for their product by making them superior in quality, reliability and easily identifiable. There exist a school of thought regarding the brand equity being negative in nature, as a positive brand equity is created only by marketing activities such as wide promotion, sponsorships and continuous advertisement.

Objectives of the Study

1. To analyse the various dimensions of Brand Equity with reference to two brands of noodles “Brand-1” and “Brand-2” on a comparative basis.
2. To examine the significance of Demographic variables on Brand equity

Methodology

Sample size

A sample of 200 respondents who have tried out both the brands “Brand-1” and “Brand-2” in their daily life are the sample for the purpose of this study.

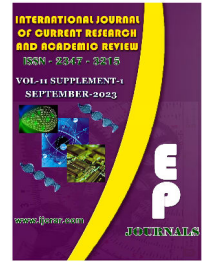


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Sampling technique used

The sampling technique used is Convenience sampling technique.

Period of Study

The study was conducted during June 2023 – August 2023.

Data Sources

Primary data was collected using structured questionnaire and secondary data was used for reference purpose.

Review of Literature

Nishi Malhotra, Priya Malhotra in their paper Importance of Brand Equity (2015) seek to investigate the value of brand, brand personality, brand image and brand equity. The research identifies that time, place and cost utility are enhanced by the brand equity built over time.

Brand equity motivated consumers to purchase a particular brand. Brand equity is the result of consumer expectancy from the brand. The research concludes that marketing and brand building should be able to promulgate the various inherent values that a brand possess.

Shadi Razavi Satvati, Mahnaz Rabie, Karim Rasoli in the paper titled studying the relationship between brand equity and consumer behavior (2016) try to examine the relationship between brand and customer. It studies the relationship in terms of brand equity, brand preference and consumer's readiness to pay extra for his desired product.

The study found that there was a close association between brand equity and brand preference. They conclude that brand loyalty generates more value addition to the product and in turn provokes consumer preference. And brand preference encourages consumers to purchase the product even by paying more for it.



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Olaleke Oluseye Ogunnaike¹, Oladele Joseph Kehinde², Oluwadamilola Oluwatosin Omoyayi³, Oluwamakinde Oluwamayowa Popoola⁴, Andrew Amoruwa⁵ in the paper Conceptualization of the Relationship between Brand Equity and Purchase Behavior (2017) have used Aaker's customer-based brand equity model in order to identify the relationships existing between brand equity and customer's buying behaviour. The correspondence between various elements of brand equity was evaluated by creating linkages with several variables of consumer buying behaviour. This research studies that the consumer purchasing behaviour is governed by customer satisfaction attained through brand loyalty. Brand loyalty is crucial for both consumers and marketers. This research also highlights the influence brand awareness and quality expectations of the consumers have on their buying behaviour.

The paper concludes that Brand loyalty, Brand awareness and perceived quality of products by the customers have a positive effect on their purchasing behaviour. Joo-Eon Jeon (2017) discusses emotional attachment and commitment related aspects of brand equity in his paper "The impact of brand concept on brand equity".

The study found that there was a positive relationship between emotional attachment and brand benefit, consumer commitment and brand equity. The research suggests that various constructs such as functional, symbolic and aesthetic brands are combined to identify the different types of emotional attachment aspects of brand equity. The study suggests marketing managers to enhance brand management by considering brands as powerful tools and to develop distinctive concepts and strategies. This study exhibits that marketers must efficiently use brand management in order to intensify the customer-brand relationship and in order to enhance brand equity.

Shubhendu Shekher Shukla and Sandhya Sinha (2020) in "Consumers' awareness of Instant Noodle Brands" explained on the basis of taste and preferences, Noodles have become a popular fast food in many parts of the world in recent years. Consumer preferences, tastes, and eating habits are changing as a result of modernization. According to the study, companies can use posters and handbills for these areas instead of high-budget TV advertisements. According to the study, rural people have a high level of brand loyalty and recognition, which helps the company increase its market share.

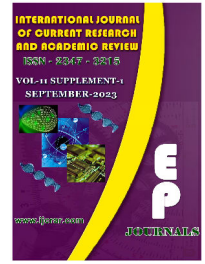


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Analysis and Result

Table.1 Demographic Profile

S.No	Demographics	Description	Percentage
1	Gender	Male	40.5
		Female	59.5
2	Marital Status	Married	46.0
		Unmarried	54.0
3	Age	Up to 25 Years	50.5
		26 – 40 Years	23.0
		41 – 55 Years	16.5
		Above 55 Years	10.0
4	Occupation	Student	30.5
		Employed	53.5
		Home Maker	16.0
5	Family Income Per Month	Below Rs15,000	19.5
		Rs 15,001 – Rs 30,000	32.0
		Rs 30,001 – Rs 50,000	23.5
		Above Rs 50,000	25.0
6	Frequency of Purchase	More than once in a week	11.5
		Once in a week	33.5
		Once in a fortnight	13.5
		Once in a month	24.5
		Rarely	17.0

Interpretation

Gender: Out of 100% respondents 40.5% are male and female respondents are 59.5%.

Marital Status: Majority of respondents 54% are unmarried out of the total.



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Age: Under the category age four different groups are considered. 50.5% of respondents reported that their age is below 25 years, 23% reported to be in the age group of 26-40 years, 16.5% in the age group of 41-55 years and the remaining 10% are in the above 55 years age group.

Occupation: In this study 30.5% of respondents are students, 53.5% are employed and 16% are home makers.

Family Income per Month: 19.5% of respondents reported that their family income is Below Rs 15,000. 32% respondents reported that they belong to Rs 15,001 – Rs 30,000 income group. 23.5% are in the income category Rs 30,001 – Rs 50,000 and 25% respondents reported that their family income per month is above Rs 50,000.

Frequency of Purchase: From the data collected, out of the 200 respondents 33.5% of respondents buy instant noodles once in a week, 24.5% of respondents buy once in a month, 17% prefer buying rarely, 13.5% prefer to buy once in fortnight and 11.5% buy more than once in a week.

Chi Square Test

In chi-square test the data collected is analyzed to see if there is any association between demographic variables and frequency of purchase. The related hypotheses are as follows:
Hypotheses

H1: There is no significant association between Gender and Frequency of purchase

H2: There is no significant association between Marital status and Frequency of purchase
H3: There is no significant association between Age and Frequency of purchase

H4: There is no significant association between Occupation and Frequency of purchase

H5: There is no significant association between Family income per month and Frequency of purchase



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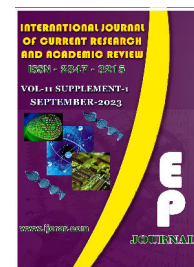


Table.2 Demographic Variables and Frequency of Purchase Chi-Square Test

	Gender		Marital Status		Age		Occupation		Family Income per Month	
	value	sig	value	sig	value	sig	value	sig	value	sig
Pearson Chi-Square	9.574	.048*	9.398(NS)	.052	14.973(NS)	.243	17.394	.026*	17.386(NS)	.136
N of Valid cases	200		200		200		200		200	

*p<0.05

Interpretation

From the above table it is clear that chi-square value is 9.574 in the case of gender, which results in the rejection of H1 and it is concluded that there is a significant association between the gender and frequency of purchase, the reason for the same may be because female respondents mostly preferred buying noodles once in a month, whereas male respondents preferred buying it once in a week.

In the case of marital status, the table depicts that the chi-square value is not significant. Therefore, it can be concluded that there is no significant association between marital status and frequency of purchase and H2 is rejected. The reason might be because both married and unmarried respondents preferred to buy noodles once in a week.

In the case of age, H3 is accepted and it is concluded that there is no significant association between age and frequency of purchase as the chi-square is 14.973 which is not significant. This is because the noodles are loved by different age group as taste differs from one person to another. From the table it can be concluded that the chi-square value is 17.394 and it is significant at 5% level in the case of occupation. Therefore, H4 is rejected and it can be concluded that there is significant association between occupation and frequency of purchase. This is because most of the

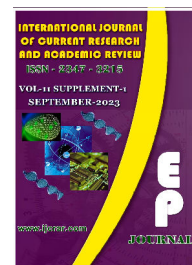


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employed respondents preferred buying noodles once in a week, whereas homemakers preferred buying once in a week.

In case of Income, H5 is accepted as the table clearly shows that the chi-square value is 17.386 and it can be concluded that there is no significant association between family income per month and frequency of purchase. In this study many respondents in the income category 'below Rs 15000' and 'above Rs50000' preferred buying noodles once in a week.

Brand Equity Dimensions

The overall weighted mean of all the four dimensions of brand equity is calculated and presented below

Table.3 Brand Equity Dimensions

S.No	Brand Equity Dimensions	Weighted Mean	
		Brand-1	Brand-2
1	Brand awareness	4.00	3.61
2	Brand association	3.68	3.57
3	Perceived quality	3.68	3.58
4	Brand loyalty	3.53	3.62

Interpretation

The overall weighted mean scores of Brand-1 is more (brand equity namely Brand Awareness, Brand Association and Perceived Quality) as the respondents felt that they are aware of all the products offered by the brand Brand-1, did not find it hard to recall this brand's slogan as well as logo as they are quite familiar due to effective advertisements and they are also always available in the market. The respondents also seem to find the brand to be interesting and also like the company that make this brand, find the brand to be an innovative leader in the market compared to other alternative brands.



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However, the weighted mean score of Brand-2 is more compared to Brand-1 (brand equity) namely Brand Loyalty because respondents felt that this brand does not pretend to be something it is not, it delivers what it promises, has satisfied them with regard to quality, quantity, price as well as taste, it is special to them and they would also like to recommend this brand to others.

Conclusion

In today's dynamic and competitive world, the consumer preference and taste keep changing each and every day. The success of a brand depends on the retaining consumer and consumer satisfaction. Therefore, the companies should focus on retaining their customers and creating new customers. It is more important than ever to promote recognition of a product or service for repeat business. As the great way to promote a product is through branding because people are busy and tend to adhere to familiarity.

Also, rural India where around 40% to 60% of Indian population resides is still partially penetrated by market players. With an appropriate marketing strategy and Low-cost products, a company can open up this huge market. Health and wellness theme based packaged food is gaining popularity in India and the market of such noodles is still open as traditional player Brand-1 is not associated with "health" but with convenience and taste.

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Full Length Article

IJCRAR/FL/15

A Survey of Students in Higher Educational Institutions in Tiruchirappalli City's Perception of Becoming an Entrepreneur in the Instant Food Product Sector

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Abstract

The perspective of every nation relies upon its younger generation. To build employment opportunities and improve society as a whole, they have to keep up with the fast-changing environment. In the modern era, Entrepreneurship has arisen as a revolutionary phenomenon that holds the key to a country's progress. The overall flourishing of an economy with its transformative effect and immense potential in Higher Education Institutions has acknowledged how critical it is to cultivate an entrepreneurial attitude among students. In recent times, there has been a thriving attention in pledging and magnifying actions in aiding and abetting the concept of entrepreneurship as an alluring backup to payroll employment among students. This study is focused on knowing the perception of students and their awareness regarding the gateways that are widely available in the Instant Food Product Sector. Primary and secondary data have been used to extract the results. Data have been collected from 125 students who are pursuing their Higher education and statistical tools like simple percentage analysis, Mean, Standard Deviation and Chi-Square have been used to ascertain the data. The study also aimed to



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explore the level of awareness among the students based on the stated title in higher educational institutions in Tiruchirappalli City. Entrepreneurship among young people is on the rise, thanks to the strong backing from educational institutions and the government.

Keywords: Entrepreneur Education, Arts and Science Stream, Students Perception, Instant Food Product Sector, mindset of Students, Higher Educational Institution.

Introduction

India is one of the sprightliest growing economies with a larger number of young populations; which consistently provides and creates new opportunities for young people to make their lives easy. On the other hand, unemployment has also become a major issue and the government should take appropriate steps to address such issues for the benefit of the younger generation. According to the Economic Survey, in India yearly around 12 million people are trying to find a job but only 5 to 6 million jobs are created per year. When it comes to government jobs only a portion of this number has been selected. Though India is the only country which has a huge number of working populations, it continues to grow higher. It will be better if they promote the idea of creating their own destiny by establishing their own ventures rather than waiting for a job.

With the support of government, financial institutions and educational institutions who priority is to help students be aware and knowledgeable about start-ups. There are heaps of opportunities which are available with financial support to start a business venture in the instant food product sector. Accordingly, the food venture business will shoot up in the future. As we can see there are food products which are fast moving every day and the needs of the customers are changed day by day. An extensive range of products can be manufactured and it can be distributed at an affordable cost to the favour economy. Products like Pasta, Instant Noodles, Wheat Flour, gram flour, all ranges of masala powders, ready-made idly dosa batter etc.

Review of Literature

Unnamalai T (2017) She has used both primary and secondary data for the study. This study reveals that even though Tiruchirappalli district is based on an agrarian nature. There are lot of



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industries have been started, supported by both state and central government like BHEL, HAAP etc. Also the state government has started TNPL industry in Trichy. There are like a lot of opportunity available to start industries and to increase productivity of the agricultural sector as well as industrial sector.

If all agricultural industries and service industries expand at the same rate, Trichy would see balanced growth. Apart from the government, the NGOs and other volunteer organization, they should have come forward to educate the youths in Trichy with the help of farm sector products as raw materials; it would bring development to both agricultural and industrial sectors.

Unnamalai T, Jaya R and Monika A (2021) With this on the horizon, data have been collected from the Government College of Srirangam on both Arts and Science students to know the attitude of them about entrepreneurship. The study also aims to know what they expect and how the college helps them to become an entrepreneur. Percentage analysis and the ranking are used to know their attitudes toward becoming entrepreneurs. The majority of the students said that the institution should arrange regular programmes to make them aware of the availability of funds, new techniques and how to market their products.

Unnamalai T and Monika A (2022) As a result, the establishment of an entrepreneurship development cell fosters and nurtures young talented brains with an entrepreneurial vision. The entrepreneurship development cell provides a platform for aspiring entrepreneurs to hone their talents and make long-lasting relationships with their mentors in order to help flourishing transitions toward launching their own businesses.

Jayalakshmi S and Vijayalakshmi S (2019) This study has been conducted to find out the level of awareness and attitude among the college students about various programs under entrepreneurship education. They have selected 100 students as sample respondents. They have used statistical tools like rank correlation, T-test and ANOVA for analysing the data.

As a result, they found that the students were very much aware about the various programs which had been conducted under the ED cell and the student's overall attitude towards entrepreneurship education had a positive influence.



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Sushila (2019) this study reveals that the younger generation, especially postgraduate students, has a favourable attitude towards the development of entrepreneurs. The student's chances of becoming an entrepreneur will certainly be increased.

The primary goal of the study is to bring the relationship between students' attitudes and entrepreneurship as a career choice. In conclusion, there is a positive relationship between students' attitudes and entrepreneurship as a career option.

Deepu P (2020) the researcher has collected data from 120 respondents by issuing a structured questionnaire for both Arts and science students. As per precise analysis and interpretation, they have concluded that the students were not interested in entrepreneurship. The current system of education is meant only for higher studies but it does not help to develop or create interest among the students for setting up their own business units. The government has been a factor that influences the students to start their own ventures by implementing various forms of subsidies. Most of the students are not handling any entrepreneurship development program.

Soumya Sreedhar V (2021) according to the researcher is an attempt to know the attitude of B.com students towards entrepreneurship. The study has been sketched as descriptive based on the primary and secondary data. She has collected data from 50 respondents. The study reveals that, generally students of B.com have a positive attitude towards entrepreneurship.

Most of the students would certainly like to become entrepreneurs and this is a need for achievement, family personal background, personal Skill and capabilities. The desire for independence and status recognition was a considerable factor in entrepreneurship intentions.

Significance of the study

Countries have benefitted from globalization, which has also created the global market. In a developing country like India where innovation and technology have a high influence among the people; it is easy to cater for the target audience with new marketing trends and provide sophisticated services to increase production, quality standards and profitability. The implication of Education is not only to create successful performance of new ventures but also for sustainable



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growth in future. The process of restructuring the market which intensifies competition worldwide with the previous advantages like larger wage employment, established enterprises, such as job security or reward for loyalty have lost on their actuality, thus augmenting the desirability of self-employment.

Scope of the study

The directions of national economies, industries and markets have been altered by the entrepreneurs. This evolution has conceived new products and developed establishments for production purposes which brings the products to the market. Such entrepreneurship development will motivate the young societies of today who are on the path of choosing their career and are aiming for absolute success after completing their degrees.

So students have to be trained and educated about entrepreneurship opportunities while they are in the intermediary stage in college. They can take industrial visits and be sent for an apprenticeship program to develop their talent and to learn something new which will help them in making their own career.

Objectives of the Study

- To know the demographic profile of the students in the higher educational institution
- To evaluate the student's perception towards entrepreneurship
- To know the level of awareness of students about entrepreneurship

Research Gap

In this study, the researcher tries to find out the perception of becoming an entrepreneur in the instant food product sector and to know the opportunities in such a sector. Even though the students have knowledge about such opportunities it is essential to know the awareness and the factors which motivate them towards the possible opportunities. The previous studies have dealt with the different heads and sectors of entrepreneurial opportunities in Tiruchirapalli city.

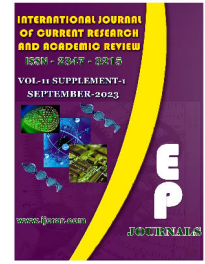


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Limitations of the study

- The collection of data from students was quite difficult due to time constraints.
- The study was restricted to the students in Tiruchirapalli city who are in the Arts stream only.
- Sample size was limited to 125 students only

Methodology

Primary data

The data of 125 samples were collected from the under and postgraduate students from selected colleges, using a questionnaire. The questionnaires were distributed to the college students individually and responses were collected. A well-structured questionnaire was constructed for this study.

Secondary data

Pertinent and related data were collected from various published issues including books, magazines, research works, periodicals, international and national journals, newspapers, and research articles.

Statistical Tools

Simple percentage analysis, Mean, Chi-Square and Correlation have been calculated to extract the desired result and conclusion.

Hypothesis Chi-Square

- There is no significant difference between the age and level of awareness.
- There is no significant difference between the gender and interest in starting a business.

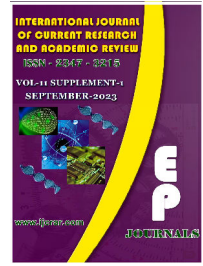


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Correlation

- There is no relationship between family the income and entrepreneurship as a career option for the respondents.
- There is no relationship between the gender and lack of financial support of the respondents.

Findings of the study

The findings derived from the Demographic Profile of the Respondents

- The majority (81%) of the respondents who took part in the study are male.
- The majority (56%) of the respondents belong to the age group of 20-21 years.
- Majority (47%) of the respondents are pursuing Final year students.
- Most (73%) of the respondents who took part in the study are from rural areas.
- Most (60%) of the respondents family monthly income is below Rs.15000.
- Majority (93%) of the respondents are from the family which does not have a business background.

Table 1-Students Perception towards Entrepreneurship

S.No	Statement	Mean Score
1	Lack of finance /loans for start up	3.56
2	Students encouraged towards entrepreneurship	3.06
3	Entrepreneurship as career option	2.78
4	Too risky career	2.56
5	Entrepreneurship help people to come up in their life	2.26
6	knowledge about Entrepreneurship	1.94
7	Awareness about procedures for commencing a new venture	1.83

Source: Primary Data

From the above table is clear that the lack of financial/loans for start-up are the major issue faced by the young society of today. Though they have the idea of creating a business but still they



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don't know where to start and how to start the business. Most of the students have said that their college encouraging them to become an entrepreneur in future.

Results of Hypothesis Chi-Square

- The calculated value (14.95) is less than the table value (21.026) at 5% level of significant degree of freedom 12. Therefore the null hypothesis is accepted there is no significant difference between age and level of awareness.
- The calculated value (13.00) is less than the table value (21.026) at 5% level of significant degree of freedom 12. Therefore, the null hypothesis is accepted there is no significant difference between gender and interest in starting a business.

Correlation

- There is a positive correlation ($r = 0.97$) between family income and entrepreneurship as a career option for the respondents.
- There is a positive correlation ($r = 0.93$) between the gender and lack of financial support of the respondents.

Recommendations

Based on the above analysis and evaluation the findings are narrated.

The educational institutions should get collaborate with the corporate sector, and NGOs to grasp them in mobilizing the resources and to understand the market structure, availability, and promotion of such opportunities in the instant food sector. The students can take industrial visits to gain an understanding of the victory entrepreneurs in the field of instant food entrepreneurship. Internships also will give them a greater amount of knowledge about the procedures, practices, activities, technicalities and inventions that they are utilizing in their business.



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When it comes to Entrepreneurship education seems to be an important concept in every educational institution. The concept should be constructed according to the requirements and practice of business in contemporary times.

The academic institution should provide special lectures and sponsored live practical sessions for the betterment of the students through which the students will get core ideas regarding venturing. Also, the institution must provide adequate encouragement for the students to become better entrepreneurs in the future.

Conclusion

The aspiration of industrial development, provincial growth and employment creation relies on entrepreneurial development. Entrepreneurship offers many opportunities and challenges in the instant food sector. Entrepreneurship among the Youth is on trend now which is possible because of the huge support from the education institutions and also from the government.

So, the educated skilled and unskilled youth need to gain awareness and motivation about entrepreneurship as one of their as their career option. The role of an entrepreneur has great importance in the development of the country's economy.

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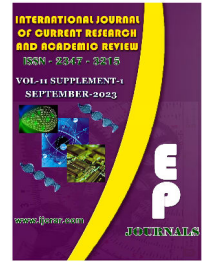


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Full Length Article

IJCRAR/FL/16

Challenges and Issues of Foreign Direct Investment

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Abstract

Foreign direct investment (FDI) is direct investment into production or business in a country by a company in another country, either by buying a company in the target country or by expanding operations of an existing business in that country. Foreign direct investment (FDI) is an integral part of an open and effective international economic system, which acts as a major catalyst in the development of a country. SWOT analysis is one of an analysis of strengths, weaknesses, opportunities and threats of FDI are made under the following information. And this also formulates the significance of FDI for developing countries in bridging the gap between the saving and investment. Subsequently, while FDI flows to advanced countries continued to decline, FDI flows too many of the Latin American and Asian countries witnessed strong rebound during 2010 on the back of improved corporate profitability and some improvement in M&A activities.

Keywords: Foreign direct investment (FDI), opportunities, threats, economy, technology, management.

Introduction

Foreign Direct Investment (FDI) as defined in Dictionary of Economics is investment in a foreign country through the acquisition of a local company or the establishment there of an operation on a new site. In short FDI refers to capital inflows from abroad that is invested in or to enhance the



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production capacity of the economy. A foreign direct investment (FDI) is a controlling ownership in a business enterprise in one country by an entity based in another country. Foreign direct investment is distinguished from portfolio foreign investment, a passive investment in the securities of another country such as public stocks and bonds, by the element of "control". According to the Financial Times, Standard definitions of control use the internationally agreed 10 percent threshold of voting shares, but this is a grey area as often a smaller block of shares. Will give control in widely held companies.

Moreover, control of technology, management, even crucial inputs can confer de facto control. The origin of the investment does not impact the definition as an FDI, i.e., the investment may be made either "inorganically" by buying a company in the target country or "organically" by expanding operations of an existing business in that country.

Objectives

1. The main objective is to analyze the current scenario in India
2. To investigate the controversial views of the Indian trade of various investments.
3. To evaluate the likely challenges and threats of FDI in India.
4. To know the requirement of amount of foreign investment by India, for its economic Development
5. To know the significance of FDI for developing countries in bridging the gap between the saving and investment.

Importance and Barriers to FDI

An increase in FDI may be associated with improved economic growth due to the influx of capital and increased tax revenues for the host country. Host countries often try to channel FDI investment into new infrastructure and other projects to boost development. Greater competition from new companies can lead to productivity gains and greater efficiency in the host country and it has been suggested that the application of a foreign entity's policies to a domestic subsidiary may improve corporate governance standards. Furthermore, foreign investment can result in the transfer of soft skills through training and job creation, the availability of more advanced



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technology for the domestic market and access to research and development resources. The local population may be able to benefit from the employment opportunities created by new businesses.

SWOT Analysis of Foreign Direct Investment

SWOT analysis is one of the primary steps in strategic management. It contains an analysis of strengths, weaknesses, opportunities and threats. The strength and weaknesses of the FDI shows the present.

(a) Strength

- (i) Fast growing economy.
- (ii) Young and dynamic manpower. A large young working population with median age of 25 years, nuclear families in urban areas, along with increasing working women population and emerging opportunities in the service sector are going to be the key growth drivers of the organized sectors.
- (iii) Highest shop density in the world. Customers will have access to greater variety of international quality branded goods.
- (iv) Employment opportunities both direct and indirect have been increased. Farmers get better prices for their products through improvement of value added food chain.

(b) Weaknesses

- (i) Low capital investment
- (ii) Will mainly cater to high-end consumers placed in metros and will not deliver mass consumption goods for customers in villages and small towns.
- (iii) Retail chain is yet too settled down with proper merchandise mix for the mall outlets.
- (iv) Small size outlets are also one of the weaknesses in the India, 96% of the outlets are lesser than 500 sq. ft.
- (v) Lack of trained & educated force.
- (vi) Lack of competition.
- (vii) More prices as compared to specialized shops.



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(c) Opportunities

- (i) Global strategy giant take India as key market.
- (ii) FDI can become one of the largest industries in terms of numbers of employees and establishments.
- (iii) Rural marketing is still unexploited Indian market. It will enhance the financial condition of farmers.

(d) Threats

- (i) Jobs in the manufacturing sector will be lost.
- (ii) Started roadside bargains.
- (iii) Work will be done by Indians and profits will go to foreigners.

Major Issues of FDI Inflows in India

In addition to India's poor performance in terms of competitiveness, quality of Infrastructure, and skills and productivity of labor, there are several other factors that Make India a far less attractive ground for direct investment than the potential she has.

Given that India has a huge domestic market and a fast growing one, there is every reason to believe that with continued reforms that improves institutions and economic policies, and thereby create an environment conducive for private investment and economic Growth that substantially large volumes of FDI will flow to India.

Major Deterrents Below

1. Restrictive FDI regime
2. Lack of clear cut and transparent spectral policies for FDI
3. High tariff rates by international standards
4. Lack of decision-making authority with the state governments
5. Limited scale of export processing zones



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6. No liberalization in exit barriers
7. Financial sector reforms
8. High corporate tax rates

Challenges of FDI in India

1. Promote cartels and will create monopoly.
2. Increase in the real estate prices.
3. Marginalize domestic entrepreneurs.
4. The financial strength of foreign players would displace the unorganized players.
5. Absence of proper regulatory provisions and guidelines would induce unfair trade practices like Predatory pricing despite the above challenges there are certain other problem relating to foreign direct investment (FDI) in India is that it does not provide a level playing field to other players of the domestic and small sort.

FDI Flows to India in Recent Period

As stated above, global FDI flows moderated significantly since the eruption of global financial crisis in 2008, albeit with an uneven pattern across regions and countries. Though initially developing countries showed some resilience, crisis eventually spread through the trade, financial and confidence channels and FDI flows declined in both the advanced and developing economies during 2009. Subsequently, while FDI flows to advanced countries continued to decline, FDI flows too many of the Latin American and Asian countries witnessed strong rebound during 2010 on the back of improved corporate profitability and some improvement in M&A activities.

Suggestions

1. FDI in India would contain inflation by reducing wastage of farm output as 30% to 40% of the produce does not reach the end-consumer.
2. In India, there is an opportunity to work all the way up to farmers in the back-end chain. Part of inflation is due to the fact that produces do not reach the end-consumer.



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3. Many of the foreign brands would come to India, if FDI is permitted which can be a blessing in disguise for the economy.
4. India should focus on waste of output to increase the revenue of FDI.

FDI could therefore provide a boost to small-and medium enterprises. Moreover, expansion in FDI could also generate significant employment potential, especially among rural and semi-urban youth. But the government of India must be cautious about the apprehensions raised by the critics and adequate safeguards must be taken so that the positive effects may outweigh the negative ones and the traditional coexist even after big foreign players enter the market.

Conclusion

Maximum global foreign investment's flows are attracted by the developed countries rather than developing and under developing countries. Foreign investment flows are supplementing the scare domestic investments in developing countries particularly in India. But foreign investor never adopts environment friendly technique to maximize their profit. India should welcome FDI with a talented pool of human resources by promoting institution imparting knowledge. Protection must be given to Indian small and medium players for their source of livelihood. The Government must properly discuss the pros and cons of allowing 51% FDI and have a law in place to control unfair competition. We should welcome inflow of foreign investment in such way that it should be convenient and favorable for Indian economy and enable us to achieve our cherished goal like rapid economic development, removal of poverty, internal personal disparity in the development and making our Balance of Payment favorable.

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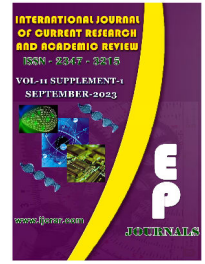


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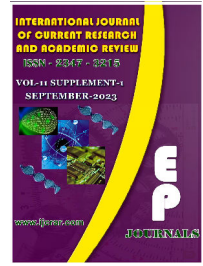


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Full Length Article

IJCRAR/FL/17

Opportunities of Digital Entrepreneurship and its Innovation in Asia

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Abstract

Findings from this study show that entrepreneurial skills meet social and social support needs, although not related to family religion. The results show that the government's digitalization initiatives are working to revitalize business in all emerging markets, providing better support opportunities and the need to ensure business growth and business support for companies to further develop.

Keywords: entrepreneurship, digitalization, emerging business, business growth.

Introduction

Digital businesses rely on technology to build and manage their companies. They create online Stores to sell their products, promote their products on social media like Facebook, and use Software like Google Analytics to track customers.

Business activities facilitated by digital technology play an important role in the expansion of Digital marketing (DI) is central to influencing this transformation and, since The Digital Economy is widely regarded as one of the most important aspects of marketing; It has the potential to transform businesses, jobs and even people.

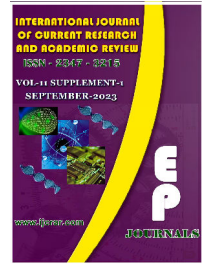


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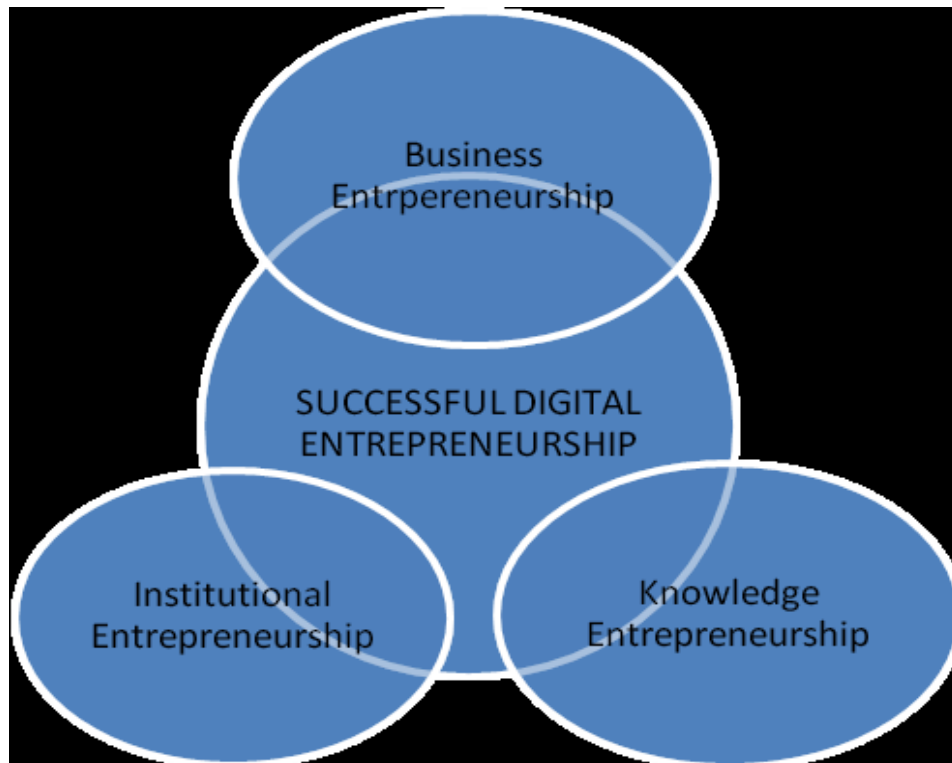
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To respond to the challenges of the digital age and capture new opportunities, Many different industries have been forced to adapt or change their strategies, practices and business models. Additionally, thanks to advances in technologies such as the Internet of Things, artificial intelligence and big data, new digital companies can now develop. DE is based on the existence or development of digital ecosystems and their potential to promote sustainable business in economic, environmental and social aspects.

Owners of companies operating online are called digital entrepreneurs. Digital marketers include people who create podcasts, write blogs, sell digital products online, create websites, and provide some freelance work such as graphic design and virtual services.

Fig.1





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Digital technologies are essential for creating and marketing digital businesses. They create online stores where they sell their products, share on social media sites like Facebook, and track customers with the help of programs like Google Analytics. Digital marketers often start by writing a niche or creating a product or service, and once they reach a certain level of success, they expand their company to the target audience. Business owners can use digital marketing to measure their company's profitability and cost-effectiveness.

Objectives

1. Service improvement

Service improvement is one of the foundations of digital transformation. Internal promotion is not possible for them. Guests need to be satisfied with better services and their requests must be fulfilled more quickly and successfully. This will have a positive impact on revenue and income.

2. Collaborate with

If the digital transformation model is large enough, it can also reach the entire business and foster better collaboration. An example of this is a company's intranet used to improve record-keeping processes. The intranet can also open a forum for law enforcement personnel with little contact.

3. Optimize the process

All businesses work with repetitive processes. These are usually related to production, work or money. Digital transformation enables the development of the ability to improve processes. With continuous improvement, working standards become better and the business can feel the benefits. Process improvement can touch all areas of the business. The beauty of digital transformation is that it can be targeted at different paths of the business or the entire business in the past.

4. Increasing Efficiency

Efficiency is the result of process improvement. By harnessing the unique power of today's technology, work can be made lighter, smoother and cheaper. Employees spend less time on rou



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tine tasks so they can focus on ideas and production. Guests also benefit from the efficiency in handling the event. Extranets can start to add real value when customer services such as administration and ordering are customized and meet customer needs.

5. Be faster

Flexibility is a particular necessity in a rapidly evolving business. Gone are the days when rigid and slow moving agents dictated to guests how to treat them. For now, it's clear that big companies need to adapt to the trend and listen to their customers. Technology makes work connected and fast. Decision time is shortened and the learning cycle is shortened. With digital migration, many data points can be measured and cut with improved and reduced dexterity.

Research Methodology

Due to time constraints, restrictions on using secondary data for research and inclusion of information on Indian digital markets and their new ideas.

Review of Literature

The European Commission presented a complex and vague definition of the digital economy in (2015). Digital marketing can transform businesses creating jobs and/or relationships using new technologies in the digital world. Digital companies use technology to improve their business. Digital businesses are creating the digital jobs of the future and growth will depend on technology. The growth of the knowledge economy and the digital economy has put people in a unique position to take advantage of new opportunities, use production technologies and transcend the boundaries of culture. Enter the unused business. Therefore, the growth of the digital economy will be greatly affected by the digital economy.

This study re-examines, evaluates and improves the system by determining the following:

- (1) Digital citizenship users can repeat for different users who can track who they are. Their main job is to distinguish between producer or consumer.

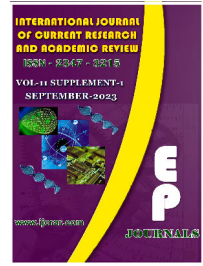


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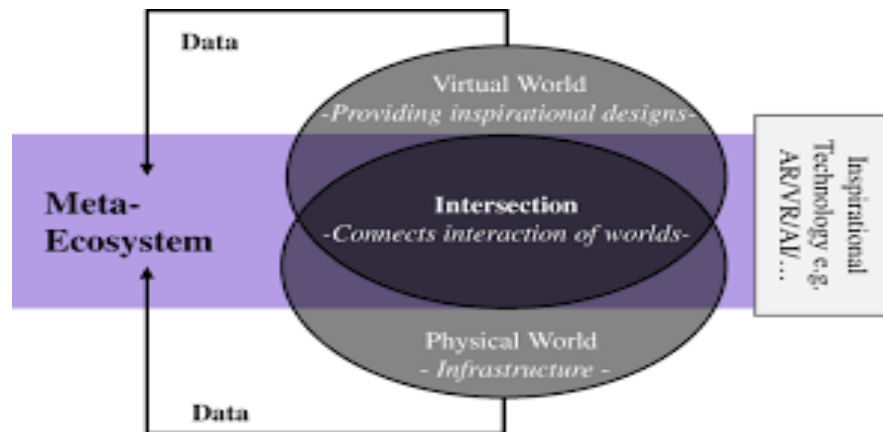
- (2) Business technology technology involves all participants creating connections to the platform for products and services.
- (3) Multilateral digital platforms act as intermediaries for the exchange of goods and services and create forums for the exchange of information, supporting and encouraging experimentation, bus iness innovation and value creation.

Several traditional “brick” As ecommerce increases in retail, “brick and mortar” businesses are Adapting their business models and shifting to a digital business model

Retailers and service professionals collaborate in the following phases:

Phase 1: Digital Create a business model. Meta_ecosystems develop when companies in the retail ecosystem collaborate with companies in the digital services ecosystem to Create value for end consumers.

Fig.2



Phase 2: Businesses (retailers) seek to differentiate themselves from competitors in the commodity ecosystem. An important way to achieve this is through direct contact with suppliers, customers and digital service providers. Therefore, digitalization does not ensure good relationships and



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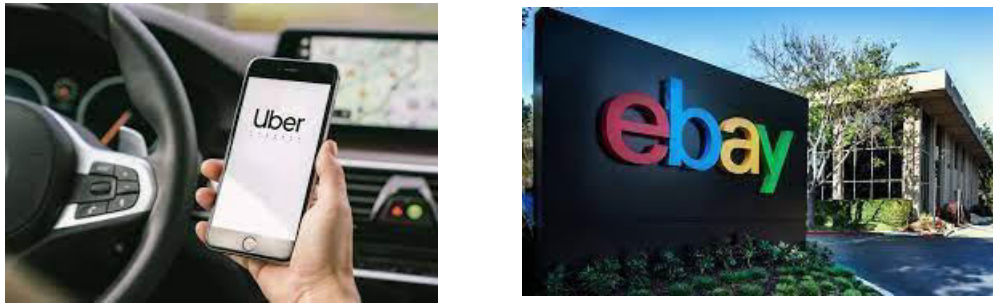
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human relations. Our study has important implications for management theory. This next article explores the key features of digital business platforms (DBPs), the contribution of business to DBP success, and key research findings in theory and practice. DBP includes companies like eBay, Google, and Uber Technologies, all of which are experiencing tremendous growth.

Fig.3



The role and impact of the business in DBP is explained with a new concept based on the understanding of business value analysis. Increasing the quantity and quality of interaction between DBP while reducing transaction costs for customers and production costs for DBP is the main goal of the business.

On these platforms, value is created and distributed through the interaction of DBPs and the information these interactions produce. Since DBP works for the customer's needs, there are many issues of cost effectiveness and inefficiency that need to be addressed.

Conclusions

The concept of "digital marketing" combines traditional marketing with a focus on new ideas. Latest technologies, new business models and expectations. Digital businesses improve their business using new technologies. In an environment of political and economic stability, the digital economy or technology is the basis for creating good jobs, ensuring integration, and promoting growth and development in the region.



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Traditional business partnerships focused on expanding new technologies related to business and technology in today's society Accurate, mobile, analytics, cloud and solutions will help change the process of creating and creating business in the digital world.

Today's technology and the low cost of the internet lead to a wide range of resources and freedom. It gives anyone the chance to grow a startup company quickly, even without funding or connections.

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Full Length Article

IJCRAR/FL/18

A Study on the Savings and Investment Behaviour of Working Women in Chennai City

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Abstract

Today's world, Women are essential to a nation's overall development. They have the power to alter not only the economies of the towns and nations in which they live, but also their own. In India, where 80% of the population is female and 73% of the population is male, the gender gap is even wider. Women and money have long had a problematic connection. Because males have traditionally controlled money, leaving women dependant and defenceless in the event of their death, it is argued that women spend more than they save. Every single individual investor's first priority is investment because tiny savings made today will be used to cover expenses in the future. This study taking into account, the data gathered from 125 working women in Chennai City. The findings indicated that most female investors belong to a younger age group, are working class, and are more at ease with traditional modes of investment such secured deposits.

Keywords: Working women, investment, saving, Chennai, deposits and women development.



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Introduction

In the recent years, there has been a significant change in the standing of women. When it comes to raising a family and making decisions for the family's social, political, and economical well-being, she is regarded as being on par with men in society. Women have started making investment selections as they have steadily started working in many fields. Many working women began to save their hard earned money and began making investments in various investment options. But a variety of investment settings and several elements, such as the motives for investing, the quantity invested, the expected and realised return on investments, and the women employees' ability for risk taking will influence their investment selections.

Women employees' Investment is the use of money on assets with the intention of generating income or capital growth. The two characteristics of investment are time and risk. It is sacrificed to consume now in order to benefit later. The price that must be paid is certain, but the future reward could not be. This investment feature denotes the level of risk. In order to get a return on the investment, the risk is accepted. Investment typically refers to a financial commitment. A person may view the decision to purchase a home for his or her own use as an investment. Since it requires sacrifice but provides no financial benefit, it cannot be regarded as an actual investment.

Problem Statement

Women today have a voice when it comes to decisions surrounding their finances because education quality is better and earning potential is higher in comparison, therefore the days when women were denied their financial rights are long gone. Contrary to popular assumption, a majority of businesses are started, owned, and managed by women, and women also make up the majority of the workforce.

However, things are slowly but surely changing as women are now recognised as playing an equally essential part in providing for the family financially. Regardless of gender, financial education and literacy are crucial in making investing decisions. Programmes like "financial literacy for all" should be expanded in order to create a financially literate India. Given this, it is



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important to raise women because they have been marginalised for a very long time. Women choose different investments with their extra money depending on factors including their risk tolerance, the type of investment vehicle they utilise, and other factors. As the overall investment profile of women has changed over time, numerous banks and other financial institutions have recently developed enticing plans and incentives to ensure complete consumer happiness. But the various stages of the investment spectrum, such awareness and preferences are still unknown to many people. Therefore, the goal of this study is to examine how investment behaviour affects working women in Chennai city

Review of Literature

Rekha G & Vishnupriya R, (2019), studied the awareness about investment avenues, the investment pattern of working women and factors influencing their investment decision using both primary and secondary data among 148 respondents at Coimbatore city found that investment for 'Children education' was the most influential factor. It was also found that there was significant difference in the factors influencing investment among employees belonging to various occupation.

Amsaveni M & Nithyadevi M, (2018), studied to identify the investment pattern among working women and to study the level of attitude among them towards investment avenues among 100 working women in Trippur district found that the most influencing factor was profitability and the second factor was safety followed by liquidity, prestige, stability, transferability and speculation.

Venkatesh G C & Surya Prakash Rao B K, (2018), studied to identify the investor's perception towards investment portfolio in Vijayawada city with an objective to analyse the investors decision towards investment portfolio among 120 investors. Analysis using various statistical tools revealed that the investor's choices on investment decisions are same among both men and women

Kaur J & Arora N, (2018), analysed 150 investors' responses to identify the investor's perception towards mutual funds as an investment option in Punjab. It was found that investors preferred



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investment in mutual funds due to higher returns in growth fund schemes. It was also found that each investor had his own goal of mutual fund investment.

Objectives of the Study

- To study about working women's investment behaviour..
- To investigate and comprehend the investment behaviour of working women.
- To examine working women's knowledge of investing opportunities in Chennai City.

Hypothesis of the Study

- ❖ The professional characteristics of an employee is not an influencing factor for investment
- ❖ There is no relationship between demographic factors and investment pattern

Research Methodology

In this descriptive study, the primary data is collected through the structured questionnaire. The questionnaire includes demographic variable and the respondents were asked to rate their opinion on a five point Likert scale. The questionnaires were circulated to the employees in Chennai city. There are 345 employees respond for the questionnaire which forms a sample size of the study. The collected data was analyzed using SPSS package with tools like ANOVA, one sample 't' test, Multiple regression, correlation and chi-square.

Analysis and Interpretation

To analyze the two hypotheses, different demographic variables are considered.

Demographic Characteristics of the Respondents

First the demographic characteristics of the statistical sample were investigated in the form of descriptive statistics and then the research hypotheses were investigated through the inferential statistics.



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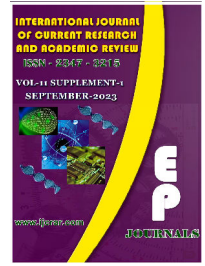


Table.1 Frequency distribution of demographic variables of respondents

Variables	Categories	Frequency	Percentage
Age	Below 25	45	13
	25-35 years	198	58
	36-45 years	74	21
	above 45 years	31	9
Marital status	Married	274	79
	Single	71	21
Family Type	Nuclear	231	67
	Joint	114	33
Nature Of Job	Technical	184	53
	Supportive	161	47
Work Experience	1-5 years	98	28
	6-10 Years	104	30
	11-20 Years	123	36
	above 20 years	20	6

The above table depicts that among the 345 respondents, 79% were married and 21% were single. Further the classification of age-wise shows that majority 58% of the respondents falls in the age group of 25 to 35 years and only 9% were in the age group of above 45years. Regarding family type, 67% of the respondents are in nuclear family and 33% are in joint family.

Nature of job profiling of the respondents indicates that 53% are technical specialist and 47% of them are supportive specialist. The work experience profile of the employees emerged as majority 36% respondents having 11 to20 years of experience,30% with 6 to 10 years of experience, 28% of them having 1 to5 years of experience and remaining 6% are with more than 20 years of experience.

Inferential Statistical Analysis of Age of the respondents and Investment behaviour

One way ANOVA test is applied to find the whether age is an influencing factor for investment behaviour.



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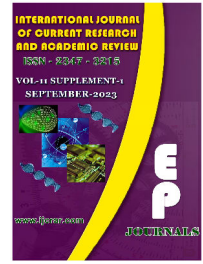


Table.2 Anova test for Age*dimension of Investment Behaviour

Statement	Age	N	Mean	Std. Deviation	F	P value
Organization culture	Below 25	45	3.67	1.581	5.391	.002
	25-35 years	198	3.67	0.739		
	36-45 years	74	3.88	0.942		
	above 45 years	31	5.00	0.000		
Job Satisfaction	Below 25	45	5.00	0.000	15.219	.000
	25-35 years	198	3.37	0.937		
	36-45 years	74	3.88	0.942		
	above 45 years	31	5.00	0.000		
Investment Pattern	Below 25	45	4.56	0.527	7.380	.000
	25-35 years	198	4.16	0.543		
	36-45 years	74	4.38	0.492		
	above 45 years	31	5.00	0.000		
Career Growth	Below 25	45	3.22	2.108	4.358	.006
	25-35 years	198	4.08	0.845		
	36-45 years	74	4.13	0.942		
	above 45 years	31	5.00	0.000		
Quantum of investment	Below 25	45	4.56	0.527	3.211	.026
	25-35 years	198	3.78	0.832		
	36-45 years	74	4.00	1.016		
	above 45 years	31	4.50	0.535		

Source: Computed from primary survey

From the above table it is resulted that age is an influencing factor in the investment pattern of women employees. The p value is 0.000 for the factor investment pattern, career growth proved that they are significant factors at 1% level and the p value less than 0.05, for the factors quantum of investment, career growth and investment pattern proves that these are statistically significant at 5% level.



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Determination of investment pattern of women employees

Table.3 One sample 't' test for investment pattern of women employees

Factor	N	Mean	Std.Deviation	T value	P value
Investment pattern	100	4.0100	0.713	14.162	0.000

Source: Computed from primary survey

The results of one sample t test in Table 3 shows that $P < 0.05$ and it proves that the women employees.

Association between demographic and other factors and investment behaviour

To test the hypothesis, chi-square tool is applied as follows

Table.4 Chi-square test for an association between demographic, professional factors and Investment Behaviour

Factors	Value	Df	Asymptotic Significance (2-sided)
Age * IB	133.950	30	.000
Gender* IB	27.012	10	.003
Marital Status * IB	51.445	10	.000
Family type * IB	55.819	10	.000
Nature of job * IB	35.618	10	.000
Work experience * IB	128.669	30	.000

Source: Computed from primary survey

It is observed from the above table, that the p value is lesser than 0.05 and statistically significant. Hence Null hypothesis is rejected. There is a significant relationship between demographic variables such as age, gender, marital status, family type, nature of job, work experience and investment behaviour.



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Conclusion

The survey also found that working women are well-aware of the investment opportunities, and that working women in the public and private sectors have a similar level of awareness of the available investment opportunities in the study region. The working women invest to take advantage of the income tax benefit, fair return, retirement fund accumulation, children's education, wedding costs, vacations, and liquidity. The study also makes clear that among the working women in the study area, there is a strong correlation between annual income and investment.

The study's findings indicate that a high rate of interest is necessary to encourage women investors to make larger investments. They anticipate a return on investment of between 15% and 20%. The main investing strategy for rural working women is found to be bank deposits and government savings programmes. The study's findings suggest that rural women generally have an interest in saving and investing. The study will help raise their level of awareness and encourage the working-class women to choose investment plans based on market conditions that will yield good returns and match their investing preferences

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Full Length Article

IJCRAR/FL/19

Customer Satisfaction towards E-Service in Indian Railways (With Special Reference to Chennai Division)

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Abstract

In India all sectors are upgrading their services by working towards e-services. Indian Railways is not an exception to this. It also started providing e-services such as ticket booking, food orders and required information like train timings, status of trains. Awareness about these e-services among the general public is less. But, day by day the awareness gets increased and so the usage also gets increased. People face some problems while using these services. This paper attempts to study the usage pattern of e-services offered by Indian Railways, problems faced by the customers and their level of satisfaction with regard to the e-services. The study shows that maximum of the respondents come to know about the e-services through IRCTC, mostly they use for ticket booking because of the access at anywhere. The respondents opine server problem and more advertisements are the major problems they face. Nevertheless, they are very much satisfied with the e-services rendered by the Indian Railways.

Keywords: Indian Railways, E-services of Indian Railways, IRCTC.



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Introduction

Indian Railways is one of the largest rail networks in the world. Its route length is spread over 1,23,000 kilo meters. It operates more than 13,000 passenger trains and 9,000 freight trains. There are around 20 million people travel in Indian Railways every day. Apart from transportation, Indian Railways also provide other services such as accommodation, food service and cab service. With the advancement in technology, Indian Railways started providing online services directly to the consumers. IRCTC was established in 2002. More than 1.3 million tickets are booked online through IRCTC every day. This paper aims at studying the factors influencing the usage of e-services provided by the Indian Railways, problems faced by the consumers and their level of satisfaction with regard to e-services of Indian Railways.

Statement of Problem

There are many studies about Indian Railways with regards to passenger satisfaction. But, studies related to E-services provided by the Indian Railways are very limited. Hence, this study is undertaken in Chennai city to know the opinion of the railway passengers.

Objectives of the study

1. To study the socio-economic profile of the respondents
2. To identify the factors influencing the usage of E-service of Indian Railways
3. To identify the problems faced by passengers while using E-service of Indian Railways.
4. To analyse the level of satisfaction of passengers using E-service offered by Indian Railways

Research Methodology

The research design is descriptive. Both primary data and secondary data were collected for the study. The population of the study is people using e-services for booking railway tickets. Sampling frame is not available and hence non probability convenience sampling method was used to collect the data. The sample size was taken as 120. The samples were chosen from different parts of Chennai division of Southern Railway.



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The primary data were collected through a structured questionnaire and the secondary data were collected from books, magazines and journals.

Hypothesis

Based upon the research objectives, the following hypotheses are formulated:

1. There is no significant difference between gender and overall satisfaction on e-services provided by Indian Railways.
2. There is no significant difference between level of income and overall satisfaction on e-services provided by Indian Railways.

Statistical tools used

Mean, Median, Standard Deviation, Minimum, Maximum, t-test and One-way Anova

Review of Literature

The study made by Raju Narayana Swamy (2012), stated how the E-ticketing service has benefitted the students of India's National Technical institution and the E-ticketing system has been embraced by students community in the country. The study found that more educated and technobased youth are using easier and smarter ways to avail E-services. The study reveals that the important factors which determines the customer satisfaction of E-governance are perceived usefulness, ease of use and consistency among others.

The study made by Arup Kumar Baksi And BivrajBhusanParida(2013), analysed the relationship between the perceived automated service quality and customer satisfaction by using a SERVQUAL model. The study indicates that the respondents are satisfied with the automated service of IRCTC with different quality dimensions. The study also emphasises that the substantial adoption of automated travel and tour service in India becomes necessary. Mohapatra.S (2013) took up a case study on the strategic initiatives taken by IRCTC and has emphasised the importance of aligning e-services with customer satisfaction thereby determining



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brand equity by proposing a framework for determining brand equity in E-Commerce. Lovneesh Chanana *et al.*, (2016) have adopted an exploratory study to analyse the prioritised parameters for delivering mobile government service. An online survey among E-governance experts was carried out to bring out the service quality parameters of mobile governance in India. Many parameters like privacy, ease of use getting things done on time, transparency of information fast navigation, financial security of transaction and availability of mobile services are analysed to understand the dynamics of mobile government across the country.

Smrita Jain and Sachin Bhardwaj (2015) indicate that the availability of lowcost personal computers and increased internet service providers has an impact on the use of E-commerce by the consumers. The study also states that the middle class people of India are equal to entire US consumers which makes an attractive market for E-commerce in India. The study also found that improvement in protected payment system and delivery service of Indian Railways may help them to become a major player of E-commerce. The various online services offered by IRCTC were examined and the necessity to enhance their userfriendly interface, incorporation of all properties into one experience and increase the connectivity in online service during the peak hours were recommended. Vignesh G and Ashok S (2015), in their study stated that the Indian Railways has to refocus their strategy towards technological improvements in order to enhance the current scenario and it becomes the major opportunity to reduce the cost. It is also stated that Indian Railways provides good range of online tourism and information services, E-catering service but improvement is required in facilities like hotel booking and car rentals.

Jallavipanchmia and Gayatri (2015) examine the attitude and intention of consumers to buy online tickets. The study considers the factor of technology acceptance model and external factors of perceived risk and infrastructure support that influences the consumer attitude towards online ticket booking. Anbupriya D and Subdra S (2016) identified the passengers' perception towards online service of Indian Railways. It is found that the users feel easy to use and easy to learn the online services. It is recommended that the Indian Railways should reduce the traffic during the peak hours and provide fast retrieval of information for the improvement of online services to meet their passengers' need. From the reviews, it is understood that there are only limited studies about e-services provided by Indian Railways and so there is a research gap to proceed with the present study.

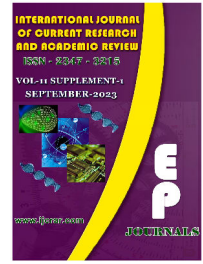


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Analysis and Discussion

Table.1 Socio-Economic status of passengers using E-service of Indian Railways

Socio-economic factors	Classifications	Frequency	Percentage
Age	Below 20 years	16	13.33
	21-30 years	40	33.33
	31-40 years	40	33.33
	41-50 years	16	13.33
	Above 50 years	8	6.67
	Total	120	100.00
Gender	Male	96	80.00
	Female	24	20.00
	Total	120	100.00
Educational qualification	No Schooling	8	6.67
	Schooling	16	13.33
	Under Graduate	40	33.33
	Post Graduate	32	26.67
	Professional/Technical	24	20.00
	Total	120	100.00
Occupation	Government service	24	20.00
	Private service	40	33.33
	Professional	16	13.33
	Business	32	26.67
	Home maker	8	6.67
	Total	120	100.00
Monthly income	Below Rs.20,000	8	6.67
	Rs.20,001-Rs.40,000	40	33.33
	Rs.40,001-Rs.60,000	24	20.00
	Rs.6001-Rs.80,000	32	26.67
	Above Rs.80,000	16	13.33
	Total	120	100.00
Marital status	Married	96	80.00
	Unmarried	24	20.00
	Total	120	100.00

Source: primary data

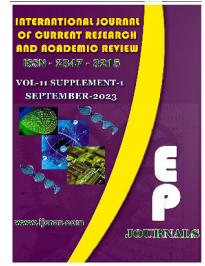


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Interpretation

From table 1 it is inferred that maximum of the respondents (33.33 per cent each) are aged between 21-30 and 31-40 years. Regarding gender 80 per cent are males. Maximum of the respondents (33.33 per cent) are Under Graduates. One third of the respondents are employed in private sector. Maximum of the respondents (33.33 per cent) earn Rs.20,001-40,000 per month and majority (80%) of are married.

Table.2 Awareness of E-service of Indian Railways

Awareness	Frequency	Percentage
Self interest	16	13.33
Friends and relations	32	26.67
Media	8	6.67
IRCTC	39	32.50
Agent	25	20.83
Total	120	100.00

Source: primary data

Interpretation

Table 2 shows how the respondents come to know about the e-services of Indian Railways. It states that maximum of the respondents (32.50 per cent) are aware of Railway E-services via IRCTC, followed by awareness through their friends and relations (26.67 per cent), through Agent (20.83%), by self interest (13.33 per cent) and through Media (6.67 per cent). It is understood that IRCTC makes many people to be aware of the e-services of Indian Railways.

Table.3 Frequency of usage of E-service

Usage	Frequency	Percentage
Daily	5	4.17
Weekly once	48	40.00
Monthly once	51	42.50
Occasionally	16	13.33
Rarely	-	-
Total	120	100.00

Source: primary data

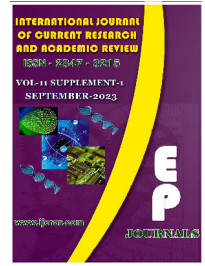


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Interpretation

Table 3 shows that maximum of respondents (42.5 per cent) use E-services monthly once, followed by weekly once (40 per cent), use occasionally (13.33 per cent) and 4.17 per cent use daily.

Table.4 Period of usage of E-service

Period of usage	Frequency	Percentage
Less than 3 years	24	20.00
3 to 5 years	48	40.00
5 to 10 years	32	26.67
More than 10 years	16	13.33
Total	120	100.00

Source: Primary data

Interpretation

Table 4 shows that maximum of the respondents (40%) use E-services for 3-5 years, followed by 5-10 years (26.67%). For less than 3 years, 20% use it and 13.33 per cent use it for more than 10 years.

Table.5 Purpose of using E-service

Purpose of usage	Frequency	Percentage
Online ticket booking	98	81.67
Food service	52	43.33
Accommodation	48	40.00
Cab service	23	19.17
Availability and timing of trains	88	73.33
Seat availability	76	63.33
Enquiry	19	15.83

Source: primary data multiple response

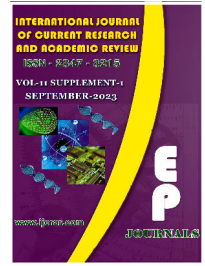


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Interpretation

This table reveals that majority of the respondents (81.67 percent) avail the e-service of online ticket booking. To check the availability of trains and train timings 73.33 percent use it. To check seat availability, 63.33 percent of respondents use. For accommodation purpose, 40 per cent of the respondents use it. Other services are used only by lesser number of respondents.

Table.6 Reasons for using E-services of Indian Railways

Reason	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Mean score
Access at any where	60 (50%)	48 (40%)	12 (10%)	0	0	4.40
Cashless transaction	36 (30%)	84 (70%)	0	0	0	4.30
Simple to understand	35 (29.17%)	73 (60.83%)	12 (10%)	0	0	4.19
24 hours service	24 (20%)	84 (70%)	12 (10%)	0	0	4.10
Minimise the waiting time at counters	48 (40%)	48 (40%)	0	12 (10%)	12 (10%)	3.90
Awareness and benefits of service	0	60 (50%)	36 (30%)	12 (10%)	12 (10%)	3.20
Easy to use	36 (30%)	72 (60%)	12 (10%)	0	0	4.20
Safety and security	24 (20%)	60 (50%)	24 (20%)	12 (10%)	0	3.80
Technology upgrade	11 (9.17%)	73 (60.83%)	12 (10%)	24 (20%)	0	3.59
Response for grievances	0	72 (60%)	24 (20%)	12 (10%)	12 (10%)	3.30
Nominal service charges	0	72 (60%)	12 (10%)	24 (20%)	12 (10%)	3.20
Self interest	2 (1.67)	58 (48.33%)	12 (10%)	36 (30%)	12 (10%)	3.02

Source: primary data

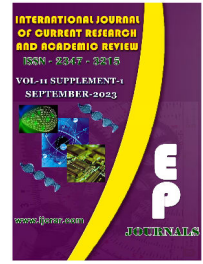


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Interpretation

The table 6 shows that Access at anywhere scores the highest (4.40) among the reasons for using E-services, followed by Cashless transactions (4.30) and Easy to use (4.20) and others.

Table.7 Ranking of the problems faced by passengers while using E-service

Problems	Mean score	Rank
Server problem	1.14	1
More advertisements	4.23	2
No safe online cash transaction	4.28	3
Automatic cancellation of tickets	4.31	4
More procedures	4.76	5
Time consuming	4.80	6
More charges	5.79	7
Lack of privacy	6.69	8

Source: Primary data

Interpretation

Table 7 shows that server problems is the major problem faced by the respondents with a mean score of 1.14, followed by more advertisements (4.23). Safety issue is considered to be the next problem (4.28) followed by others.



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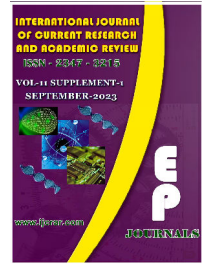


Table.8 Passengers’ level of satisfaction towards E-service of Indian Railways

Level of satisfaction	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied	Mean Score
Minimise the waiting time	83 (69.17%)	37 (30.83%)	0	0	0	4.69
Cashless transaction	73 (60.83%)	47 (39.17%)	0	0	0	4.61
24/7 availability of information	48 (40%)	60 (50%)	12 (10%)	0	0	4.30
Quick Accessibility	25 (20.83%)	59 (49.17%)	24 (20%)	12 (10%)	0	3.81
Comfort	12 (10%)	72 (60%)	36 (30%)	0	0	3.80
Innovation in Technology	0	95 (79.17%)	12 (10%)	13 (10.83%)	0	3.68
Appropriate service	0	83 (69.17%)	25 (20.83%)	12 (10%)	0	3.59
Reliability	12 (10%)	60 (50%)	24 (20%)	24 (20%)	0	3.50

Source: Primary data

Interpretation

Table 8 shows that Minimisation of Waiting time gives the highest satisfaction followed by cashless transaction and others. Majority of the respondents are highly satisfied or satisfied with the factors given.



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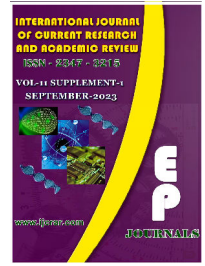


Table.9 Statistics relating to overall satisfaction of e-services

N	Valid	120
	Missing	0
	Mean	71.1250
	Median	71.0000
	Std. Deviation	5.82022
	Minimum	62.00
	Maximum	84.00

Table 9 states that the average overall satisfaction of the respondents on e-services provided by the Indian Railways is around 71 per cent. The minimum is 62 per cent and the maximum is 84 per cent. It is inferred that majority of the respondents have a high overall satisfaction on the e-services provided by the Indian Railways.

Testing of hypotheses

Hypothesis 1: There is no significant difference between gender and overall satisfaction on e-services provided by Indian Railways.

Table.10 Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Overall satisfaction dimension1	1.00	96	70.8333	6.32899	.64595
	2.00	24	72.2917	2.83578	.57885



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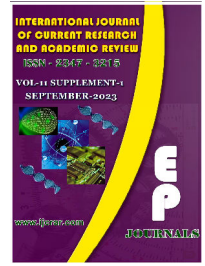


Table.11 Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Overall satisfaction	Equal variances assumed	15.285	.000	-1.099	118	.274	-1.45833	1.32712	-4.08640	1.16973
	Equal variances not assumed			-1.681	84.300	.096	-1.45833	.86736	-3.18309	.26643

Since the p value (0.096) is not less than 0.05, alternative hypothesis is rejected. That is, There is no significant difference between gender and overall satisfaction on e-services provided by Indian Railways.

Hypothesis 2: There is no significant difference between level of income and overall satisfaction on e-services provided by Indian Railways.

Table.12

ANOVA					
Overall Satisfaction					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	518.923	4	129.731	4.248	.003
Within Groups	3512.202	115	30.541		
Total	4031.125	119			



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Since the p value (0.003) is less than 0.05, alternative hypothesis is accepted. That is, there is a significant difference between level of income and overall satisfaction on e-services provided by Indian Railways.

Suggestions

1. Government of India must provide internet facilities in all places with adequate speed.
2. IRCTC must make arrangement in such a way that there is no server problem.
3. Advertisements in IRCTC website may be minimised.
4. Awareness about the usage of e-services of Indian Railways must be made among the general public.
5. Indian Railways may increase the number of e-services offered.

Conclusion

The study shows that e-services offered by the Indian Railways is used by many people. The respondents in spite of facing some problems are very much satisfied with the services provided. Awareness about the e-services offered by the Indian Railways must be made to the general public so that the usage can be increased and the public at large may be benefited.

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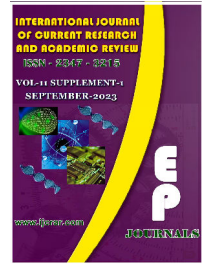


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Full Length Article

IJCRAR/FL/20

A Study on the Customer Awareness towards Evolution of Mobile Networks Continues with the Next 5G Technology

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Abstract

The evolution in mobile networks continues with the next 5G technology, which is already released in 2020, and also has a distinct advantage from its predecessor. This difference also results in measurements of Quality of Service (QoS) and Quality of Experience (QoE) which are very diverse because there is no specific standard on 5G technology. This paper gives a review of an approach in the measurement as part of the process of QoS and QoE. In addition, this paper provides measurements on how to predict the availability of new 5G. The measurement process is related to the location and conditions, where 5G technology will be implemented.

Keywords: Mobile Network-quality of service-Quality of experience-Location-Technology.

Introduction

The first mobile cellular networks of the fifth generation 5G are expected to be available to the end user in 2020. The technology will be a combination of different networks, technologies and



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applications, and there will be no one universal 5G network. It is expected to have a set of different frequency spectra with different access options for different needs. Wider bandwidths will be used, the connection time is expected to be between 1 and 5 ms, ensuring full availability of radio coverage. 5G should provide real-time communication of time-dependent applications, transmission speeds in the DL direction up to 20 Gbps and up to 10 Gbps in the UL direction, complete reliable communication, improved energy efficiency, direct communication between mobile devices, etc.

The standardization of 5G technologies and solutions should be completed by 2021, so 5G currently means only fragmented solutions, which in the future will become part of the overall IMT2020 solution. Such solutions have already been implemented in various countries, but they are still local and test in nature and don't provide all the planned functionality of IMT2020 networks. 5G networks significantly extend the limited functionality of previous generations of mobile networks. The main functional characteristics of 5G networks can be summarized to Enhanced Mobile Broadband (eMBB), Ultra-Low Latency Reliable Communication (ULLRC), Massive IoT/IIoT, mMTC (massive Machine Type Communication).

5G mobile networks

5G provides the ability to upgrade through cognitive radio technology, which includes various important features, such as the ability of devices to identify their geographical location, as well as time, temperature and more signals in its work environment. In addition, it timely distinguishes changes in its environment and responds accordingly to ensure continuous quality of service (QoS).

The 5G network architecture has been developed for the exchange of all types of data and the provision of various services using technologies such as network virtualization Network Function Virtualization (NFV) and software defined networks Software Defined Networking (SDN). The new technology is mainly characterized by ultra-broadband mobile access improved mobile broadband, eMBB, URLLC, mass connection of various sensors and devices from the world of Internet of Things (IoT), Mmtc



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The system consists of a main user terminal and then a number of independent autonomous radio access technologies. Each of the radio technologies is considered as an IP connection to the outside world. IP technology is designed to provide sufficient control data for the appropriate routing of IP packets associated with certain application connections, i.e. sessions between client applications and servers somewhere on the Internet. In addition, in order to make packet routing available, it must be fixed in accordance with the given user policies.

The main idea of NanoCore is the combination of three innovation technologies: • All IP Network (AIPN); • Nanotechnology; • Cloud Computing. As shown in figure 2, the 5G NanoCore is a convergence point for other technologies that have their own impact on the existing wireless network. Interestingly, its design makes it easier for NanoCore to work in parallel multimode, including all IP network modes and 5G network mode. In this mode (as shown in the image below), all RAN network technologies and different access networks (DAT) are controlled. Because the technology is compatible and manages all new deployments (based on 5G), it is more efficient, less complex and more powerful. [2] Each service mode can be opened under a 5G new deployment mode such as World Combination Service Mode (WCSM). WCSM is a wonderful feature of this technology; for example, if a professor writes on a whiteboard in a country, it can be shown on another whiteboard in any part of the world except a conversation and a video. In addition, a new service can be easily added via a parallel multimode service.

Literature Review

First generation network - 1G

Elliott and Philips, (2004), The first generation wireless technologies, also known as 1G, were relatively simple and used analogue signals. Mobile phone handsets based on 1G technology were mainly used by government agencies and the military before this technology came into general use in the business domain in the 1980s. The systems in Europe and the USA had in common that they provided coverage of a very large area by using only one transmitter mast. The coverage area of a mast was fairly large, up to 150km, and required minimal infrastructure. In order to connect via large distances, the base station as well as the mobile phone had to transmit

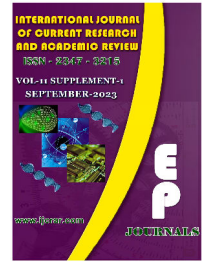


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simultaneously at high power. This meant that the mobile phones were larger than today's handsets and used to be built into car boots.

Second generation networks - 2G

Stallings, (2005), In the late 1980s and early 1990s, the popularity of wireless communications grew and increased the demand for network capacity. Together with the disadvantages of analogue 1G systems, this led to the development of the second generation wireless system based on digital technology. Digital signals have different transmission properties than analogue signals and use binary coding using sequences of 0s and 1s to construct a signal's unique pattern. Digital signals use digital samplers and codecs to convert analogue voice data into digital data. Digital signals can be precisely duplicated by the receiving base station and send to its destination. This process results in a lower error rate than analogue transmission correction which results in clearer voice reception (Deitel *et al.*, 2002). In addition, digital traffic is relatively simple to encrypt in order to prevent eavesdropping.

Third generation networks - 3G

Elliott and Philips (2004), Third generation mobile telephony (3G) is the successor to the 2G and 2.5G systems. 3G improved previous systems by providing enhanced security and encryption features, improvements in screen displays and the ability to handle multimedia data, such as graphics and video streaming. 3G allows faster data exchange with data transmission rates up to 1920 kbits per second, which enables the support of greater voice and data customers. Support can be provided for a wide variety of mobile equipment. 3G technologies were first introduced in Japan in 2001 and spread to Europe and the USA in 2002. UMTS (Universal Mobile Telecommunications System) is the third generation mobile phone technology mainly used in Europe and also in Japan. It uses the GSM infrastructure and UMTS/GSM dual-mode phones sold in Europe are able to make and receive calls on both networks. describe as aims of all 3G networks



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Experimental results

Compared to the generation used for mobile coverage, different coverage is achieved, and with each more modern generation, the coverage area decreases, at the expense of the services used. The coverage is in accordance with a decision of the Communications Regulation Commission, as the admissible levels according to the decision of CRC.

Table.1 Permissible coverage according to the generation of cellular networks used.

Level of coverage	2G network (GSM) X-level of the signal (RxLev)	3G network (UMTS) X-level of the signal (CPICH RSCP)	4G network (LTE) X-level of the signal (RSRP)	Color
Bad coverage	$X \leq -104$ dBm	$X \leq -105$ dBm	$X \leq -110$ dBm	White
Not good enough	-85 dBm $< X < -104$ dBm	-85 dBm $< X < -105$ dBm	-85 dBm $< X < -105$ dBm	Green
Good	-85 dBm $\leq X < -65$ dBm	-85 dBm $\leq X < -65$ dBm	-100 dBm $\leq X < -80$ dBm	Yellow
Very good	$X \geq -65$ dBm	$X \geq -65$ dBm	$X \geq -80$ dBm	Red

Results

The mobile coverage of 5G now (September 2020), is still a confidential project and there is no official information about the coverage and capacity of base stations in India. In order to be able to present practical results, officially presented results are presented from city, where 5G technology for mobile coverage works in the same frequency range in which it will work in the future in India - 3.3GHz - 3.8GHz. The presented results show forecast data, which will most likely be valid for India as well. The presented data show analysis and measurements of coverage in tests of 5G technology



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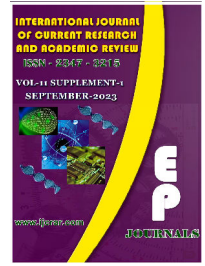


Table.2 5G NR Link Budget.

Main gNodeB and UE parameters		
Data Channel Type	PUSCH (UL)	PDSCH (DL)
NR Duplex Mode	TDD	
System Frequency Band	n78 (3500MHz)	
System Bandwidth	60	
Min MCS requirements	16 QAM	64 QAM
Transmitter gNodeB		
Max Tx power per port (dBm)	23	43
Tx Antenna Gain (dBi)	2	24.7
Receiver (UE)		
Minimum SUNR (dB)	-0.54	-2.29
Receiver Sensitivity (dBm)	-107.23	-91.97
gNodeB Antenna Height (m)	27.77	
Area probability	90%	
Edge Probability	75%	

Results

Measuring instrument and a broadband measuring antenna were used to test the considered 5G coverage. The device registers data from points in single input mode, single output (SISO) in more than 30 km in the surrounding streets. The second test is a stationary bandwidth test using a 5G UE (consumer equipment) placed through the window in the back of the car. The UE used 2x2 Multiple Input, Multiple Output (MIMO) and speed tests were performed using a TCP based speed testing service on a smartphone connected to the UE via 5 GHz Wi-Fi network.

Conclusion

The experimental results shown by the used equipment of different generations and analysis of existing coverage by mobile operators is possible to use a common collocation area for the equipment of different generations of cellular networks. The technology for mobile



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communications of the 5th generation are compatible with the current location of base stations, and modern technologies allow the implementation of 5G modules in existing ones. From the presented solutions for coverage of different generations of mobile networks, currently operating on the territory of the Republic of Bulgaria, a complete idea can be obtained about the coverage provided by mobile operators.

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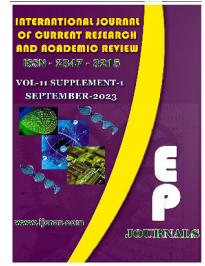


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Full Length Article

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Social Media Influence among Women Entrepreneurs

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Abstract

The country has experienced tremendous business and economic growth as a result of the rise in the number of female entrepreneurs. Social media has seen an uptick in the presence of female business owners. Startup India is dedicated to strengthening women entrepreneurship in India through initiatives, programs, the development of enabling networks and communities, and the activation of partnerships among various stakeholders. The purpose of this study is to understand the impact of social media among women entrepreneurs towards intention and their psychological empowerment. For this study, data from women entrepreneurs who served as target respondents were collected using a purposeful sampling strategy. Questionnaires were used as a data collection tool. The use of social media is currently being used to promote propaganda through commercials as well as for amusement and information. The study's findings revealed that women business owners are currently using social media to promote their industries in the most effective way.

Keywords: Social media, female entrepreneurs, economic growth, stakeholders, psychological empowerment.

Introduction

The country has experienced tremendous business and economic growth as a result of the rise in the number of female entrepreneurs. By creating jobs in the nation, influencing demographic changes, and motivating the subsequent generation of female founders, women-owned businesses are playing a significant role in society. As a means of gaining psychological



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empowerment through female entrepreneurship, the usage of social media is becoming more and more significant for entrepreneurial marketing. Social media has seen an uptick in the presence of female business owners. Startup India is dedicated to strengthening women entrepreneurship in India through initiatives, programs, the development of enabling networks and communities, and the activation of partnerships among various stakeholders. The organization has a vision to promote the sustainable development of women entrepreneurs for the country's balanced growth.

On the other hand, in order for women to start their own business, they must also overcome numerous obstacles related to funding, business expertise, networks, and support groups, among other things (Coleman 2000).

Women can gain from entrepreneurship, but it also presents problems. On the one hand, it gives them the opportunity to increase their household income, create jobs, and eventually actively contribute to the nation's economy. On the other hand, in order for women to start their own business, they must also overcome numerous obstacles related to funding, business expertise, networks, and support groups, among other things.

The purpose of this study is to understand the impact of social media among women entrepreneurs towards intention and their psychological empowerment.

Objectives of the Study

- To understand how women entrepreneurs, use social media.
- To define social media's function as a tool for business among women.
- Being aware of the difficulties experienced by female entrepreneurs on social media.

Literature Review

A gateway for information democracy, the Internet is regarded as one of the greatest technologies of the twentieth century (Gates 2000). There are undoubtedly many opportunities for many people now that the Internet has arrived. This is because the new technology enables more effective communication, making it possible for many people with modest skill levels to access



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communication that is not just quicker but also comparatively cheaply. Metcalfe's law, which argues that "the power of the Web is enhanced through the network effect produced as resource links by network members," embodies internet power as the foundation for the World Wide Web (Esplen and Brody 2007). The connectedness between members of a network likewise grows as its size does.

In order to take advantage of opportunities in their immediate area by generating goods and services, Mordi *et al.*, (2010) defined women entrepreneurs as women who engage in business and take risks by combining resources in novel ways. Economic development cannot occur without the participation of women, and entrepreneurship is the most likely path for them. Any business that has more than 51% of its capital or product coming from women and more than 51% of its employable roles going to women can be said to be female-owned (Vijayakumar & Jayachitra, 2013). Small firms with a focus on trade and services are more often than not run by women.

Research Methodology

Women in business and social media are topics covered by the study investigation. Data collection involved the use of a survey sample method. For this study, data from women entrepreneurs who served as target respondents were collected using a purposeful sampling strategy. Questionnaires were used as a data collection tool. 100 respondents were given the questionnaire, and 120 of them responded.

Data Analysis and Interpretation

Frequency and Percentage were employed to present the study's findings after the data was processed, coded, and analyzed using Statistical Packages for Social Science (SPSS).

Demographic Variables

- Most participants (37.2%) are between the ages of 26 and 35, while 24.2% of respondents are between the ages of 36 and 45, and only 16.6% are between the ages of 45 and beyond.



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- Out of 100 respondents, 3.2% had a postgraduate degree, followed by 58% graduates, 27.5% had passed their 12th grade, 7.3% had a diploma, and 4% had a higher education.

Type of Business Engaged

43.5% of Women entrepreneurs are engaged in Boutique business, 30.7% of them engaged in Beauty parlour, 10% of them in NGO business, 7% of them in Fashion Design and 8.8% of them engaged in art gallery business.

Usage of Social media platform

- Women entrepreneur mostly (45.2%) use Instagram for their business such as promotion, selling product, advertisement while 40% respondent use Facebook, whereas 10.2% entrepreneur use YouTube and 4.6 use twitter for their business.
- 40% of women entrepreneurs find it useful and relevant for business activates like promotion, advertisement or selling product whereas, 23.3% entrepreneurs find social media very relevant.
- According to data research, 35% of entrepreneurs strongly agree with the statement that social media is more affordable than other media platforms like newspapers or television, while 44.5% of women entrepreneurs made the same claim. The statement's conclusion is that social media is not only accessible but also aids female entrepreneurs in starting and growing their businesses through this medium.

Problems face by using social media for business

The study reveals that women business owners have a good attitude towards social media, but they also encounter some challenges as a result of adopting social media as a marketing tool. The unavailability of customers at a specific time was cited as the most problematic issue by entrepreneurs (31.7%), followed by misuse of contact information (25%) and technical issues (22.5%) on social media platforms, in addition to the issues already mentioned.



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Conclusion

According to the study, social media significantly contribute to the growth of women entrepreneurs in India. When it comes to negotiating their commercial activities, the use of social media platforms and tools by female entrepreneurs has been considered as a very beneficial and progressive step for women. This study demonstrates how social networking is become a necessity for people of all ages. The use of social media is currently being used to promote propaganda through commercials as well as for amusement and information. The study's findings revealed that women business owners are currently using social media to promote their industries in the most effective way.

Women have also learned this lesson well and are using social media to connect with their communities. They have realised the value of social media's utility. People's ways of thinking have evolved along with the thinking age. The contemporary empowerment of women is greatly aided by social media. Because of its utilisation, the perception of women as entrepreneurs has altered, and female middlemen are now supporting one another. In addition to this, the people are strengthening their economic and the interaction is growing. According to this report, mobile phones are the business tool that female entrepreneurs utilise the most frequently.

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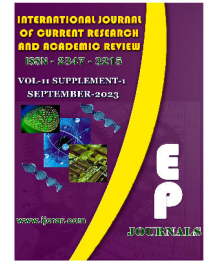


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Full Length Article

IJCRAR/FL/22

Student Entrepreneurship – An Overview

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Abstract

In recent years, student entrepreneurship has been a hot topic in the media and in public conversation. The media and public debate have shown a lot of interest in student entrepreneurship. The study motive is to find out the student entrepreneurship importance and its role based on the review collected from the various sources. Even though India has grown to be the third-largest startup environment globally, students are uninformed of the tools at their disposal to pursue a career in the industry of their choice. Students have the option to choose to become entrepreneurs at any time.

Keywords: Facebook, Student entrepreneurs, information, local or international.

Introduction

In recent years, student entrepreneurship has been a hot topic in the media and in public conversation. Although there isn't any accurate information on how many students in colleges and universities are entrepreneurs, there is a lot of entrepreneurial activity among college students. Student entrepreneurs like Michael Dell, who started Dell Computers in his dorm room while attending the University of Texas, Mark Zuckerberg, who launched Facebook with his roommates while attending Harvard, and Larry Page, who co-founded Google while attending Stanford, are examples to consider. Businesses started by students might be small or large, high tech or low tech, manufacturing or service-based, local or international. Despite the fact that

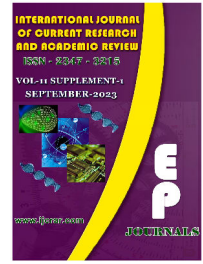


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student entrepreneurship is on the rise, there has been a startling dearth of academic research on the subject. The media and public debate have shown a lot of interest in student entrepreneurship. Student entrepreneurs have been the subject of a number of well-known books (such as *Beyond the Lemonade Stand*), as well as hundreds of thousands of articles and news reports. Many colleges and universities have recently realized the critically essential role that student entrepreneurship plays in society and have taken active steps to encourage student entrepreneurship and enterprising behavior. In order to develop student understanding and knowledge of entrepreneurship and new business, as well as to give them enterprise and entrepreneurial skills, schools and college now offer entrepreneurship-related courses.

For many academics, the idea of student entrepreneurship has diverse connotations. Students enrolling in entrepreneurship courses or programs are sometimes referred to as "student entrepreneurs" by researchers (Fiet, 2001; Robinson, Huefner, & Hunt 1991). According to a second group of researchers, student entrepreneurs are those who are working on a business plan for a startup or established company that is focused on growth (Katz, Harshman, & Dean, 2000). And a third group sees student entrepreneurs as people who are actively pursuing their academic studies while also managing a business (either alone or with colleagues) (Ridder & Sijde, 2006).

Meaning of Student Entrepreneurship

A student entrepreneur is someone who combines academic activities with business. He is the owner or the manager of a business enterprise who by risks and initiative, attempts to make a profit and combine this with academics.

The Student Entrepreneur is a particular person taking honors courses at a university and undertaking profitable and innovative entrepreneurial activities.

Growing Significance of Student Entrepreneurs

This kind of entrepreneurship merits our attention for at least three reasons. First off, studies show that young people, and particularly students, have a great interest in pursuing an entrepreneurial career (Sieger, Fueglistaller, & Zellweger, 2011).



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Second, university-based research acts as a source of information that generates fresh business prospects that can result in the establishment of creative new businesses (Audretsch & Lehmann, 2005).

Thirdly, the university's function is increasingly recognized as encompassing more than just facilitating technology transfer. According to Audretsch (2014: 320), universities should "provide thinking, leadership, and activity to enhance entrepreneurship capital" in today's entrepreneurial society.

Universities and other educational institutions are working harder and harder to give their students the knowledge and abilities they need to launch a firm or engage in other entrepreneurial activities. There has been a dramatic rise in the number of entrepreneurship-related courses during the last two decades.

Universities seek to establish a conducive environment for entrepreneurship by providing courses, training, and extracurricular assistance (Walter *et al.*, 2013). This increases students' motivation and capacity for beginning a firm. While students don't usually launch a firm right after finishing their studies, they might do so at a later point in their careers (Wennberg *et al.*, 2011). It stands to reason that students and graduates who gain entrepreneurial experience throughout their education will have an easier time starting businesses in the future.

Advantages of Being A Student Entrepreneur

- Acquiring entrepreneurial abilities
- As a recent graduate, it serves as proof of job experience in an interview.
- Access to multiple streams of Income
- Taking decisions and being independent
- Employers of labor look for experienced candidate to employ they can count on the experience of running a business on campus.
- Helps to develop skills and talent to command commercial value.
- Options after school either to look for Job or continue the business or change line of business is possible.



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Barriers to Entry for Student Entrepreneurs

- Lack of knowledge about how to start the entrepreneurial process
- Lack of financing resources and fundraising knowledge
- Underdeveloped money management skills
- Poor systematic support
- Limited belief in themselves

What Distinguishes A Student Entrepreneur from their Adult Counterparts?

A few add-ons that distinguishes a student's entrepreneur are the following facts: -

1) Usually it is not about the money

The motivation of student entrepreneurs is not money. Of course, many business owners would like to see a profit at the end of their operations, but it isn't their main objective. The capacity to improve things, to add value to society, and to aid those in need is what motivates the next generation of businesspeople.

2) Innovative thinking Is Essential

Students who launch startups are creative people, whether they're studying to become engineers or stand-up comedians. Innovation and entrepreneurship have long been considered synonymous. However, student entrepreneurs are often quick to point out that becoming an entrepreneur doesn't need doing anything particularly novel. Students who are interested in starting their own businesses are frequently open to trying something new, whether it be by enhancing current goods and services somewhat or by approaching a challenge from a novel perspective.

3) Leaving Business Behind and going beyond it

Entrepreneurs have typically been competitive and reclusive people. Today, the reverse is accurate. Student entrepreneurs are dismantling boundaries and motivating one another to



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collaborate. It is more of a community aspect. In fact, the core of student entrepreneurship is community. It is rare to come across student entrepreneurs who operate outside of incubators like Entrepreneurial Spark and academic settings. There is one straightforward explanation for this: collaboration helps student entrepreneurs succeed by enabling them to learn from one another's achievements and mistakes.

Conclusion

Even though India has grown to be the third-largest startup environment globally, students are uninformed of the tools at their disposal to pursue a career in the industry of their choice. Students have the option to choose to become entrepreneurs at any time. A would-be entrepreneur will always question the status quo and look for fresh ways to learn more about the complexities of running a firm. Their exposure to entrepreneurial activities and thought will increase as they work together with coaches, instructors, and other students as well as develop multidisciplinary teamwork. Having an entrepreneurial attitude also entails being able to carry out the strategy when resources are limited. The three tenets of entrepreneurship are to be innovative, tenacious, and visionary these can be encouraged by the universities and colleges to create more student entrepreneurs.

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Full Length Article

IJCRAR/FL/23

The Common Challenges Faced by New Entrepreneur and the Ways to Overcome Them

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Abstract

All business owners will likely encounter challenges along the way, but particularly those who are just starting out and have little prior business experience. This information is used in this study to shed light on the numerous internal and external challenges that new business owners will face. This study also looks for various methods that could be used to circumvent such problems. Through the review of secondary data, such as online journal articles and publications, the data for this study was compiled. One of the common internal issues noted by the poll was locating the ideal business site. Others included creating a business idea and vision and obtaining startup capital.

Keywords: businesses, entrepreneur, small-scale Common challenges, secondary data or sources.

Introduction

According to the Business Dictionary, one needs to be able and ready to do so in order to establish a business and accept the risks involved in doing so in order to make a profit. According to Lowery, an individual is seen as an entrepreneur if they work to achieve their goals of economic growth and survival. According to this context, entrepreneurs are those who will be involved in this industry and are known for organizing and managing businesses around the world. They are actually in charge of producing the products and services that we utilize on a

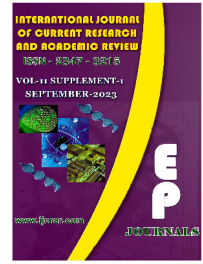


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daily basis. Businesses are also in charge of enriching customers' lifestyles and fixing their problems, claim McKenzie *et al.*,

Objectives of the study

1. To identify and study the various challenges faced by small-scale Common challenges faced by new entrepreneur Entrepreneurs in India.
2. To study the prospects and provide remedial measures to overcome the challenges

Methodology

This study's goal is to identify the challenges experienced by new business owners and to provide answers. It is based on secondary data or sources. These secondary data were acquired through reading online journal papers and publications that related to the topic of the study. The research objectives were supported by a presentation and in-depth discussion of the data that had been gathered.

Statement of the Problem

The entrepreneurial common challenges process entails an ongoing search for alternatives, a certain amount of risk-taking, persistence, and an effort to spot and take advantage of business improvement prospects. In truth, an entrepreneur must work hard against overwhelming difficulties from the minute he or she develops the idea to launch their own business. Small, medium, and large business problems all share a general nature but differ in terms of scale. The major industry has some sway over its clients, raw material suppliers, and occasionally even the government when it comes to formulating policies. Enterprises may have a variety of issues from time to time that cause their growth to fluctuate. The issues that businesses confront could differ depending on where they are.

Review of Literature

(Sukthankar *et al.*, 2021) highlighted how Common challenges faced by new entrepreneur Entrepreneurs' participation in various entrepreneurial activities has strengthened them in



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economic, social, and cultural spheres. The ability to make choices on their own in family and commercial affairs has made Common challenges faced by new entrepreneur even more self-confident than ever before. Rural Common challenges faced by new entrepreneur are becoming better organisers. To effectively address the issues, Common challenges faced by new entrepreneur Entrepreneurs require the backing of proper policies and processes. However, there are issues with the execution of government programmes. Rural Common challenges faced by new entrepreneur Entrepreneurs are still subjected to discrimination since some government services are not accessible in rural regions but are available in metropolitan ones. Despite facing several challenges, Common challenges faced by new entrepreneur Entrepreneurs have effectively managed their businesses.

(Sargani *et al.*, 2021) examined an inclusive environment for Theory of planned behavior antecedents to anticipate entrepreneurial intention and establish the degree to which Pakistani respondents wish to be self-efficient. The crucial function of the TPB's mediation of attitudinal beliefs, that is, attitude toward behaviour, perceived behavioural control, including subjective norm through education, and personal qualities in general, as investigated via gender variations in entrepreneurship, has been the focus of research. The findings of our investigation revealed fascinating structural relationships between the relative importance of attitude toward behaviour, perceived behavioural control, and subjective norm components in determining intention components.

(Perez-Quintana *et al.*, 2017) explores the connection between sex and gender-role orientation. (GRO) and the choice to start a business. Because gender stereotypes impact individuals' employment preferences and decisions, the results reveal that GRO is an important to gain insight of the choice of becoming an entrepreneur than gender. Furthermore, the results for the entire sample corroborate the association between male and androgynous GRO and entrepreneurial purpose, but there are indications of feminine GRO when just Common challenges faced by new entrepreneur are included.

(Bianco *et al.*, 2017) highlights gender ideology expressed themselves in the form of interconnected structural barriers that limited Common challenges faced by new entrepreneur Entrepreneurs' access to resources. Social interactions constituted areas in which gender



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stereotypes were perpetuated, but also spaces in which Common challenges faced by new entrepreneur utilised resistance and accommodation methods to effect change. Although negative outcomes were noted, entrepreneurship was related with positive developments toward more gender equality.

Findings

The study looked at the problems and obstacles faced by female entrepreneurs in India. The majority of female entrepreneurs, according to the profile, are highly qualified, single, and between the ages of 29 and 38. Regardless of socioeconomic independence, certain expectations of common challenges faced by new entrepreneur have persisted over time, according to the interview conversations.

The strategy takes into account national limitations to provide light on the difficulties experienced by Indian common challenges faced by new entrepreneur entrepreneurs. Seven general constraints and 19 specific constraints make up the restrictions. It includes the push to get married, prioritize starting a family, and cherish domestic life. According to the report, almost all of the possible problems mentioned have varying degrees of impact on female entrepreneurs. Among these, raising finance is the most significant.

Suggestions

Entrepreneurs play a significant role in the socioeconomic growth of a nation like India. To support this development, public and private sector banks should offer a variety of lending programs and facilities designed to support small, medium, and large-scale businesses. Such loans should have lower interest rates than conventional company loans in order to draw in more female entrepreneurs. Informational programs on the grants and programs that the State and Federal governments offer to common challenges faced by new entrepreneur entrepreneurs should be broadcast in the form of advertisements on TV, radio, print media, and social media.

Family members should be encouraged to accept the evolving role of entrepreneurs in the house and to broaden their perspectives on this issue. He government should support entrepreneurs by



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offering loans with low interest rates and other benefits, as well as by setting up training and capacity-building programs to help entrepreneurs think more clearly.

With safety being a top issue for Indian, business should be trained in self-defense to help them deal with any challenging situations. Venture capitalists, corporate banks, and NBFCs should offer assistance to common challenges faced by new entrepreneur entrepreneurs managing.

Entrepreneurs should not limit their abilities when beginning and running a business venture and should be willing to take calculated risks. There should be formal business education or training programs on how to launch startups. Case studies and realistic training programs ought to be developed.

Conclusion

In conclusion, the aforementioned assertions confirm that there are a variety of common problems that new entrepreneurs confront across all entrepreneurial activity. Common problems experienced by young entrepreneurs in starting their own businesses are the same throughout India, and if they are appropriately addressed, they can greatly advance entrepreneurship. Entrepreneurship is a desirable quality for accelerating India's economic growth and development. However, new entrepreneurs frequently confront difficulties.

When compared to men, women have fewer common hurdles to overcome in their entrepreneurial endeavors. The current study clarifies the obstacles and difficulties that young entrepreneurs frequently encounter in the areas of capital, marketing, and sales, as well as education and safety. common issues newcomers encounter

Despite all of these obstacles, their fervor, self-assurance, optimistic perspective, and drive for independence are what keep them moving forward. They are figuring out how to get through these obstacles, and if institutional assistance and support are given for typical problems experienced by young entrepreneurs, they can play a bigger part in the corporate world. The typical difficulties faced by new business owners might help them integrate into the system and make a substantial contribution to India's economic development.



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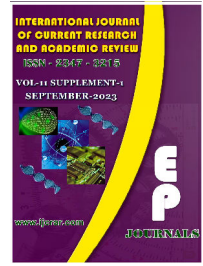


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Full Length Article

IJCRAR/FL/24

Study on Entrepreneurship and Economic Development

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Abstract

Business enterprise and Territorial improvement is considered as one of the key components for the nation's improvement and advance. It could be an all-inclusive situated action which makes imaginative with advancement of unused thoughts or remodels of commerce thoughts accessible as of now or in improve. The development of business enterprise improves the standard of living of individuals within the different locales of the nation. Business enterprise and Territorial advancement are two terms which unmistakable in its nature but when associated gives the meaning that the advancement of the locale can be made with enterprise because it makes business and increments the per capita wage through which the improvement of the nation is measured. The business visionaries confront numerous issues and there are different impediments and challenges to attain their objectives. Government should to too take capable to bring the mindfulness around the business among the youth, ladies, and unemployed people independent of their age. The government must to be prepared to present unused recipient plans for them. The government must to put all its endeavours to require different activities to create business enterprise in all districts of the nation. This paper shows the entrepreneurship and economic development it's to be identify challenges faced by entrepreneurs and then analyse role of entrepreneurship in regional development..

Keywords: Entrepreneurship, Economic development, Challenges, Government initiative.



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Introduction

An entrepreneur is a leader who works to foster economic development and progress. When someone decides to become self-employed, they are referred to as "Entrepreneurs." Entrepreneurship is simply the practice of operating one's own business and earning a living from it. Because these business owners don't look for work, they significantly contribute to minimizing the effects of structural unemployment through self-employment.

At the national, regional, and even local levels of the economy, entrepreneurship promotes social and economic development. Entrepreneurs manage their own businesses by doing managerial tasks. It is associated with entrepreneurial endeavours, creativity, and people's capacity to manage their businesses and come up with new business ideas, all of which encourage the growth of innovation, which is regarded as one of the cornerstones of the modern economy.

Entrepreneurship

The process of starting, operating, and typically beginning as a small business that grows to become a large business or even a large organization is known as entrepreneurship. Entrepreneurs are those who run these types of businesses. They take risks in a variety of ways in order to make or earn money. Innovative ideas, framework conditions, and clever government programs are three components that make up entrepreneurship. The academic disciplines of psychology, economics, and sociology are also included in the entrepreneurship process. It also covers organizational tasks like planning and organizing. The following are some roles that entrepreneurship plays.

- Communicator
- Planner
- Innovator
- Risk-takers
- decision-makers
- lifelong learners
- self-believers



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Entrepreneurship can be motivated by a variety of things, including the desire to attain goals, opportunities that are available to them, and unique standards and values.

Objective

1. To study the entrepreneurship and economic development
2. To identify challenges faced by entrepreneurs
3. To analyse role of entrepreneurship in regional development

Methodology of the Study

The methodology involved both qualitative and quantitative information. The source material for the study and the review of literature was collected from books, journals, magazines, e- journals, e-magazines, Newspapers, Government publication and so on.

Review of Literature

Reddy (2016) pointed out that there are many factors other than education and economics that influence a person's decision to pursue entrepreneurship and work. These factors are the entrepreneur's background in terms of education, age, gender, religion, traditional business, past experience, etc

Ravindra Abhyankar (2016) discussed the recent transformation ecosystem and challenges faced by entrepreneurship and also described the government's attempts to foster a revolution for the development and growth of entrepreneurship.

Rekha Melwani (2017) investigated its contribution to the economic development of the country. She says economic development and entrepreneurship development are linked

Entrepreneurship and Regional Development

It is widely recognized that the region has become a fundamental basis of economic and social life. Development is the process of moving higher or in a good direction from one position to



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another. The country is split up into a number of states, and each state is further divided into districts. The purpose of these divisions is to simplify managerial tasks. Similar to how a nation is split, so are its regions. Simply put, development is a shift for the better. For instance, a child grows into an adult, and a plant becomes a tree; similarly, the region improves. These developments are evaluated based on factors such as income level, standard of living, etc. Regional growth is dependent not only on geography but also on the advancement of people.

Entrepreneurship and Regional Development

For the expansion of the region, entrepreneurship and regional development are interconnected. It is an activity that promotes creation and economic and social growth in a region. Local governments should play a significant role with entrepreneurial behaviours on the one hand and to raise the benefit of the regions on the other, as opposed to entrepreneurship to make the region better. Because of the resources that are accessible there, development varies amongst the regions. Therefore, it is necessary to either expand or preserve regional resources from exploitation. This may make it possible for outside investors to conduct business in the region, which will inevitably lead to regional development.

Challenges Faced by Entrepreneurs

Entrepreneurs face many problems and challenges in society as new entrepreneurs before they succeed in their companies. The challenges are:

- Family challenges
- Social issues
- Technical challenges
- Economic challenges
- Political challenges

In order to contribute to the development of the region in which he lives, an entrepreneur must face the above challenges. Entrepreneurs need to convince their families of the idea for their business, and they need to be financially satisfied as ideas alone cannot create a viable business.



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Role of Entrepreneurship in Regional Development

Entrepreneurship plays an important role in improving the country's standard of living. As start-up founders, its work hard to further develop our company and make it profitable. But in reality, its do something for our local communities, our state, our region, and ultimately our entire country. Entrepreneurs play the following roles in the economic development of a country:

Wealth creation and distribution

Wealth is created by entrepreneurs and distributed equally to different parts of the country's society.

Job creation

Their skills can be efficiently utilized by entrepreneurs and also facilitate employment opportunities for others.

Increase in GDP and per capita income

Entrepreneurship increases a country's GDP and contributes to the country's development. Improved standard of living. Since entrepreneurship creates employment opportunities, the standard of living automatically increases.

Increase in exports

Since everyone is running their own business, the number of shops will increase, and with that, exports will also increase.

Community development

Nurturing local entrepreneurs contributes to the development of local communities.

Development is its main goal.



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Hiring at scale

Entrepreneurship creates more jobs for the unemployed and women, and anyone can start a business regardless of age.

Reduce concentration of economic power

Fundamentally, economic power is concentrated in the hands of a few individuals doing business, but entrepreneurship reduces this concentration of economic power by sharing it with everyone.

Create innovation

An entrepreneur's greatest capital is to bring their ideas to life. This innovation is the most important resource and new combinations, strategies and policies are used to Promote general development.

Entrepreneurship in the early stages of development creates demand for other types of units, which in turn develops the area and promotes overall development.

Creation of new business

This company was born from the introduction of new ideas and strategies and provided employment aspects to individuals.

Personal growth

Rather than waiting for a job, young people create jobs themselves and grow through both self-development, skill improvement, and environment improvement.

Enabling social change

Social change is only possible through changes in local people. This change should have a positive impact on the improvement of the nation.



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Entrepreneurship in India

Entrepreneurship takes a different perspective and is primarily for young people, educated people, financially well-off people, people who have better ideas, people who work hard, or just men. It states that it is a thing. This diverse view of entrepreneurship has been prevalent in India for decades. But on the other hand, people are well informed about entrepreneurship activities and courses are being offered. Entrepreneurship provides employment opportunities for everyone, regardless of age, gender, or education level.

Also, even people who are financially unstable can become entrepreneurs because of the many credit opportunities available. Since then, India's first entrepreneurs came from the kingdom. A community has since gone on to do this work on its own. But now India is producing entrepreneurs from every community. Currently, the system of entrepreneurship is undergoing various changes. As technology advances, so does the growth of entrepreneurship. Entrepreneurial qualities change over time, requiring new qualities and skills. Therefore, entrepreneurship is a growing trend in India.

Conclusion

Entrepreneurship is not just about starting a business, entrepreneurs must be creative and smart in their work entrepreneurs should have a positive attitude even if they fail to achieve the goals, they must have the courage to face problems and challenges. Entrepreneurship must be a development enabler, a contributor to national development. Entrepreneurs must possess key competencies and skills to be successful. He must be well prepared to face difficulties and external environmental conditions. The government should play an important role in achieving balanced regional development in the country's regions.

Areas should be protected with available resources, and policies should be designed to further increase resources. This opportunity should be well exploited by entrepreneurs from different regions. Entrepreneurship creates a competitive environment for new entrepreneurs to enter the market. As such, entrepreneurship plays an important role in economic development and increasing per capita income in a country.



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Full Length Article

IJCRAR/FL/25

A Study on Brand Loyalty of Cosmetic Products Purchase in Instagram in Reference with Women Entrepreneurs Chennai City

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Abstract

Purpose: To study Brand Loyalty of cosmetic products. To identify factors that are influencing brand loyalty of customers specially who purchase cosmetics from Instagram from women entrepreneurs Chennai city. Primary data were collected from cosmetic users only from college students in Chennai city. Secondary data from relative research studies. The test used in this study were weighted average, ANOVA and Correlation The Data were analysed using SPSS version 2.1. The results show that brand Loyalty driven by several factors such as Brand satisfaction, Trust, Commitment, Perceived value.

Keywords: Brand loyalty, brand commitment, Brand Trust, commitment and perceived value.

Introduction

Women Entrepreneurship

The country has experienced tremendous business and economic growth as a result of the rise in the number of female entrepreneurs. By creating jobs in the nation, influencing demographic changes, and motivating the subsequent generation of female founders, women-owned businesses are playing a significant role in society. With a vision to promote the sustainable



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development of women entrepreneurs for balanced growth in the country, Start up India is committed towards strengthening women entrepreneurship in India through initiatives, schemes, creation of enabling networks and communities and activating partnerships among diverse stakeholders in the start up ecosystem.

Cosmetic & Cosmetic Industry in India

Cosmetics designed to enhance one's appearance can be used to conceal blemishes, enhance one's natural features such as the eyebrows and eyelashes add colour to a person's face and—in the case of more extreme forms of makeup used for performances, fashion shows and people in costume—can be used to change the appearance of the face entirely to resemble a different person, creature or object. Techniques for changing appearance include contouring, which aims to give shape to an area of the face. Cosmetics can also be designed to add fragrance to the body. Cosmetics designed for skin care can be used to cleanse, exfoliate and protect the skin, as well as replenishing it, by the use of cleansers, toners, serums, moisturizers, and balms. Cosmetics designed for more general personal care, such as shampoo and body wash, can be used to cleanse the body.

In India the cosmetic industry is one of the fastest growing market sectors with 15% and 20% (2017) of its annual general rate. The Indian cosmetics market is thought to be worth over 274 billion USD. The Cosmetic products include Hair care, Skin care, Fragrance, Colour cosmetics, Oral care. For many years, the Indian beauty industry has been one of the fastest-growing markets in the world. With over a billion people and rising disposable income, India is considered one of the most promising markets for global companies looking to expand their reach. The speed of the Indian cosmetic industry is growing twice faster than the United States and Europe.

Due to changes in demographic growth and, latest technology, and digital solutions with improving -economic social conditions, the growth rate was estimated at 9.7% before pandemic although it has slowed down and is now boosting again. Starting in 2022, it may increase by 2.8% and with such a speedy improvement, it is no surprise that India is heading to become the leader in the cosmetics industry of tomorrow.



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Brand Loyalty

Brand loyalty is the consumers' readiness to assort their desires in the interest of the brand, at least on Occasion. True brand loyalty exists only when the consumers possess high relative attitude with the brand which is then exhibited through repurchase behaviour.

Factors that Affect Brand Loyalty

Brand satisfaction

Brand satisfaction is defined according to Chinomonaetal (2013) as cumulative satisfaction where overall consumer evaluation is based on total purchases and consumer experiences with products or services from the brand.

Brand Trust

Trust in a brand is the willingness to believe in the brand at all costs because of existing hope promised by the brand on product. Trust involves the 18 consumers' beliefs relating to the product, brand, service, salespeople.

Perceived value

The essential strategy for a firm to gain competitive advantage and longterm success is by delivering superior customer value. In addition to this, customers make purchasing decisions based on the degree to which their needs and expectations about the product quality, service quality, and/or price are satisfied and along with perceived value.

Objectives of the Study

- To study the demographic profile of cosmetic users.
- To understand the level of brand satisfaction, perceived value, commitment and brand trust among female consumers with respect to their cosmetic brand.
- To examine the degree of brand loyalty among female consumers with respect to their cosmetic brand.



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Scope of Study

The scope of the study was aimed at studying brand loyalty and its constructs, in purchasing cosmetic products of each brand. The study was limited to measuring the brand loyalty of consumers in purchasing cosmetic Products. This research was conducted in Chennai city by taking a sample size of 75 female respondents.

Research Methodology

It refers to the process used to collect information and Data to make decisions. It includes primary and secondary data

Data Collection Primary Data

The first part of the questionnaire deals with the respondent's information, whereas the second part deals with consumer satisfaction, Brand Trust, Perceived value, Brand Commitment and Brand loyalty in purchasing cosmetic products by the respondents.

Secondary data was collected from articles, journals and other published sources.

Secondary Data

Published data and the data collected from the past or other parties are called Secondary data. For the purpose of this study, secondary data was collected through research articles and Websites.

Sampling Design Sample Size

The sampling size of the study is restricted to 75. Only the female respondents were asked to review the Questionnaire and fill in their responses. Secondary data was obtained from studies done by past research, websites, and articles. The sample comprises of cosmetic users specifically with college students in Chennai city. 75 responses were collected from female respondents with questionnaires were filled in by the respondents completely in all aspects which was taken into consideration for further research work.



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Sampling Technique

The sampling technique used to conduct the study was a purposive sampling method.

Statistical Tools Used for Analysis

The Collected data were analysed with the help of software package namely Statistical Package for Social Science (SPSS). The initial analysis of the study includes compilation of frequencies and percentage analysis of the demographic variables and Mean score, Standard deviation for each factor.

The difference among demographic group of the respondents to factors determining consumers Brand Loyalty towards cosmetic products were analysed using ANOVA. ANOVA was done to determine if there was any significant differences among the demographic groups based on Age, Education qualification, Marital status, and Family monthly income.

Hypothesis

Null Hypothesis H01-H05: There exist no significant differences amongst the respondents with respect to Satisfaction, Brand Trust, Perceived value, Brand commitment and Brand Loyalty based on Age

Null Hypothesis H06- H10: Their exist no significant differences amongst the respondents with respect to Satisfaction, Brand Trust, Perceived value, Brand commitment and Brand Loyalty based on Education Qualification

Null Hypothesis H11- H15: Their exist no significant differences amongst the respondents with respect to Satisfaction, Brand Trust, Perceived value, Brand commitment and Brand Loyalty based on family monthly income

Null Hypothesis H16- H20 : Their exist no significant differences amongst the respondents with respect to Satisfaction, Brand Trust, Perceived value, Brand commitment and Brand Loyalty based on Marital status



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Limitations of the Study

- i. The study is confined only to the cosmetic users in respect with college girls in Chennai city, hence the inferences drawn are to be carefully considered for generalization.
- ii. The study is being exploratory in nature, the sample size was restricted to 75 respondents.

Only college students were considered for the study. Results may be varied if the targeted respondent's professional level was different.

Review of Literature

To review relevant literature in relation to consumer brand loyalty to their cosmetic products. Satisfaction, Brand Trust, Perceived value, Commitment are among consideration. Several research projects have been done to demonstrate how various aspects affect consumer brand loyalty to their cosmetic products. For the purpose of this study 20 research articles on consumer brand loyalty to their cosmetic products were reviewed.

DR. Hamza Salim Khraim (2011) published an article to investigate the influence of brand loyalty on cosmetics buying behavior of female consumers in the Emirate of Abu Dhabi in the UAE. The seven factors of brand loyalty were brand name, product quality, price, design, promotion, service quality and store environment. Questionnaires were distributed and self-administered to 382 respondents. Descriptive analysis, one-way ANOVA and Pearson Correlation were used in this study. The findings of this study indicated that brand name had shown strong correlation with brand loyalty. The research results showed that there is a positive and significant relationship between factors of brand loyalty (brand name, product quality, price, design, promotion, service quality and store environment) with cosmetics brand loyalty.

Dr.C.S.Edhayavarman & K.Sundarambal (2015) examined a study on Brand Loyalty and its effects on buying behavior. The main purpose of study was to study women's buying behavior and brand loyalty as regards to cosmetics in Pudukkottai town in the context of increasing consumption of such products. Questionnaires were distributed to 26 respondents for self-completion. A non-probability convenience sampling method had been used for this survey. The



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study found that women liked to use cosmetics for fashion and health, that beauticians were the most effective source of brand awareness and medical stores held the most trusted channel of distribution. The study helped producers and marketers of cosmetics products to make various decisions regarding product, distribution and promotion aspects of the marketing mix.

Findings of the Study

Based on 75 responses the findings with respect to the following revealed that,

Demographic Findings

- The majority of the respondents belonged to the age group of 18-20 years.
- The majority of the respondents belonged to Under Graduate educational level.
- The majority of the respondents belonged to a monthly family income of Rs15000- Rs30000.
- The majority of the respondents belonged to Unmarried category.

Specific Demographic Findings

- Most of the respondents are occasional cosmetic users.
- Most of the respondents uses Lakme brand.

Findings Based on Weighted Mean

The first objectives of the study was to examine the factors influencing Satisfaction(3.99), Brand Trust(3.96), Perceived value(3.95), Brand Commitment(4.06), Brand Loyalty(4.14). As a result, Brand commitment was identified as the most crucial variable impacting Brand Loyalty. Several respondents strongly agreed that consumer need a standard Perceived value from the cosmetic producers.

Findings of Anova

No significant differences exists among the respondents concerning Satisfaction, Brand Trust, Perceived value, Commitment, Brand Loyalty based on different age groups. The perception of

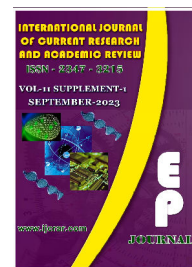


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the respondents remains unchanged irrespective of their age groups, educational levels, monthly income, marital status.

Findings based on Correlation Analysis

There is a positive relationship between all the factors such as Satisfaction, Brand Trust, Perceived value, Commitment Towards Brand Loyalty of their cosmetic products. So, it's possible to conclude that, cosmetic producers provide the quality of products consumers demand, trust among those customers can grow.

Suggestion

Consumers are happy with the products purchased in new mode of shopping platform.

Since the sample are collected only form unmarried women, it can also be extended to married women and find according phases to engage them in this purchase mode.

Conclusion

Cosmetics are major study of art, science and business of cosmetics and complete an internship. They learn to develop, formulate and produce cosmetics and personal care products. They study regulations and how to assess products' safety, performance and quality. Cosmetic products are an important element in human society. The use of cosmetics has implications of health hazards; hence, modern cosmetic technology is in search of naturally-derived cosmetics. In this chapter, cosmetics derived from synthetic polymers, polysaccharide-based polymers, protein, and silicone-based materials are discussed.

Particularly, synthetic polymers have changed the personal care industry dramatically by increased the use of favourable synthetic polymers that are soluble in various organic solvents like methyl chloride, ethyl alcohol, iso-propanol, toluene, and so forth. This route is environment-friendly, however, there is a tilt in the use of aqueous-based solvents in the cosmetic industry. Polysaccharide-based polymers are readily available from common natural sources. They have

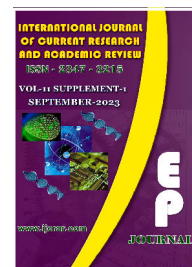


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been used from centuries, have healing properties, and are nontoxic and noncarcinogenic. Such polysaccharide-based polymers are discussed in great detail. Silicone, being the most abundantly known element, is a suitable candidate for use in cosmetic products. For protein-based cosmetics, their use for such applications is well known from great ancient civilizations.

It is also concluded from the study that there is no significant difference exists among the respondents concerning Satisfaction, Brand Trust, perceived value, Commitment and

Brand Loyalty based on Age, Educational Qualification, Monthly family income, Marital status. The association between the variables and consumer brand loyalty was strongly supported by the respondents. According to the research's findings, consumer brand loyalty is crucial to the growth of cosmetic industry, and cosmetic producers must retailers must devote significant resources to preserving confidence among consumers.

Scope for Future Research

This study can be used as a base to identify the impact of the determinants on Consumer Brand Loyalty towards their cosmetic products. Other factors can also be considered for this study. Consumer satisfaction itself can be measured using different factors other than Brand trust, Perceived value and Commitment. The study can also be further developed as a conceptual framework with a path, where factors influence each other with a mediating variable.

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Full Length Article

IJCRAR/FL/26

A Review of Literature - Social Media Marketing on E Wom, Brand Loyalty and Purchase Intention

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Abstract

Social media plays an important role in each and everyone's life. It can be accessed at any time a day, and mobile devices' simple with its simple accessibility of social media gives marketers several options to reach customers through social media. It is certainly important how social media affects buyer intentions to buy, brand loyalty, and online word of mouth. This study looks into the relationship between brand loyalty, electronic word-of-mouth marketing, and purchase intent as well as the literature analysis of social media marketing on these topics. According to the study, brand loyalty had a favourable influence on purchase intention, compared to E-WOM. However, social media marketing had a positive impact on E-WOM and brand loyalty, than purchase intention. The results show that social media marketing increases purchase intention indirectly since it has a beneficial impact on brand loyalty, even while it does not directly improve consumers' intentions to make a purchase. The research indicates that social media marketing plays an essential role for companies.

Keywords: Social Media Marketing, E WOM, Brand Loyalty and Intentions.

Introduction

People throughout the past and in present reacted on products favorably or unfavorably after using them in the social media. People who are considering purchasing a product want to learn

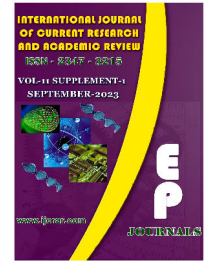


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from the experiences of others who have already used it. Word-of-mouth marketing refers to the dissemination of product information. People now communicate mostly through social networks, which has encouraged them to discuss their product experiences. Consumer comments on goods, services, business experiences, and product development are excellent and affordable sources of market knowledge. Additionally, businesses can support community development and social networking sites based on user-generated content.

Through these websites, customers can connect with their peers and share knowledge about the firm and the product (Constantinides and Fountain, 2008: 241). In order to understand how consumers respond to marketing communications using new technology, further research is required (Baydas *et al.*, 2019: 372). E-WOM is the term for these sharing. Viral marketing, as defined by Pelsmacker *et al.*, (2013: 501), is "a set of techniques used to encourage brand users and fans, game participants, or target group consumers to promote their favorite brand to their friends and relatives." The study offers several chances to both organizations and customers (Hajli, 2013: 399). Companies can get in touch with online thought leaders (bloggers, podcasters, etc.) and let them know about their goods, services, and suggestions for new markets. Through online opinion leaders, these messages can be efficiently communicated to the intended audience

Literature Review

Social Media and E Wom

E-WOM is defined by Hennig-Thurau *et al.*, (2004: 39). as any opinion, whether favorable or negative, expressed by prospective, present, or past customers about a brand or business and disseminated online to a large audience. Social media brand communities have a good impact on relationships between brands, companies, and customers as well as relationships amongst consumers themselves. These beneficial outcomes increase brand loyalty and brand loyalty increases brand trust (Laroche *et al.*, 2013: 79; Mousavi *et al.*, 2015: 20). Spending on social media by users increases the frequency of product recommendations (Yang, 2013: 166). Social media has greatly facilitated the realization of E-WOM. According to the findings of their study, Luo *et al.*, concluded that social networking applications have a positive impact on both the relationship



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between the consumer and the brand as well as the relationship between the consumer and other consumers, and that this in turn has a positive impact on brand loyalty (2015: 495–496).

Social Media and Brand Loyalty

Oliver (1999: 34) describes brand loyalty as a strong desire to continue consuming a certain brand notwithstanding circumstances and marketing initiatives that can influence consumer purchasing behaviour. Traditional brand loyalty development initiatives focus on creating a brand image through mass media communication, but database technology in e-markets enable the creation of a more individualized brand image of information, improving brand loyalty Gommans *et al.*, 2001. Brand loyalty is superior to pricing or haggling in terms of customer loyalty for firms (Kapferer, 2008: 1). E-WOM on social media has a favourable impact on brand perception, and a favourable perception of the brand influences purchases favourably (Abzari *et al.*, 2014: 824–825). Facebook user-generated content has a favourable effect on brand loyalty. The company's content, however, has no beneficial impact on consumer brand loyalty. According to the findings of their study, Luo *et al.*, concluded that social networking applications have a positive impact on both the relationship between the consumer and the brand as well as the relationship between the consumer and other consumers, and that this in turn has a positive impact on brand loyalty (2015: 495–496). Brand loyalty is positively impacted by satisfaction and the intention to continue using mobile social commerce (Hew *et al.*, 2016: 147).

Social Media and Purchase Intention

Using promotions provided to users on social media platforms, producers can easily contact with potential customers and speak to their target audiences (Todi, 2008: 7). These advertisements aim to inform and stimulate customer interest while also boosting the perceived value of the brand and buy intent (Wang *et al.*, 2009: 67). In a comparison of the effectiveness of blogs and online newspapers in influencing consumers' purchasing intentions, Colliander and Dahlen came to the conclusion that blogs were more successful (2011: 317). Increasing consumer purchase intent by leveraging Facebook viral marketing to improve brand image and value (Dehghani and Tumer, 2015: 599). Another study by Schivinski and Dbrowski discovered that user and business-produced material on Facebook has no positive impact on consumers' intention to make a



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purchase (2013: 10). Purchase intention is positively impacted by online advertising, online communities, and E-WOM on social media (Balakrishnan *et al.*, 2014: 183).

Brand Loyalty and Purchase Intention

E-WOM on social media positively influences brand attitudes, and purchases are improved by positive brand attitudes (Abzari *ve di.*, 2014: 824–825). Purchase intention is positively impacted by customer loyalty (Anderson *et al.*, 2014: 777). Brand awareness influences purchasing intent favorably (Hutter *et al.*, 2013: 346). Brand image does not influence consumers' intent to buy (Alrwashdeh *et al.*, 2019: 511). The intention to purchase has a beneficial effect by the brand's attitude (Kudeshia and Kumar, 2016: 320; Bruhn *ve di.*, 2012: 779).

E Wom and Purchase Intention

E-WOM on social media influences buying intent positively (Balakrishnan *et al.*, 2014: 183). Brand attitude and purchasing intention are improved by the positive E-WOM on Facebook (Kudeshia and Kumar, 2016: 320). The intention to purchase of WOM was not positively affected by social media. Brand awareness influences purchasing intent favorably (Hutter *et al.*, 2013: 346). WOM on social media had no beneficial effect on consumers' purchase intentions (Hutter *et al.*, 2013: 346). According to Nyekwere *et al.*'s analysis (2013: 191), the decision to buy was influenced by the recommendations provided on social media by reliable friends. Peer interaction on social media influences purchase intention positively (Wang *et al.*, 2012: 205).

Conclusion

Social media marketing has been found to have a favourable impact on brand loyalty. Developing brand loyalty is important for attaining marketing goals. Brand loyalty, in Keller's opinion, makes it more difficult for rivals to enter a market (2012: 35). Brand value and brand loyalty have a significant relationship (Aaker, 1991: 44; Keller, 2012: 116; Baldinger and Rubinson, 1996: 22). Brand loyalty raises consumers' likelihood to make a purchase (Schivinski and Dbrowski, 2013: 10; Ceyhan, 2019: 95). Similar to that study, this one discovered a favorable association between brand loyalty and purchase intent. Social media marketing is therefore crucial for businesses in



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this regard. Social media marketing can increase brand loyalty. Social media marketing and intention to buy did not directly correlate, according to the study. The findings previously reported by Balakrishnan *et al.*, (2014): 1839, Schivinski and Dbrowski (2013): 10, and Godey *et al.*, (2016): 5836 were not inconsistent with this conclusion.

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Full Length Article

IJCRAR/FL/27

A Study of Consumer Perception While Purchasing iPhone

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Abstract

Frequently, consumers choose things not for their characteristics but rather for the final advantages these characteristics bring, which in turn satisfy fundamental ideals. And Apple is a particular kind of corporation that has a unique understanding of its customers and the future of innovation. Apple is ranked first among the Top 50 Most Innovative Companies for this reason. This report seeks to identify customer perceptions of the iPhone and its philosophy. In this study, I have highlighted the elements that most influence consumer behavior when acquiring an iPhone. I used 110 sample sizes to create this article, and the research is being conducted in Chennai. The investigation is descriptive in nature. Structured questionnaires are used to collect data. The questionnaire was created and administered by hand.

Keywords: iPhone, Factor affecting consumer perception, smartphone, graphical user interface.

Introduction

Apple is one of the most influential and recognizable brands in the world, responsible for the rise of the smartphone with the iPhone. Originally known for desktop computers, Apple was one of the first companies to switch to the graphical user interface. The success of the iPhone enabled Apple to launch new product categories, such as the iPad. Apple envisioned the tablet as a device that could function as both a laptop and a smartphone. The iPhone is Apple's most valuable

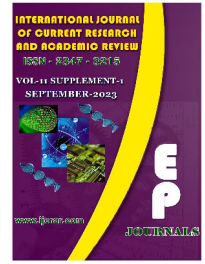


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product and has been the company's primary revenue, since 2008. Even while Apple has expanded its product lineup with the watch, air pods, and services, 52% of its revenue still comes from the iPhone.

Review of Literature

Perception is the process, by which an individual select, organizes and interpret information inputs to create meaningful picture of the world. When we interpret a situation or events we are then in position to respond. (Kotler, 1997). Perception, according to Gregory *et al.*, (1995), is a set of process by which an individual becomes aware of and interpret information about the environment. If everyone perceived everything the way, things would be a lot simpler, of course, the reverse is true. Moreover, people often assume that, reality is objective that, we all perceive the same things in the same way.

Factors Affecting Consumer Perception

Fig.1



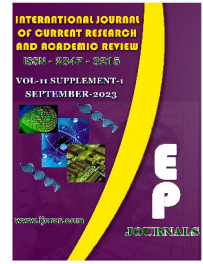


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Objective of the Study

Primary Objectives

To study the consumer perception towards iPhone.

Secondary Objectives

1. To ascertain the level of overall customer satisfaction with the iPhone.
2. To determine whether a brand's reputation affects consumers' purchasing decisions.

Research Methodology

Research Design

The research is primarily descriptive in nature. Finding and describing characteristics of a particular person or group of people is the aim of descriptive research. This includes a wide variety of surveys and fact-finding operations. The main characteristic of this methodology is that the researcher has no influence over the variables and can only report what has happened or is happening.

Sample Size

The sample size of the study are 110 people.

Scope of the Study

- The study aims to measure the consumer perception towards iPhone in Chennai.
- The study determines the factors affecting buying perception of people.
- The study shows the satisfaction level of customers.



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Percentage Analysis

1. Percentage refers to a special kind of ratio in marketing comparison between two or more data to describe Relationships. Percentage can be used to compare the relative terms. The distribution of two or more series of data.
2. Percentage analysis = (No. of Respondents/ Sample size) *100

Table.1

Demographics	No. of respondents	Percentage (%)
Gender		
Male	50	45
Female	60	55
Total	110	100
Occupation		
Self-employee	48	43.63
Service	12	10.91
Professional	10	9
House wife	5	4.55
Students	35	31.81
Total	110	100
Income		
Below 20000	68	61.81
20000-400000	12	10.91
40000-600000	20	18.18
Above 600000	10	9
Total	110	100



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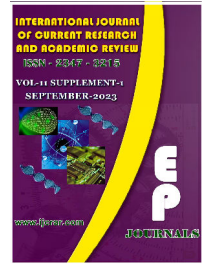


Table.2

Satisfaction level		
Highly satisfied	50	45
Satisfied	12	11
Neutral	38	35
Dissatisfied	10	9
Highly dissatisfied	0	0
Total	110	100

Inference

- 45% of the respondents are male and 55% are female.
- 44% of the respondents are self-employed and 32% are students.
- 62% of the respondents belong to the income below Rs.20000 and only 9% above Rs.60000.
- 45% of the respondents are highly satisfied with the quality of the iPhone while comparing with other brands and only 9% are dissatisfied.

Table.3 Classification Based on the Brand Name Influencing The Purchase Decision

Particulars	No. of Respondents	Percentage %
Yes	90	82
No	20	18
Total	110	100

Inference

82% of the respondents have agreed that their purchase decision is being influenced by the reputation of the brand and 18% have disagreed upon the same.



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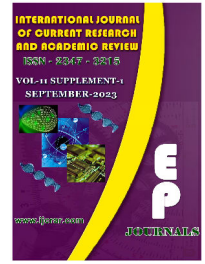


Fig.1

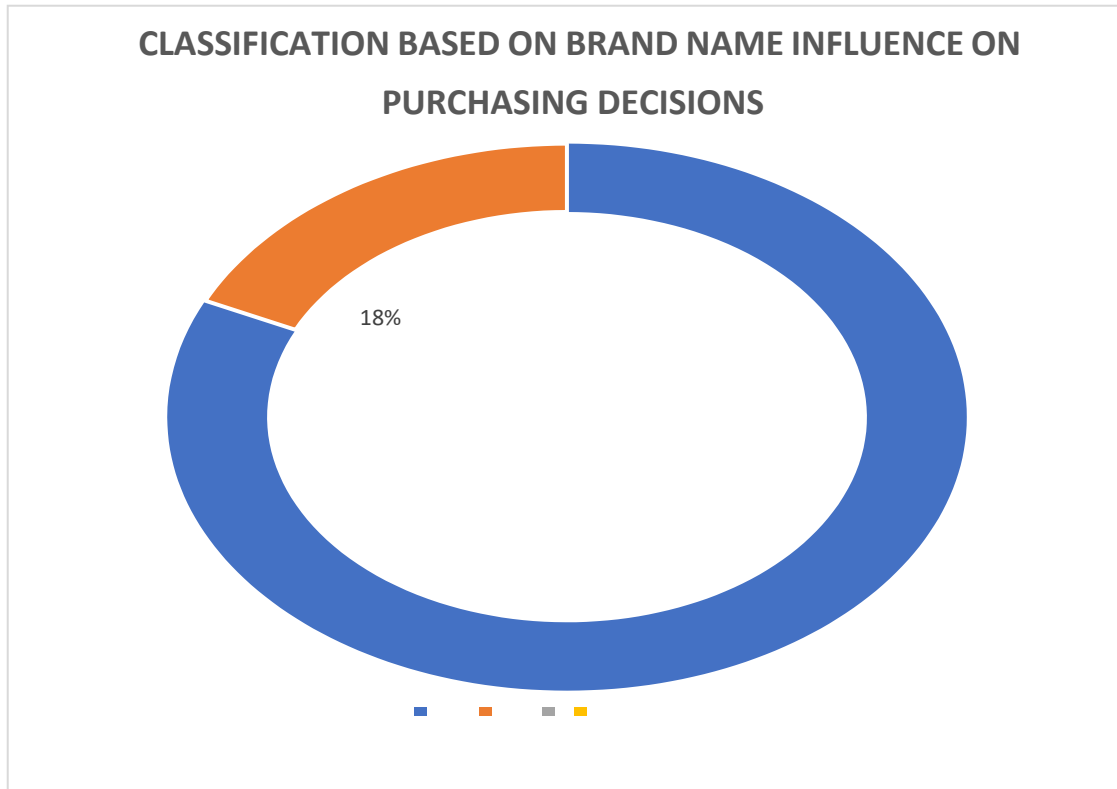


Table.4 Classification Based on Needs and Expectations

Particulars	No. Of Respondents	Percentage (%)
Strongly agree	60	54
Agree	22	20
Neutral	18	16
Disagree	5	5
Strongly disagree	5	5
Total	110	100



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Inference

54% of the respondents have strongly agreed that iPhone have satisfied their needs and expectations and 20% have agreed upon the same.

Suggestion

- Customers are happy with the quality of iPhone, and the Apple company should turn happy customers into devoted ones.
- The product quality must always be maintained because customers place a higher value on it while making purchases.

Conclusion

Customer perception is useful in determining how satisfied customers are with the iPhone. Customer perception surveys are used to determine the general level of satisfaction with the delivery of a product and the provision of service. The customer's overall perception of the quality of the services offered by the iPhone is favorable in every way. This study has found that, in order to run a business, it is crucial to understand customer perception because it directly affects customer satisfaction.

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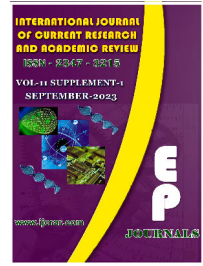


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Full Length Article

IJCRAR/FL/28

A Study on Digital Entrepreneurship

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Abstract

Numerous studies evidenced entrepreneurship as a crucial factor for economic growth and also for reduction of unemployment. For being a successful entrepreneur, it is very important to understand all the concepts that are related to entrepreneurship. To meet up with the market competition, entrepreneurs should be updated with digitalization and the market situation. Every so often it is essential to use current digital technologies to communicate with the customers and also to increase their product value. As today's world is frequently influenced by various technological factors, it is essential to include these technologies in the business. Thus digital entrepreneurship comes to an emergence and plays a vital role in authorizing an entrepreneur to achieve all the activities undertaken by him in an effective manner. Digital technologies have created countless new avenues for new and small entrepreneurs. A person who undertakes the risk of starting a new business venture in digital platform is a digital entrepreneur. This is the basic study, about how a digital entrepreneurship influence the common person's innovation to start up a new venture in digital platform and improve the economic standard of our country.

Keywords: digital services, business, people, internet, website, communication technologies.

Introduction

A digital entrepreneur follows a business venture that is formed entirely on a digital platform. Digital entrepreneurs depend on web-based tools and information to build and grow online



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businesses generally, digital services. These kinds of entrepreneurs are noticeably modern, as they take advantage of mass digitalization to build new businesses in the online space. Before starting a online business, there are some things you need to know about digital entrepreneurship and how to be a digital entrepreneur.

Succeeding in the digital business world isn't as simple as building a website, but digital business strategy and understanding how to navigate the internet is needed. The major advantage of being your own boss is having control over when and where to work and how to expand your business. As the internet continues to grow and become an increasingly major part of our lives, new opportunities for digital entrepreneurship arise. Digital entrepreneurship is constantly growing in popularity because it's such a great way for people to start a business

Objectives of the Study

- To understand the benefits of adopting online business
- To identify the skills needed to start a digital business
- To understand the pros and cons in digital business

Review of Literature

According to Reuber & Fische (2011), a digital enterprise is termed as a person or a business that utilizes ICTs in order to communicate between customers and partners. This involves activities with a main aim of selling products or services which are digitalized. Simmons, Armstrong & Rosenbloom (1993) opined that digital entrepreneurship involves large firms like hardware, software and network technologies to small firms which utilize information and communication technologies to organize their business activities.

Vasilchenko & Morrish (2011) opined that small scale business firms which perform their actions with the support of ICT applications like online accounting, Wi-Fi - hotspot, phone backup, artificial intelligence soft wares, social computing websites like music consumption, and small mobile and internet based businesses like classification/cataloguing of specialized information, travel/recruitment agencies and buy-sell marketplace can also come under digital



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entrepreneurship. It is important for everyone to understand the difference between digital entrepreneurship and traditional entrepreneurship. From the above review, we can say that digital entrepreneurship is related to the firms or entrepreneurial business that depends on digital technology whereas traditional entrepreneurship deals with business that is related to normal business strategies and procedures.

Benefits in Starting A Digital Business

The following are the major benefits one can earn when they choose to start a online business,

- Scalability.
- Easy access to consumers.
- Flexibility.
- Potential for part-time work.
- Lower costs.
- Potential for growth.

Skills Needed to Start A Digital Business

Every successful digital entrepreneur is different, but the ones who prosper tend to share certain skills and traits. These include:

Digital skills

It's easier than ever to set up an ecommerce website, accept customer payments, and advertise on social media accounts, but you need to feel comfortable learning and using these tools.

Creativity

Successful digital entrepreneurs use their ingenuity to solve problems, often with limited resources. For example, you may need to develop a search engine optimization (SEO) strategy on a tight budget or differentiate your business in a crowded market.



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Adaptability

Technology, customer preferences, and global supply chains are constantly evolving, and you need to figure out how to adapt your business to succeed in the digital landscape.

Leadership

Online business owners need the confidence and flexibility to guide a team (that might be entirely remote and online) and the vision to scale a business to audiences around the world.

Networking

Forming relationships with your employees, colleagues, and customers can increase brand awareness and may even evolve into mutually beneficial collaborations.

List of Top Digital Entrepreneurs in India

Digital platform is where most of the innovative ideas transform themselves into existence. There were many entrepreneurs who succeed in transforming their ideas into existence. The following are some of the noticeable digital entrepreneurs in India,

- Byju Raveendran - BYJU'S (the learning app)
- Shradha Sharma - The CEO of your story
- Ritesh Agarwal -OYO
- Vijay Shekar Sharma - PAYTM
- Bhavish Aggarwal - OLA cabs
- Deepinder Goyal - ZOMATO

Advantages in Digital Entrepreneurship

The following are some of the advantages in adopting digital entrepreneurship,

1. Low start-up costs

As the business is started in online, the start-up costs is only lessor. Here the entrepreneur need not pay rent to the building and salary to the working staff.



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2 Ability to reach a global audience

As the business is started on the internet, there is a wider audience you could reach than if you had a physical shop. Traditional entrepreneurs without an online presence are restricted to the local geographical area where they are based.

3 Flexibility in work hours and location

As the business is started in digital platform it can be technically accessed in any place where we are. This means that we can move around and still do work while enjoying the culture and experiences of a different place. Depending on the type of business started online, it could also be accessed along with other work we have around.

4 Easy to market to your ideal client

Social media is the best place to connect with your target audience. Digital marketing has the capacity to pinpoint those individuals who have contacted your brand and target them.

Disadvantages in Digital Entrepreneurship

The following are some of the disadvantages in adopting digital entrepreneurship,

1. High level of competition

Even though the internet offers access to a wider audience, it also might increase the amount of competition. Because of the low start-up cost, there may be more competition. The way to overcome it is to ensure that your business stand out from the crowd with your unique selling point.

2. Lack of face-to-face interaction with customers

The internet has been around since 1983, but many people are still sceptical about doing business online. With many scams being highlighted online and through media, getting people's trust can



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be hard and there is not often a chance to have in-person contact with your customers. It is very hard to build up trust among the customers.

3. Requirement for technical skills

In digital business, we should not only have knowledge in the chosen field of business, but should also have some technical skills to help you navigate the digital environment. It requires some basic web development skills and knowledge about cybersecurity to ensure the safety of customer’s information.

4. Need to stay up to date with the latest technology trends

Technology is improving in day- to- day life. With the technology changing at a rapid pace, entrepreneurs need to stay up to date. They need to be future-focused and access the impact of new technology in the business.

Table.1 Major Differences Between Digital and Traditional Entrepreneurship

Basis of Difference	Digital Entrepreneurship	Traditional Entrepreneurship
Business Existence	Digital platform	Physical form of business
Business Model	Does not need funding for the building, but rather for development of digital tools and services	Needs funding for everything like physical space and tactile goods etc.
Marketing Strategies	Relies more on social media and digital marketing to reach anticipated audience	Can rely on social media and digital marketing but may also be helped by print advertising
Time Availability	Business can be accessed 24/7	Business hours are limited to a specific time
Product Access	Products and services accessed online versus in person	Physical inventory accessed in person



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In spite of these differences there are also some of the similarities like having a strong business idea and developing a solid business plan.

Conclusion

To be successful in sustainable business practices, often requires entrepreneurship and innovation. Entrepreneurs are crazy people with crazy ideas. Out of this craziness comes innovation. Such innovation is brought out in each individual through digital entrepreneurship because of its easier and in accessible manner. Digital entrepreneurship is starting a new venture in the digital world using digital technology. The Digital entrepreneurship includes unique ways of spotting digital customers for entrepreneurial ventures, strategizing and offering cost-effective products, revenue generation, teaming up with global digital platforms, and the advantage of the chances available. Therefore, digital entrepreneurship acts as a powerful tool for anyone who wants to start a business, with low start up costs, flexibility, scalability, data-driven decision making, and innovation, digital entrepreneurship offers many benefits over traditional business models.

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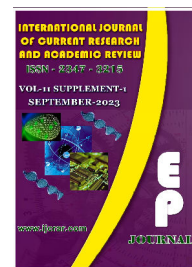


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Full Length Article

IJCRAR/FL/29

A Report on Agripreneurship

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Abstract

Agriculture is a very essential and important part of everyone's life, so that it is a successful business idea also. Agriculture entrepreneurship in India has great scope for providing service in terms of effective management of farm resources such as soil, water, seed and agriculture inputs and basics for commodity marketing needs. Farming and associated businesses provide about half of all employment in developing countries but do not produce adequate income to raise people out of poverty. Thus, entrepreneurial enterprises linked with agriculture make a strong solution for rising family incomes. The good managerial skills and entrepreneurial expertise infused with government policy and regulatory measures would favour the accomplishment of the growing needs of agriculture entrepreneurship in present day situation. The present generation of Indian rural youth aspires for equated opportunities for income generation as much that is enjoyed by urban youth. An individual who is confident, risk bearer, honest, visionary and innovative can attest to be a right agricultural entrepreneur. Agriculture entrepreneurship contributes to the national income along with direct employment and income to the larger and especially rural areas. Value added farm products offer entrepreneurs with larger return-on-investment and profit. Therefore, entrepreneurs have to take benefit of change in consumer demand and satisfy consumers' needs of value-added farm products.

Keywords: Agriculture, entrepreneur, rural areas, income generation.



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Introduction

What Does The Word 'Entrepreneur' Mean To You?

Entrepreneur

“A person who starts a business and is willing to risk loss in order to make money.”

Agricultural Entrepreneurship

Agricultural Entrepreneurship can be defined as being primarily related to the marketing and production of inputs and products used in agricultural activities. Farmers have benefited the most with rise in agricultural entrepreneurship as it has led to low-cost innovations in farming processes. Agriculture is considered as the main economic activity which adds to the overall wealth of the country. In the past, agriculture was seen as a low-tech industry dominated by numerous small family firms, which are mostly focused on doing things better rather than doing new things. However, over the last two decades, this situation has changed dramatically due to economic liberalization and a fast changing society.

Agricultural companies have to adapt to the erratic demands of the market, varying consumer habits, stringent environmental regulations, new requirements for product quality, food safety sustainability, and so on. These changes have opened the way for new entrants, innovation, and portfolio entrepreneurship. Farmers, researchers, agricultural business and governments have recognized this and emphasized for a more entrepreneurial environment in farming business.

Objectives of the Study

- The present scenario of local entrepreneur in agriculture. □ The factors affecting the Farmers.
- The motivational factor of an entrepreneur.
- The other factors who supports to an entrepreneur in agriculture.



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Review of Literature

Entrepreneur - Definitions

The word entrepreneur appeared for the first time in the French language 'Entreprendre meaning to undertake. In France, in sixteenth century, a leader of the military expedition was referred to as entrepreneur.

Cantillon Richard (1730) was the first to use the term 'entrepreneur'. He defined entrepreneur as one who buys factors of production at certain prices and sells his products at uncertain prices.

Joshi and Kapur (1973) described farm entrepreneur as the person or a group of persons who organizes and operates the business and is responsible for the results i.e., losses and gains from the business. He is pioneer in organizing and developing the farm.

Porchezian (1991) defined farm entrepreneur as one who maintains one or more enterprises like poultry, dairy and sericulture apart from the main occupation of crop husbandry.

Chatterjee (1992) defined an entrepreneur as one who creates something new, undertakes risk, organizes production and handles the economic uncertainty. He termed entrepreneurship as the mission and entrepreneur as the missionary.

Harold (1994) stated that entrepreneurs take personal risks in initiating change, and they expect to be rewarded for it. They need some degree of freedom to pursue their ideas; this in turn requires that sufficient authority be delegated.

Sarmah and Singh (1994) stated that an entrepreneur is one who can transform raw materials into goods and services, who can effectively utilize physical and financial resources for creating wealth, income and employment, who can innovate new products, standardize or upgrade existing products for creating new markets and new customers.

Tysonetal. (1994) viewed entrepreneur as a person who either creates new combinations of production factors such as new methods of production, new products, new markets, finds new



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sources of supply and new organizational forms; or as a person who is willing to take risks; or a person who, by exploiting market opportunities, eliminates disequilibrium between aggregate supply and aggregate demand, or as one who owns and operates a business.

Research Methodology

Data Collection

Primary Data

Was collected by a Personal Interview with the farmer

Secondary Data

Surfing Internet, Using library Books, Journal and Magazines.

Limitation

- 1 Risks of child labor.
2. The increased demand for agricultural products calls for increased labor to realize huge profits.
3. Environmental pollution....
4. Agriculture leads to overgrazing....
5. Agriculture may disturb the family dynamics....
6. Unpredictable weather Misuse of land.

Findings & Suggestions

1. Entrepreneur is one who identifies and sensitizes the opportunities, innovate the ideas, raises money, assembles inputs and set and mange the organization
2. The introduction of entrepreneurship in agriculture requires development of certain qualities and skills like positive self concept, moderate risk taker, planning, innovative, information and opportunity seeking, etc. in an entrepreneur.



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3. Important entrepreneurship development opportunities in agriculture are diversification in agriculture, income from venture technologies, food preservation, processing and value addition, production of agro-inputs. The entrepreneurial qualities and skills can be developed through vocational education programmes and training.

Conclusion

Agriculture entrepreneurs are innovators, determined, creative leader, always looking for opportunities to improve and expand their business at any level and they like to take calculated risks, and assume responsibility for both profits and losses. They are passionate about growing his business and constantly looking for new opportunities.

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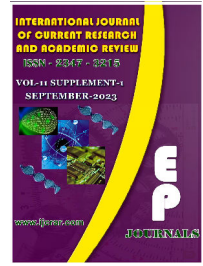


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Full Length Article

IJCRAR/FL/30

International Entrepreneurship

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Abstract

When an Entrepreneur goes to other countries to run and operate their business, then it is known as International Entrepreneurship. These are the industries that cross the national boundaries of their nation. These types of Entrepreneurship include exporting of goods, licensing as well as commencing a sales office in other countries. Under this, an Entrepreneur operates all the business activities out the boundaries of the nation and it indicates the development of the business internationally. Most of the businesses across the national border to establish value and grow the business. A different set of innovative activities performed by most of the businesses across the borderlines and enhance those opportunities to create some creative products and services. In short words, International Entrepreneurship defined as the development of a new venture on a global basis, and their operation domain is considered international from the very beginning stages of operations.

Keywords: wealth, social development, business values, domestic market, profit.

Introduction

One of the most vital driving forces behind the growth of economies, individual and regional wealth, and social development is the Entrepreneurship. It will only happen in the developing and emerging markets around both commercial sectors as in democratic political systems. In today's era, the global dream of an Entrepreneur across the globe is Entrepreneurship and When



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the business covers all areas within own country, then they will think about moving towards International Entrepreneurship. In the domestic market, it is helpful to improve the business values. Another best reason to move forward with the international Entrepreneurship is that if the sales of a business are quite low domestically, then it is better to go beyond the borderlines. When the high level of maturity is achieved in the domestic market, then it is the best time to shift towards international Entrepreneurship and maximize their profit.

Famous Examples of International Entrepreneurs

There are many industries that have produced numerous international entrepreneurs Coca- Cola, Nike, MacDonaldd, BMW, Puma, Philips and Tata etc. But most famous entrepreneurs are came from techy world, who started there business from a small ventures but then took it to international level. Some examples are:

- Apple- Steve Jobs
- Google- Larry Page and Sergey Brin
- Microsoft- Bill Gates
- Facebook- Mark Zukerberg
- Yahoo- Jerry Yang and David Filo
- Amazon- Jeff Bezos
- Alibaba- Jack Ma
- Tiktok- Zhang Yiming

International Entrepreneurship Opportunities

Entrepreneurial opportunity means the situation where cost of production is less than the selling price of the products or you can say where an entrepreneur can make profit by selling his or her products.

Although it's all in entrepreneur's mind that how he is going to make profit, and things sorted for his business. International entrepreneurship provides many opportunities to entrepreneurs who are willing to expand their business beyond national boundaries.



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Entrepreneurship opportunities that are explained below.

Cultural Opportunity

Every country has their own cultural priority and they love doing it. But people across the country wants to see culture of other countries that how they live their life and what things or products they use. Here a person from other country can take advantages by finding the opportunity of selling products of his culture.

Food Taste Opportunity

Pizza was originated by Italy; hamburger was made in USA and firstly noodles were made in china. So, all the counties have their own food which it is famous for. An entrepreneur can take benefit from the food taste of country. He can give tasty food of his country to the rest of the world and make an international brand of it.

Environmental Opportunity

New Zealand and England are too cold, South Africa is warm, Columbia is too rainy. If you are an entrepreneur from any country then you can go to New Zealand and make products that are needed mostly in winter, same is the case for other countries. Think about the environment of any particular country and provide a solution to it and create international entrepreneurship opportunity.

Filling a Need

International entrepreneurship opportunity can also exist in filling the need of local person from any country. People across the world have their own problems that big brand can never understand. You as an entrepreneur can realize the basic need and provide a solution to them.

Buying a franchise

There are many franchisees that are making a huge profit and selling their products in millions. As an entrepreneur, one should think about the profit as he or she cannot go for making a new



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brand and spend time in investing something. Rather one can go for buying franchisee of any international brand that is not present in the country. That way, we can create an opportunity for our business. There are plenty of other international entrepreneurship opportunities present in the global market but if we don't try then we can never know.

Importance of International Entrepreneurship

For the satisfaction of foreign customers, they have to produce the products that meet the demands internationally. One important thing that every Entrepreneur has to consider is the quality of the products in global as well as domestic markets and fulfill all the requirements of the potential customers. Customer satisfaction is important to run the business smoothly. Thus, International Entrepreneurship is of utmost importance for the people living across various areas of the nation. Let us have a look at some of the vital points due to which the international Entrepreneurship is considered on top.

A Decline in domestic Market

If the sales of products are low in the domestic market, then the Entrepreneur has a very effective option to sell the same at the global market. Thus, they can sell their products in the international market as per the demand instead of wasting such products by keeping them in the warehouse.

Maturity Stage

First off, an Entrepreneur should grow their business within the domestic nation, and then, the best time to move forward for international business is when it reaches the maturity stage. When the business is well-developed in own nation, then it is more significant to choose international Entrepreneurship.



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Reduce Manufacturing Costs

The majority of the companies have fixed costs at a high level that can also be helpful to lower the manufacturing cost of the products. When the products are selling in the global market, then a large number of units are required and hence, the manufacturing cost reduces.

Enhance Reputation

As the products are selling in the international market, then it is obvious that there is a positive impact on the reputation of the business and it helps to establish a professional image of the business. Not only reputation but also they can compete with other firms that are engaged in the same arena.

Meet the Quality Expectations

Entrepreneurs who want to fulfill all the expectations of their foreign customers have to provide a high quality of products to meet the expectations of their customers. An international Entrepreneur will not only in the global market but also produce premium quality products in the national market.

Customer Relationship Management

Through the expansion of the business out of the borderlines, an international Entrepreneur learns how to inculcate the habit of customer relationship management. So, it improves the relationship between the business and its potential customers. Moreover, it develops respect and become sensitive towards all sort of customers and develop foreign habits.

Hire Employees Globally

As the business is going to expand its arms across other nations, then it is obvious that there is a need to hire staff that is from that particular location. It is helpful to deal with the customers of that nation as the employees can easily understand the demand of people residing over there. So, international Entrepreneurship creates a large number of employment opportunities at various



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locations across the nationwide. Thus, they can look internationally and begin developing an outlook from a global perspective.

Barriers to International Entrepreneurship

International Entrepreneurship is all about expansion and availability of all types of products all over the world. It takes a lot of effort to take any domestic business to the next level at international Entrepreneurship and it is quite thrilling seeking to face some barriers while taking the business to a great extent.

Here, we have jotted down some of the hurdles to international Entrepreneurship which is given below. Let us have a look at these below.

Attitude of Entrepreneur

When there is negativity in the mind of the Entrepreneur that they do not have any knowledge about the global market and he has a misconception that they will not be able to set up a business. This attitude emerges as the biggest hurdle.

Lack of Information

As a newbie to the international market, the Entrepreneur has no info about the market conditions and unaware of the customer's taste as well as the preference of products.

Lack of Network Influences

If the Entrepreneur has some links with the business firms in the host nation, then it becomes easy to deal with the new conditions and get some info. In the case of no connections, it is somehow difficult to commence business and establishing it.



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Financial problems

As the Entrepreneur is going to expand their business in other nations, so there is a financial risk as the financial institutions are reluctant to provide any kind of assistance.

Tariff barriers

Tariff refers to the duty that is levied on products while importing. The price of imported goods rises with the increase in tariffs and also, seems unattractive from a customer's point of view.

Non-Tariff Barriers

Apart from the tariff hurdles, some other obstacles are dealt with by businesses such as testing, bureaucracy, certification, and so on. These are some problems raised by the government to limit foreign goods.

Technical Barriers

Before the goods enter into the global market, it has to clear the testing and authentication.

For instance, food testing for bacteria, chemical tests in other harmful products, and so on.

Political Barrier

There is a question mark in business success due to the high rise in some illegal activities in the host nation such as kidnapping, discrimination, employee violence, and others. These unstable political scenarios make it difficult for a business to grab abundant opportunities for growth.

Human Resource

The existence of labour unions, strikes, lockdowns, and increase in labour costs make it tough for entrepreneurs to set up a successful business.

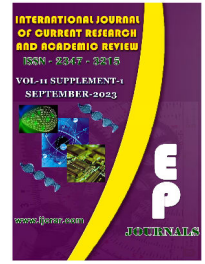


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Conclusion

To encapsulate, the production of products and services is done at a large scale with the help of International Entrepreneurship. The advantages of large scale production are taken by the whole world. Further, this is not only in favour of global customers but also good for business firms to widen their business out of the borderlines. In terms of profit maximization, availability of quality products, and generating employment opportunities all over the world, international Entrepreneurship is a weapon that works for all.

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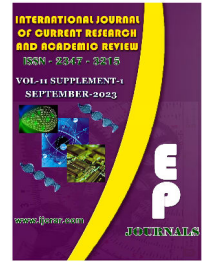


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Full Length Article

IJCRAR/FL/31

Study on Entrepreneurship and the Rise of Modern Day Influencer Marketing

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Abstract

The advancement of technology, information, and communication causes changes in all aspects of life, including entrepreneurship. Over time, the world of entrepreneurship will continue to develop and use digital technology as a medium for marketing activities. This study aims to help activists in the creative industry improve their digital marketing skills. The research method used is qualitative with a descriptive approach, and it is located in Chennai City. Huberman and Miles classify qualitative data analysis techniques as descriptive. The findings of this study provide an opportunity for entrepreneurs to increase their capacity in the field of entrepreneurship by first understanding three concepts. First, entrepreneurs must consider market segmentation because it can serve as the foundation for the company's digital marketing strategy.

Keywords: Facebook Instagram Pinterest Twitter, blogs, affiliate marketing, Digital Marketing.

Introduction

Influencer and affiliate marketing today combined is the "in" thing in Digital Marketing. It involves entrepreneurs and businesses collaborating with people who influence a wide mass of the audience to take the desired action. The reason why entrepreneurs choose influencer and affiliate marketing as a major part of their online marketing tactic is that, not only do they give a very high return on investment but you get the best response from social media sites like



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Facebook Instagram Pinterest Twitter as well as blogs and backlinks. Customer acquisition is best done through influencer and affiliate marketing.

Digital entrepreneurship both carry risks and potential rewards. Both types of businesses must promote their product or service and build a network of customers.

The difference between traditional and digital entrepreneurs is where they operate. A traditional business primarily uses a physical space to sell goods and services, and they can easily form customer relationships in person. Of course, these days, many traditional businesses also sell online. Although digital entrepreneurs also need physical space with a home office or rented office space, they usually operate exclusively online and may have limited opportunities for meeting clients in person.

Digital entrepreneurs pursue business ventures exclusively on a digital platform. Compared to traditional entrepreneurs, digital entrepreneurs offer different products and services and use different types of funding and marketing strategies. Examples of online businesses include e-commerce, content creation and blogs, but there are many possibilities to build a business online.

Entrepreneurs have existed for thousands of years, dating back to the earliest instances of the bartering system. Digital entrepreneurship, however, is a new phenomenon.

Objective of the Study

1. To study on entrepreneurship involvement in influence marketing towards India
2. To analyse the level of satisfaction of influence marketing
3. To know the influence of advertising and sales promotion in buying behaviour

Review of Literature

Marketing literature has only recently seen the rise of the term influencer. Until date, the word influencer lacks a single theoretical definition. According to Brown and Hayes (2008), influencer marketing is the act of an external person who influences the consumers buying choices.



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Influencer marketing focuses on influencers who command a mass following on digital media to reach the intended target audience to promote a brand's message (Smart Insights, 2017).

Influencers were used to create two-way brand communication across online platforms like Facebook, YouTube, and Instagram, etc. to influence their online followers toward particular brands (Markethub, 2016). Marketers are also using influencers to engage with the consumer segment who normally skip or avoid advertisements (Conick, 2018).

Theoretical and Conceptual Framework

The focus of this narrative review is in particular on consumer behaviour because this is the main factor that companies and advertisers use when evaluating the potential benefit of collaborating with an influencer – whether the consumer decided to purchase an item after they saw a promotional post or not. Chetioui, Benlafqih and Lebdaoui (2020) define purchasing intention as a likelihood of a consumer buying a specific product. Table 2 summarises the main theories that were presented in the explained studies, and the following paragraphs will explain each concept in detail.

The authors argue that influencer marketing posts have no direct impact on the consumer's decision to purchase something. Instead, consumers base their decisions on the outcomes they think they will be able to achieve with a certain action, such as a purchase using a recommendation from an influencer. Another idea explored in multiple narrative studies and empirical researchers is word of mouth (WOM) marketing and opinion leadership. Opinion leaders are individuals who have certain expertise and can affect the decision of others, which links this theory with WOM since opinion leaders can serve as valuable sources of information for consumers. However, Johansen and Guldvik (2017) note that there is a major difference between opinion leadership and influencer marketing since the latter targets a multimillion audience, while opinion leaders usually communicate with a few people. Here, it is important to make a distinction between WOM and influencer marketing since the latter is a process – an influencer is continuously investing their time into creating content and collaborating with brands, while WOM is typically a single-action event.



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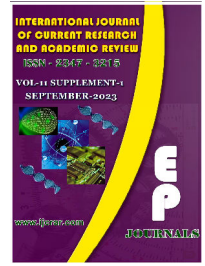
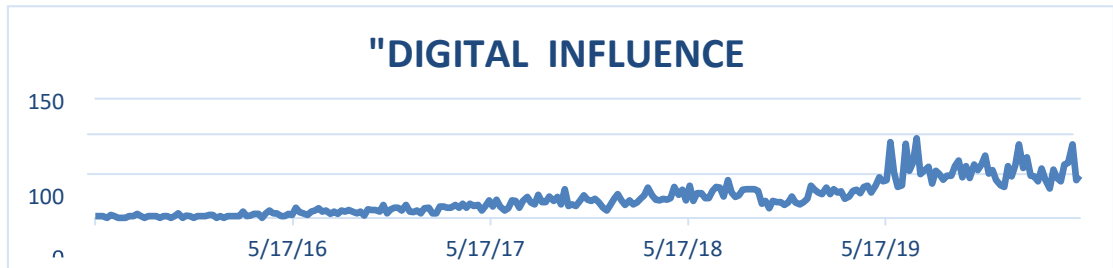


Figure 1. Popularity of The Phrase “Digital influencer”



Moreover, they are influenced by people with whom they have a large number of perceived similarities. Mainly, the similarities are assessed based on similar attitudes that individuals have. These attitudes can be further divided into important and less important, and the former category will help predict the attraction better. Argyris *et al.*, (2020) provide an example of people with similar views on family and views and those who share a taste in coffee, stating that the latter category will have less attraction.

Table.1 Analysis

Main Activity/Type	Company Name	Function in the company	Duration of Interview	No of pages of the transcript
Communication Agency	Quiosque PR	Senior Account	55 min	12
	LPM	Project Manager - Social People	40 min	9
	Pondera	Account	54 min	8
Influencers Agency	What About Agency	Account	online session	9
Retailist	Perfumes & Companhia	Brand Manager Exclusive Make Up & Skin Care Brands	32 min	7
	Sephora Portugal	Project Manager Sephora Collection & Exclusive Skincare	35 min	6
Brand	L'Oréal Portugal	Digital & Communication Manager	48 min	14
	Inglot	Brand Manager	online session	4



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Research Suggestions

1. As the influencer marketing is a feasible theme, it is suggested to conduct more studies in order to sample the existing literature and practice.
2. It is also suggested to conduct a quantitative investigation, with a significant sample of brands, in order to have more comprehensible view and be able to extrapolate the findings.
3. Additionally, it would be recommended to replicate the study in different sectors where the use of influencer marketing might be interesting, namely the fashion, technology and hospitality sectors.

Conclusion

Overall, this paper is a narrative review of topic on Entrepreneurial influencer marketing in modern day and consumer decision making. The findings suggest that influencer marketing can contribute to a brand's success because of the unique relationship between an influencer and their followers. Several theories help understand the relationship between brands and influencers, including some studies that focus on the effect that celebrities have on their worshipers, which can be used as a basic framework for the influencer-follower relationship. There are a large number of theories that aim to explain the relationship and communications between influencers and their audience. The research examined in this narrative review is both qualitative and quantitative, with sufficient validity to rely on the author's conclusions.

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Full Length Article

IJCRAR/FL/32

Overview of Social Media Marketing and Advertising

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Abstract

The new “internet sensation” social media marketing has considerably influenced the world of marketing. Introduction of various new tools and the tremendous increase of the internet user base in the last decade along with easier internet access gave the big push. It has brought information on the fingertips of people ranging from news to promotional videos. This has made the world to be smaller beyond landscapes with swift contact and updates via web and mobile. These unique features of the marketing tool have gained the attention of various academicians and researchers. Accordingly, the main aim of this article is to systematically examine and review current studies that have been conducted over the related area of social media and marketing. The article tries to study different social media marketing strategies by reviewing various books, journals, studies, published papers, etc. The review of literature has been collected from both national and international secondary resources.

Keywords: Social media, social media advertising, social media marketing, literature review.

Introduction

Social Media

Social media refers to the means of interactions among people in which they create, share, and exchange information and ideas in virtual communities and networks. The Office of Communications and Marketing manages the main Facebook, Twitter, Instagram, LinkedIn and



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YouTube accounts. We offer an array of tools, including one-on-one consults with schools, departments and offices looking to form or maintain an existing social media presence to discuss social media goals and strategy, as well as offer insights and ideas. Before creating any social media account, you must submit the Account Request Form. Be sure to check with your school's communications office for any school specific regulations or branding guidelines.

Social Media Marketing

Social media marketing is a mechanism that empowers people through online social networks to advertise their websites, goods, or services and to engage with and tap into a much wider audience that would not have been possible through conventional advertising channels. Most notably, social media emphasises the group rather than the individual. Communities exist on the Internet in various shapes and sizes, and people speak to each other. In order to effectively connect with group members about specific product and service offerings, it is the responsibility of social media marketers to exploit these communities properly. Social media marketing also includes listening to the groups as a representative of business and building relationships with them.

Social Media Advertising

Social media advertising is a type of digital marketing that utilizes social networks such as Facebook, X, formerly Twitter, and Instagram to deliver paid ads to your target audience. Social media ads are a quick and effective way to connect with your consumers and boost your marketing campaigns. By leveraging various data sources, advertisers are able to hyper-target their audiences and deliver personalized content based on demographics and user behavior.

When an audience is introduced to a brand on social media, advertisers may see more interactions and conversions. Social media ads are also cost-effective, offering the potential for high rates of return. Social advertising is a must if you want to quickly reach new target markets. More and more companies - including the world's top-performing brands - utilize social media ads to grow their companies and reach out to new consumers. To keep up with the competition, it's important to learn how these ads work and how they can benefit your company.



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Objectives of Study

- To analyse Social Media Marketing
- To Analyse Social Media Advertising

Literature Review

Priyanka P.V and Padma Srinivasan (2015) in her research study identified various factors that determine the purchase of a product using social media from a customer's point of view. A model from the retailer's perspective has been developed that explains how social media can be used for increasing customer loyalty. The study concludes that continuous customer support services will result in improvement of customer retention. New applications and social platforms will flourish and allow even greater personalization and real-time, location-based engagements in media.

In a recent case study by Christopher Ratcliff (2014) on a global organization that appears to have mastered its social media strategy, Ford. In his blog, he explains how Ford has included the key success elements in its strategy including customized posts, user connectivity through tone of voice and perhaps most importantly, a social media team that reads and responds to every single comment made by followers. However, it is worth noting that Ford has worked out what works for its own business, and this exact strategy may not necessarily drive the same achievement for different organizations.

Ates Bayazit Hayta (2013) in their research paper "A study on the of effects of social media on young consumers' buying behaviors" determines the effects of social media networks on purchasing behaviors of young consumers. The study results indicate that social media tools directly effects the purchasing behaviors of consumer, depending upon their age group and educational status.

Robert V. Kozinets, Kristine de Valck, Andrea C. Wojnicki and Sarah J. S. Wilner (2010) reviewed and synthesized extant WOM theory. This article shows how marketers employing social media marketing methods face a situation of networked coproduction of narratives. It then presents a study of a marketing campaign in which mobile phones were seeded with prominent bloggers.



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Eighty-three blogs were followed for six months. The findings indicate that this network of communications offers four social media communication strategies – evaluation,

Hensel and Deis (2010) have recommended that marketers must consider all possible avenues to positively use social media to increase advertising and improve marketing. Before implementing a specific social media strategy, the benefits, drawbacks, and challenges associated with it must be addressed. The strategy must assist in facilitating the social media inputs and discussions.

In addition, social media strategies should also be used to track a business presence online, and to make sure that clients are not degrading the branding value. The Internet-based social media has made it possible for one person to communicate with hundreds or even thousands of other people about products and the companies that provide them on web. Thus, the impact of consumer to consumer communications has been greatly increased.

Conclusion

Above review of literature shows how social media is slowly becoming an important marketing tool offering different organizations opportunity to engage with their markets and to learn about customer's needs, important segments and profile.

However, the implications are that this is an uncontrolled environment and therefore it requires a robust social media strategy that also manages the comments posted by consumers whether positive or negative. As these social network sites can pose a threat as well as an opportunity to companies by rapidly spreading the views of dissatisfied customer's comments.

Different research papers discussed above suggests that the peer group online social network effect can potentially influence purchase decisions because of its viral nature. Therefore, for an effective social media strategy augmenting it with other traditional media channels like radio, newspaper, or TV is mandatory. The review also reflects how social media has become an important tool for marketing and creating brand awareness. In fact, it is foreseen that in the near future there will be a paradigm shift from traditional advertising to social media platforms.



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Full Length Article

IJCRAR/FL/33

Challenges and Opportunities Faced by Women Entrepreneur of Middle Income Group of Chennai

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Abstract

Entrepreneurship is considered as one of the most significant factor contributing to the economic advancement of the country. Women make up for 13.76% of entrepreneurs in India; own 20.37% of MSMEs. The main motive of the study is to find out the obstacles faced by women entrepreneurs in Chennai. This study was exploratory in nature using the questionnaire and used both primary and secondary data. The study found out that due to increase in literacy among the female have made them aware of the problems they need to face while implementing and operating the business. The problems faced by women entrepreneur are lack of financing, Lack of motivation, Hiring suitable employees, Lack of planning and Time management.

Keywords: Economy, government, private sectors, globalization, liberalization, businesses.

Introduction

Entrepreneurship is considered as one of the most significant factor contributing to the economic advancement of the country. Women also have an equal participation in the economic development of the economy. Asian women now hold a key position in the government, private sectors and also entered in managing their own enterprise. Recently women are becoming more literate and they wanted to earn their own livelihood and that is why there is a phenomenal growth in women owned enterprise. Women entrepreneurship is gaining importance in India

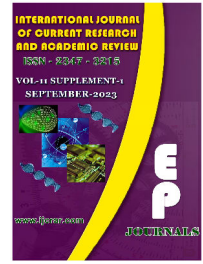


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inside the wake of monetary liberalization and globalization. The policy and institutional framework for growing entrepreneurial talents, offering vocation education and schooling has widened the horizon for monetary empowerment of women.

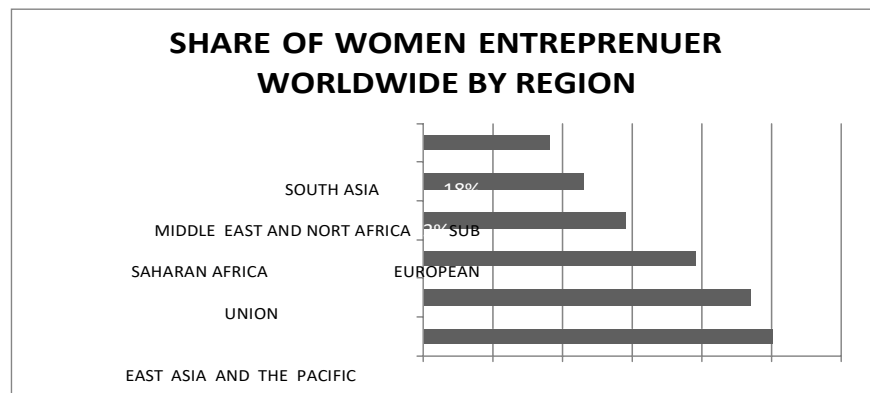
A large number of women around the world have set up and managed their own businesses. It was not easy for these women to succeed in business. They had to face a lot of difficulties and overcome a number of barriers to become successful in their ventures. A series of encouragement need to be provided to women who are technically sound and professionally qualified for venturing into entrepreneurship.

According to Schumpeter, "Women who innovate, imitate or adopt a business activity are women entrepreneur"

Women and Entrepreneur Globally

1. Women make up for **13.76%** of entrepreneurs in India; own **20.37%** of MSMEs.
2. 14% of women-owned businesses employ between 11 and 50+ workers.
3. Women-owned and controlled enterprises create direct employment for about 27 million people in India.

Fig.1



SOURCE: Secondary Data



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Reason for the Growth of Women Entrepreneur in India

Social Change

Woman entrepreneurship can lead to a tremendous social change, making women financially empowered and independent. It increase levels of confidence and happiness in women, moreover satisfaction of achievement and self-sufficiency can boost their self- esteem and overall well-being.

Economic Growth

The entry of more women into the workforce has led to significant economic growth and productivity.

Empowerment

Indian women are becoming more empowered now-a-days. Legislations are being progressively drafted to offer them more opportunities at various levels.

Literacy and Education

Increased levels of education have played a crucial role in initiating the process of entrepreneurship.

Objectives of the Study

1. To Study the Demographic profile of the middle class women entrepreneur in Chennai.
2. To examine the awareness of problems and challenges faced by women entrepreneur.
3. To find out the factors influencing women to become an entrepreneur.
4. To study the various opportunities of women entrepreneur.
5. To provide some suggestion and conclusion.



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Methodology

This study was exploratory in nature using the questionnaire method to complete the study effectively.

Nature of the Data

The study used both primary and secondary data

Primary data

A well-structured questionnaire with close ended questions is circulated to 105 respondents to collect data.

Secondary data

The existing documents like articles, and web blogs were used to gather relevant data for research.

Tools Used For Data Analysis

Microsoft Excel was used to analyse the results. Simple random sampling technique was used to choose the sample. Statistical tools used for analysing the data are percentage analysis and chi square test.

Limitations of the Study

- Due to time constraint, the study is limited to Chennai.
- The study is limited to middle income group due to short duration of study.
- The study was conducted from February to May.

Review of Literature

A literature review is a scholarly paper that includes current information on a specific subject, including substantive observations as well as theoretical and methodological contributions. The



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procedure of reviewing the related literature is an important aspect and necessary step in the research study. A description of the available literature on the women entrepreneur described as follows:

Dima Jamali (2009) attempted to study Constraints and opportunities facing women entrepreneurs in developing countries. The study concluded that striking a balance between work and family as the major constraints faced by women entrepreneur

R. Sathyadevi (2016) performed a study on Problems Faced by Women Entrepreneurs in Palakkad district. The findings interpreted that lack of finance as the problems faced by women entrepreneur.

Renu Jakhar and Chhavi Krishna (2020) performed a study on the opportunities and the challenges faced by the women entrepreneur. The study analyzed that lack of focus on career Problems Faced by Women Entrepreneurs in India. The findings suggested some schemes like Mahila Vikas Nidhi and cooperative scheme to improve the women entrepreneurship.

Chinmayee Sahoo (2020) attempted to study the problem, prospect and development of women entrepreneur. The study said that problem of finance as the major problem faced by women entrepreneur. In the study, financial cell and Marketing cooperative are considered as the suggestions to empower the women to seize various opportunities and face challenges in business

Rizwan Ullah Khan Et.al (2021) studied on the Factors affecting women entrepreneurs' success of small- and medium sized enterprises in emerging market of Pakistan. The study concluded the lack of education as the factor affecting the women entrepreneur success.

Findings

Demographic profile

1. Majority of respondents belongs to the age of 18-25 years.
2. The study showed that 52.4 %(55) of the respondents are unmarried.



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3. Most (3.8%) of the respondents of the respondents studied Up to 10th.
4. Most (56.2%) of the respondents have 0-5 years of experience as entrepreneur.
5. The study shows that majority (59%) of the respondents located their business in urban village.

Women entrepreneur are growing resources of the economy and they possess so many challenges. Due to increase in literacy among the female have made them aware of the problems they need to face while implementing and operating the business.

Some of the problems while implementing the business are Lack of financing, Lack of motivation, Hiring suitable employees, Lack of planning, Time management, etc. and greater number of women entrepreneur found unavailability of finance facilities as the most serious issue while implementing the business.

As women face lot of challenges during the course of business, majority of the women respondents suggested emotional support and financial support as the most needed support while facing such problems.

The influencing factor or motivating factor that provokes women to become an entrepreneur are Personal factor, social factor, financial factor and other factors. The personal factor that influences the women to become an entrepreneur is to have a high self-esteem. The social factor that influences the women to get participated in the business is their family support.

The financial factor that influences the women is the government support i.e., the loans, schemes, awareness programs motivate the women to enter into the field of business. Other factors include achieving a high status in the society, financial independence, self-confidence and the profitability of the business.

And the most utilized opportunity by the respondents is the women empowerment program and venture capitalization agencies. Adding to it women entrepreneurs are also benefited by the schemes implemented by the government like Street Shakti package for women, Prada Mantra Yolanda schemes.



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Suggestions

The following suggestions are opted from the findings of the study:

1. Providing better education to women.
2. Removal of cultural barriers.
3. Unfortunately government schemes and the awareness are benefitted to some part of the area where the benefits needed to be reached to the rural areas also.
4. Mentoring women professionally and financially.
5. Separate markets can be established for women entrepreneurs to encourage them.

Suggestion for Future Study

- I. The study could be conducted in large geographical area rather than restricting it to Chennai.
- II. The study could be conducted with more number of respondents to derive more precise results.
- III. A study can be made to analyse the problems faced by the high income group of women entrepreneur.
- IV. More research can be made in the rural area who take up small business.

Conclusion

For women, entrepreneurship is a journey out of poverty and towards equality. Finance is the major problem faced by many of the entrepreneurs while starting their entrepreneurial venture. By availing the Venture capitalization agencies, getting loan from bank and by getting government subsidies this problem can be rectified. They must have enough strength to face the challenge and get succeed in their business.

According to the study, the major problem faced by the women entrepreneur is the unavailability of finance and lack of planning. The way they overcome the problem is being confident and applying proper business plan. Their main strength is women being a multi tasked person and their weakness is improper work life balance. By providing a proper assistance and training,



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introducing new schemes, awareness programs, and women can overcome their barriers while operating their business. By introducing more schemes and providing financial assistance, the government can help the women entrepreneurs. The unexplored talents of young women can be identified, trained and used for various types of fields to increase the productivity in the different sectors.

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Full Length Article

IJCRAR/FL/34

The Role of Digital Marketing and Social Media Marketing in Consumer Behavior

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Abstract

This paper reviews recently published research about consumers in digital and social media marketing settings. Five themes are identified: (I) consumer digital culture, (II) Impact of Digital Environment (III) Social Media Marketing (IV) Online Word of Mouth (V) mobile environments. The papers examines how consumers experience, influenced and are influenced by the digital environment they are in as part of their daily lives. Much remains to be understood, and existing knowledge tends to focus disproportionately on WOM, which is only part of the digital consumer experience. Several avenues for future research have been proposed to encourage researchers to consider a wider range of phenomena.

Keywords: Digital Marketing, Social Media Marketing, Online Word of Mouth.

Introduction

With the use of web, Social media, mobile applications and different data communication technologies have become a part of consumer's daily activities. Peoples additionally pay longer on-line. People have begun to use social media to share their experiences. People exposed towards more and more digitally. People have tons of 'connections' on social media, thus info is consumed by many of us. This info becomes a supply of influence on customers and their shopping for behavior. As customers, people share product reviews, info a few service,



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recommendation on food or health, warnings concerning product, recommendations on victimization sure product, and far additional. Marketers have recognized to the present foundational shift by increasing their use of digital selling channels. This era has virtually everyone with a social media account and therefore the ones while not such associate degree account are actually looked down upon for business functions.

Objectives of the Research

- To Study about the role of Digital marketing and social media marketing in consumer behaviour.
- To understand how Digital marketing and social media marketing influences consumer behaviour to take purchase decision.

Literature Review

Digital and Social media marketing is the process of drawing attention to the brand through Digital and social media. Also, social media marketing is aimed at creating content that would attract the attention of users and encourage them to share it with their readers. Social media provide people with common interests with a virtual space to share and discuss ideas.

According to K.Burton, the amount of information published by the user on social networks is positively correlated with the number of subscribers the user has. It is also noted that in the online environment, people like to express themselves, share ideas, contribute, create and join communities of people to meet the needs of belonging, be socially connected or simply enjoy communicating with other like-minded people.

Research Themes

The research is about role of Digital marketing and Social Media Marketing in consumer behaviour in recent time. The themes are i) Consumer Digital Culture ii) Impact of Digital Environment iii) Social Media Marketing iv) Online word of mouth (WOM) v) Mobile Environment and reviews.



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1. Consumer Digital Culture

The knowledge, beliefs, and practices of people interacting on digital networks that may recreate tangible-world cultures or create new strains of cultural thought and practice are referred to as digital culture. Consumer digital culture research takes a close look at the digital environments in which consumers find themselves. A key aspect of this work has understood how consumers' identities and self-concepts extend into digital worlds; Consumer digital culture research considers, quite deeply, the digital environments in which consumers are situated.

2. Impact of Digital Environment

A recurring theme in recent years has been how digital/social media environments influence consumer behaviour. The implications are either environment-integral (i.e., digital environments influence behaviour in those environments) or environment- incidental (i.e., digital environments influence behaviour in other, unrelated environments).

It is enlightening to see how some informational and social characteristics of digital/social environments, such as being exposed to other consumers' opinions (e.g., reviews) or choices (e.g., bids in online auctions), or even just friends' lives via social media, can influence subsequent behaviours. As consumers use mobile devices more frequently, consumer behaviour in mobile settings is becoming increasingly important. This is especially fascinating in the context of shopping. Scientists have studied how consumers react to mobile offers in physical stores to see how mobile coupons can change the way consumers shop.

3. Social Media Marketing

The use of social media platforms and websites to promote a product or service is known as social media marketing. Although e-marketing and digital marketing remain dominant terms in academia, social media marketing is gaining popularity among practitioners and researchers. Most social media platforms include data analytics tools that allow businesses to track the progress, success, and engagement of advertising campaigns. Companies use social media marketing to reach out to a wide range of stakeholders, including current and potential



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customers, current and potential employees, journalists, bloggers, and the general public. Strategically, social media marketing entails managing a marketing campaign, governance, determining the scope (e.g., more active or passive use), and establishing a firm's desired social media "culture" and "tone."

4. Online Word of Mouth

Word of mouth has long been regarded as one of the most powerful marketing tools, particularly in traditional marketing, where people relied on reviews from others with knowledge or experience about a particular product or service. Word of mouth is used in digital marketing in the form of expert and user reviews, ratings, testimonials, and so on. To make a decision about a specific product or service, they will conduct research on Google, review the sites, and read about the brand. When positive and negative WOM are mixed, the direct influence of positive and negative WOM on a purchase is increased. Another important topic that has recently been discussed is the distinction between WOM online and WOM offline. Based on a large set of data about the WOM brands online and offline settings, online WOM is defined by the social and functional characteristics of the brand, while offline WOM is defined by the emotional characteristics of the brand.

5. Mobile Environments

As customers use mobile devices more frequently, consumer behaviour in mobile environments is becoming increasingly significant. This is especially intriguing in the context of shopping. In a field experiment, it was discovered that smartphone offers that require customers to stray from their intended shopping routes can increase unforeseen spending when conducted in an in-store purchasing environment with 8 actual stores.

Conclusion

In conclusion, there has been a lot of recent activity in the consumer behavior/psychology literature about digital and social media marketing, with many significant contributions. Knowledge has been gained. To advance this literature, Especially given the fast-paced nature of

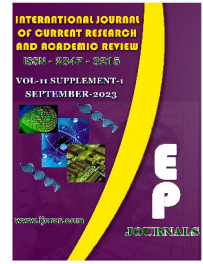


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digital settings, research aimed at broadening our understanding of key concepts phenomena, investigates novel phenomena, and develops Theories in areas where there is no established theoretical foundation will be developed be the most valuable.

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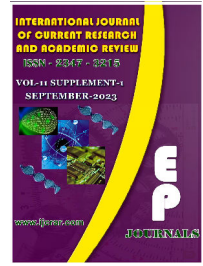


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Full Length Article

IJCRAR/FL/35

A Study on Women Entrepreneurship in India and Asian Countries

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Abstract

In today's world, women entrepreneurs are playing vital role and they have become important part of the global business environment. Participation of women in entrepreneurial activities is really important for the sustained economic development and social progress. Though women are playing key role in the society, but still their entrepreneurial ability has not been properly tapped due to the lower status of women in the society. The main purpose of this paper is to find out the status of women entrepreneurs. It further focuses on the rationale behind a women taking up entrepreneurship. An attempt has also been made to analyze the policies and measures undertaken by Indian government for the growth of women entrepreneurship in India so as to see the adequacy or otherwise of such measures so taken for the growth of women entrepreneurship. On the basis of this study some suggestions are given to encourage the spirit of entrepreneurship in women.

Keywords: growth opportunities, economy, undertake risks, business, entrepreneurship.

Introduction

An Entrepreneur is an individual who creates a new business, bearing most of the risks and enjoying most of the rewards. The process of setting up a business is known as [entrepreneurship](#). Entrepreneurs play a key role in any economy, using the skills and initiative necessary to



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anticipate needs and bring new ideas to market. Entrepreneurship that proves to be successful in taking on the risks of creating a start up is rewarded with profits and growth opportunities.

The increasing presence of women as entrepreneurs has led to significant business and economic growth in the country. Women entrepreneurs are those women who think of a business enterprise, initiate it, organise and combine factors of production, operate the enterprise and undertake risks and handle economic uncertainty involved in running it.

Women's entrepreneurship can make a particularly strong contribution to the economic well-being of the family and communities, poverty reduction and women's empowerment, thus contributing to the Millennium Development Goals (MDGs). Thus, governments across the world as well as various developmental organizations are actively undertaking promotion of women entrepreneurs through various schemes, incentives and promotional measures.

Objectives of the study

- To review the existing research and explore the profile, features and challenges encountered by Indian women entrepreneurs.
- To study the government initiatives to boost women entrepreneurship.
- To depict the current status of women entrepreneurship in India.

Methodology

The research design to gain insights into women entrepreneurship is chosen to be exploratory. For the purpose of fully understanding the construct an extensive exploratory research was carried out.



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Review of Literature

Singh, Surinder Pal, (2008) in this study identifies the reasons and influencing factors behind entry of women in entrepreneurship. He mentioned the obstacles in the growth of women entrepreneurship are mainly lack of interaction with successful entrepreneurs, social un-acceptance as women entrepreneurs, family responsibility, gender discrimination, missing network, low priority given by bankers to provide loan to women entrepreneurs. He suggested the remedial measures like promoting micro enterprises, unlocking institutional frame work, projecting and pulling to grow and support the winners etc.

Lall, Madhurima, and SahaiShikha (2008) identified Psychographic variables like, degree of commitment, entrepreneurial challenges & future plan for expansion, based on demographic variables.

The identified business owner's characteristics as self- perception self-esteem, Entrepreneurial intensity & operational problem for future plans for growth & expansion. The study suggested that though, there has been considerable growth in number of women opting to work in family owned business but they still have lower status and face more operational challenges in running business.

Features of Women Entrepreneurs

Self-confidence

It allows them to take risks and push themselves beyond their current capabilities.

Adaptability

An adaptable woman can easily adjust to changing circumstances and be able to move quickly and confidently to take advantage of opportunities.

Organizational skills

A successful women entrepreneur demonstrates her organizational skills when organizing and managing tasks, keeping track of deadlines, and establishing and maintaining communication with team members.



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Challenges Faced by Women Entrepreneurs

Lack of Access to Professional Networks

Limited access to professional networks is another one of the basic problems of women entrepreneurs in India. According to the Google-Bain survey, female business owners are less integrated with formal and informal networks.

Low Risk-Bearing Ability

Women often do not have financial freedom and do not have practice in making independent decisions. This is gradually changing as with each passing generation women are taking charge of their finances and mitigating the risks.

Balancing Responsibilities between Family & Business

Family is often seen as an extension of women. It is expected from married women to enter motherhood within a certain age and also play a major role in rearing their children. This also leads to the young mothers having to take a break from their careers and prioritize their families.

Government Schemes for Woman Entrepreneurin India

Annapurna Scheme

This loan allows these women entrepreneurs to avail it as capital requirements like buying equipment and utensils, setting up trucks, etc. The loan limit is Rs. 50,000 under the scheme.

Bharatiya Mahila Bank Business Loan

This bank has the vision to provide economic empowerment to women. The loan limit via this source is Rs.20 Crores.

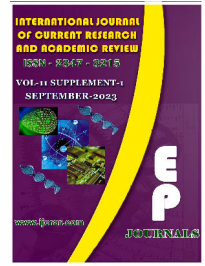


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Mudra Yojana Scheme

After approval of the loan, they will be given Mudra cards that work like credit cards with the withdrawal limit being 10% of the loan. The loan limit under this women’s loan scheme by the government is Rs. 10 Lakhs.

Table.1 Statistics of Indian Women Entrepreneurs

States	No of Units Registered	No. of Women Entrepreneurs	Percentage
Tamil Nadu	9618	2930	30.36
Uttar Pradesh	7980	3180	39.84
Kerala	5487	2135	38.91
Punjab	4791	1618	33.77
Maharashtra	4339	1394	32.12
Gujrat	3872	1538	39.72
Karnatka	3822	1026	26.84
Madhya Pradesh	2967	842	28.38
Other States & UTS	14576	4185	28.71
Total	57,452	18,848	32.82



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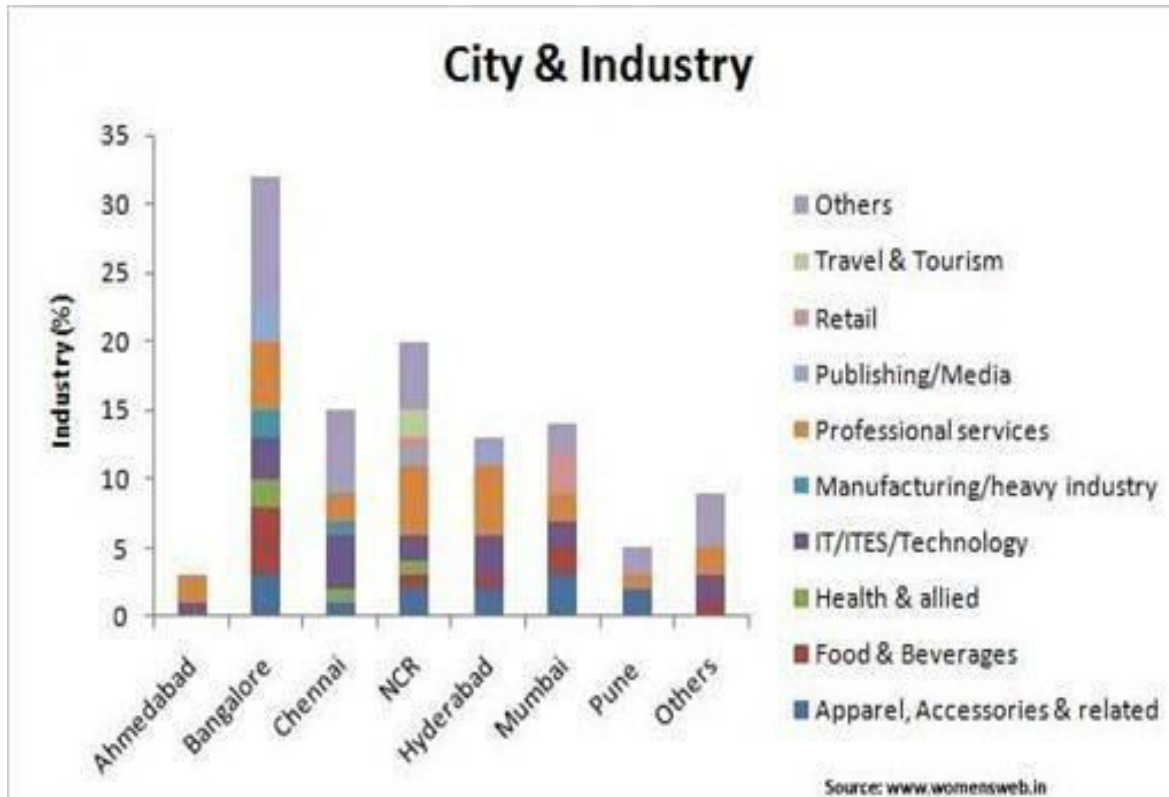
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Fig.1



Suggestions

Government can run training programs for women, at nominal or no fees to train them regarding the operation of machinery and other equipments.

Encouraging home-based businesses, so that women can effectively coordinate with household and entrepreneurial responsibilities.

The loan procedure by banks and other governmental organizations needs to be simplified.



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Conclusion

Women are the building block of the nation. For the economic development of the nation, women are the most important economic agents as they act as a catalyst of development. Also, when the women are educated and independent, the country prospers and progress. At present, many ventures are run by women in various sectors. In fact, they need not look for employment outside their homes, as they can effectively commence and run the business and earn money while staying at home.

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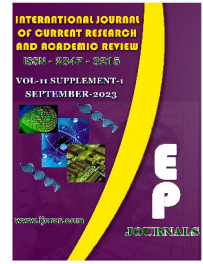


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Full Length Article

IJCRAR/FL/36

A Study of Challenges and Opportunities Faced by Women Entrepreneurs in India

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Abstract

Entrepreneur is an individual who has innovative and creative ideas and converts them into reality to meet the needs and demands of the society. Entrepreneurship is one of the major factor of economic development. In the present times, women entrepreneurs are emerging very rapidly with their innovative ideas and playing a very prominent role in the society by generating employment opportunities to the unemployed in this competitive world. This paper highlights the participation of women in the Indian economy, the challenges and the opportunities faced by the women entrepreneurs and how to overcome the challenges.

Keywords: Women Entrepreneur, Challenges, Entrepreneurship, Opportunities, Successful women entrepreneurs.

Introduction

Entrepreneurship is the process of developing, organising and managing a business in order to make or earn a profit. Entrepreneur is a person who has innovative ideas to start up a new business and bring those ideas into reality. Women entrepreneurs play a very prominent role in the economic development of the country. There are many businesses which are run by the women entrepreneurs and they are mostly successful. Nowadays women are educated and aware of all techniques of business and they know how to apply it theoretically. Women entrepreneurs



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in both developing and developed countries are socially powerful in terms of education and making an optimistic impact on the society. Today woman entrepreneurs are increasing in numbers which leads to major economic growth of the country by way of generating employment opportunities to the unemployed and inspiring the next generation of women founders. The opportunities provided to the women of digital era are rising quickly that the job hunters are whirling into creators. Women are evolving as designers, interior decorators, publishers, manufacturers and still exploring new opportunities of economic participation.

Review of Literature

Ms. Yogita Sharma, 2013, the study reveals about the problems faced by women entrepreneurs, factors influencing women entrepreneurship and the steps taken by the government of India. The methodology used in this study is secondary data. The government has taken necessary steps for the upliftment of the women entrepreneurs. This study concludes that women have the potential to manage the own enterprise in a systematic manner.

Parveen Kumar.2015, the study is about the role of the entrepreneurs, challenges faced by the entrepreneurs and the different schemes offered by the government to the women entrepreneurs. The study concludes that women entrepreneurs require necessary awareness programs and trainings to conduct business in a systematic manner in order to earn profit.

Methodology

This paper is a descriptive study. The secondary information has been collected from different scholars and researchers, published books, articles published in different journals, conference papers and websites.

Contribution of Women in Indian Economy

As per 2011 census, women represent 48.5% of the country's total population. The percentage of women entrepreneurs has risen from 39.8% to 41%. Women entrepreneurship and the overall participation of women in the economy are closely related to each other. This indicates that most of women work in unorganised sectors such as weavers, handloom workers, fishermen and



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fisherwomen, leather workers, plantation labourers. As per the last Employment Review by Directorate General of Employment & Training (DGE&T), on 31st March, 2011, about 59.54 lakh women workers were employed in the organised sector (Public and Private Sector). Of this, nearly 32.14 lakh women were employed in community, social and personal service sector. The participation of women is vast and this leads to the development the country's economy.

Objectives of the Study

- To know the status of women entrepreneurs in India
- To study various problems or challenges faced by women entrepreneurs in India
- To know the future opportunities for the development of women entrepreneurs in India.

Challenges Faced by Woment Entrepreneurs

The major challenges faced by the women entrepreneurs are lack of information, work-family conflicts, Finance, limited network, industrial contacts, lack of infrastructure, economic and political issues. In India most of the homemakers wanted to start up a business but due to the dual role as an earner and a homemaker they become unstable and feel frustrated. In spite of so many challenges, we find many women successful in their own business. Though there have been lot of obstacles in the past decades, the society has started accepting the women entrepreneurs during the present times and women entrepreneurs contribute to country's economy.

How to Overcome the Challenges?

Without challenges a woman cannot be a successful women entrepreneur. There are many challenges a women entrepreneur has to face every day. To overcome all the challenges a women entrepreneur, have to be innovative, creative, skilled person, motivated and mainly to receive support from the family members. Women entrepreneur is a person who accepts various challenging roles to meet the personal needs and become economically dependent. The government has also provided many schemes for the women entrepreneurs to develop their business and to participate in the development of the country. Some of the schemes provided by the government to the women entrepreneurs are:

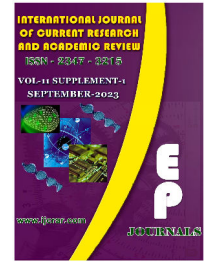


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- Mudra Yojana Scheme.
- Stand-Up India Scheme.
- Mahila Coir Yojana.
- CGTMSE.
- PMEGP.
- Udyam Shakti.
- TREAD.
- Economic empowerment of women enterprises and start-up by women.

Besides these the government also have to provide proper training programmes, conduct skilled developed programs, awareness about the government schemes to the women entrepreneurs to make them successful in their career.

Some of the Successful Leading Women Entrepreneurs in India

- Kiran Mazumdar- Shaw - executive chairperson and founder of Biocon Limited and Biocon Biologics Limited, a biotechnology company based in Bangalore, India.
- Indra Nooyi - an Indian-American business executive who was the chairman and chief executive officer of PepsiCo.
- Aditi Gupta - an Indian author and co-founder of Menstrupedia Comic.
- Suchi Mukherjee is the founder and CEO of Limeroad.com
- Vandana Luthra is an Indian entrepreneur and the founder of VLCC Health Care Ltd.

Conclusions

In India, women are economically as well as socially dependent on men. Women entrepreneurs face challenges such as lack of information, education, capital, support from family members, lack of confidence, lack of training programmes etc. Women have the potential and the determination to manage and organise their own enterprise in a systematic and appropriate manner. In this present digital era, women entrepreneurs are overcoming all the barriers and striving hard to achieve the goals and to become a successful entrepreneur.



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Full Length Article

IJCRAR/FL/37

Impact of Education on Women's Empowerment

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Abstract

When a man is educated, he is educating himself; however, when a woman is educated, she is educating her entire family. Mother India will be empowered if women are empowered. When nearly half of the world's population is made up of women. It will boost the country's economy if it is given more power. In recent decades, empowerment, defined as the delegation of power to another person, has been a tool for improving women's personal and professional lives. Higher education and occupation are effective tools for women's empowerment, but the significance of culture in this relationship cannot be overlooked. Women's empowerment can be hindered by social conventions, either directly or indirectly. The purpose of the study is to assess the education on women's empowerment. A structured questionnaire was distributed to 100 respondents to collect primary data. Questionnaire method is adopted for selection of data and the same is used to for analysing the objectives of the paper.

Keywords: women's empowerment, Higher education, Occupation, Qualification.

Introduction

It can help people become self-sufficient, making it a valuable weapon for eliminating inequality. Women, who face discrimination in a variety of settings, are especially in need of this. Women's empowerment begins with education. because it empowers them to address difficulties, confront their conventional roles, and change their entire existence The most powerful tool for changing women's status in society is education society.



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Empowering women via education

Empowering women via education entails providing them with the knowledge, skills, and resources they need to succeed as well as the self-assurance required to fully participate in the development process. It entails putting together Women are becoming more aware of their rights and more confident in asserting their rights.

Women's empowerment

Women's empowerment refers to their liberation from the suffocating grip of social, economic, political, and gender-based intolerance. It entails allowing women the freedom to create abundance in their lives. Women's empowerment is a crucial step towards achieving gender equality. Gender equality entails: "Individual privileges, obligations, and opportunities will change. It makes no difference whether they were born male or female.

Women Empowerment through Education

Women's empowerment is a global problem, and numerous formal and informal initiatives around the world focus on women's political rights. The concept of women's empowerment was first promoted at the World Economic Forum in Davos. In 1985, NAROIBI hosted an international women's conference. For women, education is the most important component. Prosperity, development, and welfare are all benefits of empowerment. development, and welfare are all benefits of empowerment.

Review of Literature

Sowjanya S. Shetty (2015) Education is regarded as a watershed moment in the empowerment of women because it allows them to adapt to difficulties, face their established roles, and transform their life. Because education, health care, and income are all intertwined, Eileen Malone Beach considers them a blessed trio.

Cong Wang (2021) This study aims to identify the effects of Junto's, the conditional cash transfer program in Peru, on women's empowerment. The findings of a qualitative method strongly



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support and explain the results. The relationship between women's empowerment and income disparity is investigated in this research. Empowerment in all three aspects (social, political and economic) plays an important role in reducing income inequality, especially in lower-middle and upper-middle income countries.

J.Vijayadurai (2015) Training is the key component for ladies' flourishing, advancement and welfare. 455 ladies respondents between 20-50 age gatherings were selected for the study. The findings of the study show that instructive capabilities assume huge part in ladies' strengthening.

Objectives of the Study

- To study the impact of education on empowerment of women.
- To analyse the challenges and changes from education on women empowerment.
- To study the education qualification on different types of empowerments.

Methodology of the Study Data Sources

Primary Sources: The primary sources data include both qualitative and quantitative data in this study.

Research Approach: Survey method

Research Instrument: Questionnaire

Types of Questionnaire: Structured.

Type of Questions: Open-ended and Close-ended questions

Secondary Sources: The data has been used to support the study's conceptual framework. Secondary information was gathered from journals, websites, publications and other sources.

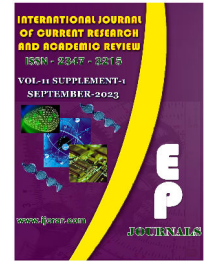


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Sampling Technique

The sampling method used was Convenience sampling because the 100 respondents chosen for filling the questionnaire were chosen conveniently from the area of study which was Chennai city.

Sample Design

This study group was chosen based on the ease with which the sample could be obtained as well as the possibility that education on women empowerment in Chennai city. To analyze the challenges, changes and qualification from education on women empowerment. Weighted Average Analysis and Ranking Method are utilized for data analysis.

Data Analysis Table 1.1

Objective 1: To Study The Impact of Education on Empowerment of Womens.

To show the demographic profile of respondents that education on empowerment Weighted Average Method is used.

Table.1 Showing demographic profile of respondents in empowerment in education.

Particulars	Demographic Profile	Frequency	Percentage
Age	20-30	40	40
	30-40	35	35
	Above 40	26	26
	Total	100	100%
Marital status	Single	42	42
	Married	58	58
	Total	100	100%
Education qualification	UG/PG	48	48
	Professional	32	32
	Others	20	20
	Total	100	100%

Source: Primary Data



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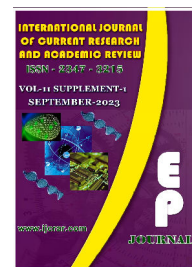
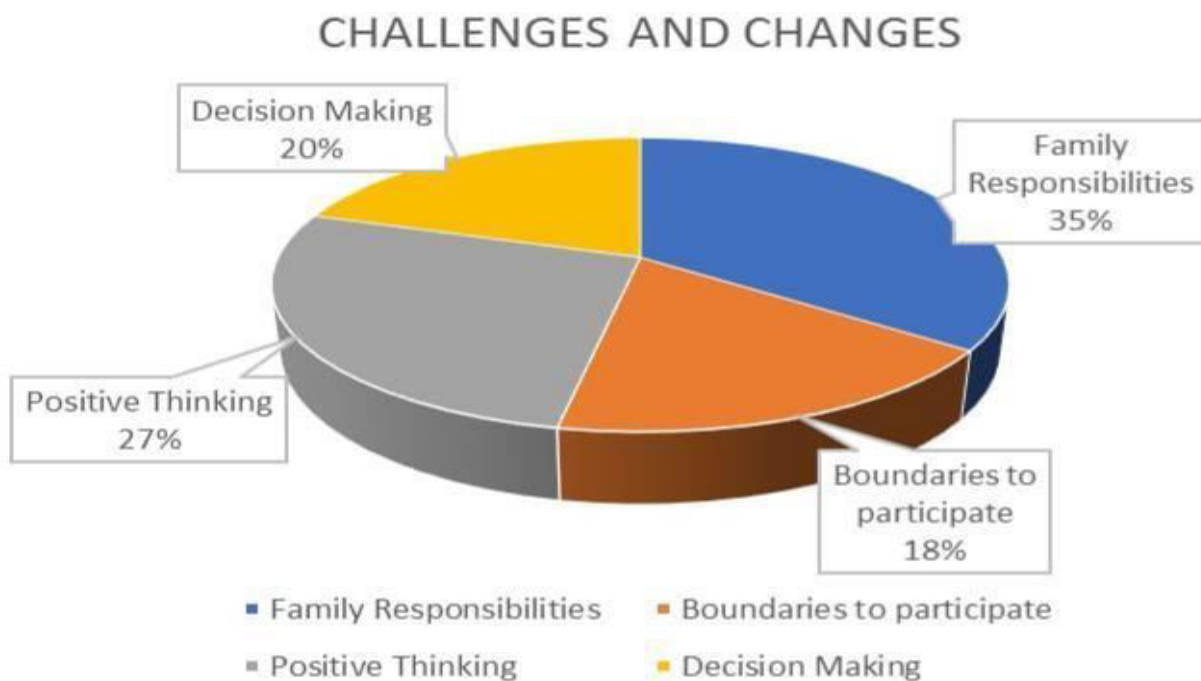


Table -1.1 shows that, Majority (40%) of the respondents belongs to the age group of 20-30. Majority (58%) of the respondents are married. The rest (42%) of the respondents are single women. (48%) respondents are pursuing undergraduate qualification.

Chart.1

Objective 2: To Analyse The Challenges And Changes From Education On Empowerment.



Source: Primary Data

Chart -1.1 reveals that (35 %) of respondents are belongs to family responsibilities while (27%) of the respondents are the positive thinking, third (20%) of the respondents are the decision making and the least (18%) of the respondents belongs to boundaries to participate in the challenges and changes are the women’s empowerment. According to the study majority of the (35%) respondents are family responsibilities in challenges.



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Table -1.2

Objectives:3 To Study The Education Qualification On Different Type Of Empowerment.

Table.2 To ascertain the education qualification on different type of empowerment.

Particulars	Education Qualification on Different Type of Empowerment					Total	Rank
	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied		
Social empowerment	113	70	63	62	73	381	5
Education empowerment	140	120	111	96	94	561	1
Personal empowerment	125	117	90	80	72	484	3
Psychological empowerment	128	120	118	90	82	538	2
Economic empowerment	120	82	80	70	77	429	4

Source: Primary Data

Table 1.2 reveals that, Education empowerment have the highest satisfaction level while among qualification. Psychological empowerment is the second most satisfaction level, the third most satisfaction level is personal empowerment. Economic empowerment is the fourth most level in the ranking list. And the least most satisfaction level is social empowerment in the education ranking.

Majority of respondents are Education empowerment have the highest satisfaction level while among qualification.

Major Findings

- Majority (40%) of the respondents belongs to the age group of 20-30.
- Majority (58%) of the respondents are married.
- (48%) respondents are pursuing undergraduate qualification.(35%) of respondents are belongs to family responsibilities



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- Majority of respondents are Education empowerment have the highest satisfaction level while among qualification.

Limitations of the Study

- The study was constrained the education empowerment of women's where the respondents were aged from 20-40.
- The area of the data collection is restricted to Chennai city only.
- The survey was also conducted among only small group of people of only 100 Respondents.

Suggestions

- To instil in women a sense of self-sufficiency.
- Early marriages should be avoided to avoid childbearing at a young age.
- Gender disparity must be eliminated.
- Women should take an active role in social and political movements. Fifty percent of the seats should be filled in all administrations be set aside for women. Disseminate the message that women's education is a prerequisite for combating violence their enslavement
- It is necessary to raise awareness about the need of educating girls in order to achieve gender equality.
- prepare them to make a significant contribution to the country's socioeconomic development nation Getting rid of all forms of discrimination in the workplace, especially salary discrimination.
- Men and women have different needs.
- In order to modify attitudes about female education and develop social awareness, A intentional strategic change is required to raise the country's consciousness.

Conclusion

I conclude that the impact on education in women's empowerment. Among the survey respondents I found out the major number of people between the group of 20-40 age Women's empowerment entails achieving higher literacy and educational levels, better health care for



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women and their children, equal ownership of productive resources, and increasing engagement in politics.economic and commercial sectors, increased understanding of their rights, higher living standards, and to help women develop self-reliance, self- confidence, and self-respect. According to the findings of the study, the majority of respondents are satisfied with the education qualification on women's.

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Full Length Article

IJCRAR/FL/38

Perceptions on Corporate Social Responsibility of Firms among the Employees

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Abstract

Corporate Social Responsibility (CSR) describes a company's commitment to be accountable to its stakeholders. CSR demands that businesses manage the economic, social and environmental impacts of their operations to maximize the benefits and minimize the downsides. Corporate social responsibility is more or less an act of company whereby it presents its concern & commitment towards the society in large in connection with the sustainability & development. CSR is basically a moral and ethical conduct towards the society in large by a company. The primary objective of the study is "Impact of Corporate Social Responsibility Practices on the Performance of Employees and the firm in Automobile Industry: A Perception study with special reference to selected automobile Companies in Tamilnadu. The results of the study stated that, Majority of the employees agreed that the Corporate social responsibility influences the individual performance in the Automobile companies. The disagreement of others may be due to lack of awareness and myth of loss of job and other individual attitude issues.

Keywords: Business, Air, Water, Soil, Investors, Ethics and Values, Individual.

Introduction

Corporate social responsibility (CSR) is about how businesses align their values and behaviour with the expectations and needs of stakeholders - not just customers and investors, but also employees, suppliers, communities, regulators, special interest groups and society as a whole.



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CSR describes a company's commitment to be accountable to its stakeholders. CSR demands that businesses manage the economic, social and environmental impacts of their operations to maximise the benefits and minimize the downsides. Key CSR issues include governance, environmental management, stakeholder engagement, labour standards, employee and community relations, social equity, responsible sourcing and human rights.

Need for Social Responsibility

Today, businessmen are aware that society is the biggest force which controls the entire business operations, right from acquisition of land to final produce. They now feel that they cannot operate in societal isolation. Profit still being the major determinant for business houses, it is extremely difficult to strike a balance between the conflicting needs of business this earning profit and society's need to take care of its many constituents. The success of a business depends on the growth of the society because the goods and services of business are ultimately consumed by the society. So, an organization must initiate steps which will ultimately lead to economic upliftment of the people.

Research methodology Statement of the Problem

Corporate social responsibility is part of the business today. It has happened with lot of pressure and compulsion. This is due to lack of awareness on the CSR practices importance in the business and its sub systems. In western world, CSR is mandatory for business. But in India, traditional businesses, never come across such scenario due to the inbuilt ethical and value systems and the recycling products and components. Mass production and replacement model of repairs leads to huge stocks of repaired items as waste. This has made the government to insist and impose CSR as mandatory measure in the companies of polluting nature. The Corporate Social Responsibility is the process of linking business with society and its components.

Scope of the Study

The scope of the current study is limited to the Automobile companies operating in Chennai, Thiruvallur, Chengalpattu, Kancheepuram and Tiruttani. The Automobile companies in the study



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included both public Limited and Private limited firms. The operations of the sample firms are spread across all the domains of manufacturing and assembling. The employees in the survey cover the range of age groups, experience groups, working at different levels of management. In addition equal opportunity is given to all the employees by sending a digital survey structured questionnaire for expressing their views on the topic and the various dimensions of impact of the same. The findings of the study may be applicable to the firms operating elsewhere in the same environment in the country.

Objective of the Study

The general objective of the present research is “to find out the level of awareness and perceptions on Impact of Corporate Social Responsibility Practices on the employees from Automobile industry.

Sources of Data

For the purpose of study, data required is collected from both primary and secondary sources. For the purpose of data required for the analysis and to test the hypotheses, the primary data is collected through a structured questionnaire prepared on the basis of review of literature and tested through pilot study.

Research Methodology

The present study is perception based and qualitative in nature. The present study is described the profile of the Automobile companies and the environment prevailing and explore the some of the facts relating to Corporate Social Responsibility climate and Practice and the employees perceptions on the same and its relevance and relationship with the performance of the employees and the firm. Both physical and electronic questionnaires were consolidated by thorough review of the collected questionnaires. On review, it is found that, 58 questionnaires in total found unusable due to errors of omission and dual entries and 442 samples were found suitable for the study. Data analysis is carried out with the same.

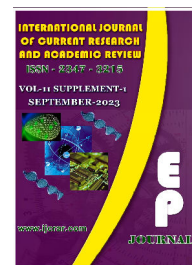


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Data analysis and Results discussion

Table.1 Perceptions on Awareness on Corporate social responsibility (CSR)

	Frequency-(N)	Percentage- (%)
Highly aware	36	8.1
Aware	158	36.0
Somewhat aware	129	29.2
Not aware	97	21.7
Not at all	22	5.0
Total	442	100.0

Source: Primary Data / Questionnaire

It is noted from the table 1, that the awareness on corporate social responsibility among the employees is found at 8.1 percent of the employees are highly aware of the concept, 36 percent of the employees in the sample are aware of the Corporate Social Responsibility concept, 29.2 percent of the employee are somewhat aware of the Corporate Social Responsibility, 21.7 percent are not aware of it and finally 5 percent of the employees are not at all aware of the concept of Corporate Social Responsibility among the sample. It indicates that the average level of awareness on the concept of the corporate social responsibility is found among the employees working in Automobile companies. Hence, it is advisable to create awareness of the concept among the employees during the training sessions

Table.2 Distribution of sample on the basis of practicing status of CSR

Practicing Status of CSR	Frequency-(N)	Percentage- (%)
Yes	291	65.8
No	151	34.2
Total	442	100.0

Source: Primary Data / Questionnaire

It is found from the analysis of table 2, that 65.8 percent (approximately 2/3rd) of the Automobile companies in the sample are practicing the Corporate Social Responsibility and the 34.2 percent of the firms are not practicing the Corporate Social Responsibility.



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The reasons could be size, compatibility, requirement and the other constraints like lack of awareness, lack of management willingness etc. However, a strict and commendable control on the performance of the employees is observed among these firms. Hence, it is advisable to introduce formally and creating awareness among the employees may help in standardizing the systems and procedures for the future with regard to CSR for the benefit of the firm and to the benefit of the employees at large.

Table.3 Perception on Regularity of practice of CSR

Degree of Practice of CSR	Frequency-(N)	Percentage- (%)
Always	137	31.0
Most of the times	150	33.9
Half of the times	71	16.1
Some times	31	7.0
Rarely	53	12.0
Total	442	100.0

Source: Primary Data / Questionnaire

Table 3 represents the results on the regularity of practice of Corporate Social Responsibility among the sample companies in Chennai. The results indicated that, 31 percent of the firms always performs the Corporate Social Responsibility, 33.9 percent of the firms in the sample most of the times performs the Corporate Social Responsibility, 16.1 percent performs the Corporate Social Responsibility at half of the times, 7 percent of the firms performs some times and 12 percent of the companies performs Corporate Social Responsibility rarely. It indicates that there is no strict regulation on the adoption and practice of Corporate Social Responsibility among the Automobile companies of small and medium in nature.



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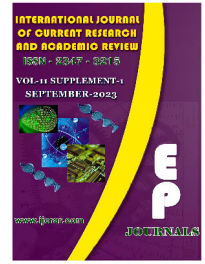


Table.4 Perception on CSR impact on individual performance

CSR impact on individual performance	Frequency-(N)	Percentage- (%)
Strongly agree	70	15.8
Agree	210	47.5
Somewhat agree	61	13.8
Not agree	31	7.0
Not at all agree	70	15.8
Total	442	100.0

Source: Primary Data / Questionnaire

It is inferred from the table 4, that 15.8 percent of the employees in the sample survey perceived that the corporate social responsibility influences the performance of the employees is strongly agreed, 47.5 percent are agreed for the same, 13.8 percent are somewhat agreed on the perception, 7 percent of the employees are not agreed the impact of Corporate Social Responsibility on individual performance and 15.8 percent of the employees are not at all agreed for the perception of influence of Corporate Social Responsibility on the individual performance among the employees in the sample. It indicate that majority of the employees agreed that the Corporate social responsibility influences the individual performance in the Automobile companies.

Table.5 Perception on CSR impact on firm performance

Impact of the CSR Practice on the performance of the firm	Frequency-(N)	Percentage- (%)
Excellent	65	14.7
Very good	192	43.4
Fair	86	19.5
Moderate	39	8.8
No impact	60	13.6
Total	442	100.0

Source: Primary Data / Questionnaire



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The perception on the impact of Corporate Social Responsibility practices on the performance of the firm is indicated as excellent impact by 67 respondents (14.7%) of the sample, 43.4 percent indicate very good impact, 19.5 percent perceived that a fair impact, 8.8 percent of the employees represent moderate level of impact and 13.6 percent perceived that no impact of the CSR practices on the performance of the firm. It indicates that it is agreed that the corporate social responsibility is a motivating and control tool to improve the performance of the employees and the firm.

Findings of the study

Average level of awareness on the concept of the corporate social responsibility is found among the employees working in Automobile companies. Hence, it is advisable to create awareness of the concept among the employees during the training sessions and do the follow up on the same can helps in improving the level of awareness. Majority of the employees agreed that the Corporate social responsibility influences the individual performance in the Automobile companies. The disagreement of others may be due to lack of awareness and myth of loss of job and other individual attitude issues. Corporate Social Responsibility practices of the Automobile companies in the sample area and each company can think ahead and set a standard to reach the industry standard over a period of time.

Suggestions and Recommendations

The performance of the firm is necessary to serve and gain the trust and confidence of the stake holders. It is the duty of the employees and management together to act and be proactive in accordance with the market demands and retain the good client base along with sustainable development of revenues, client base and market share. To get the same contribution from the employees, organization and CSR practices can help in their own way. Hence all the three needs to be focused simultaneously.

Regulatory measures

Automobile sector is a polluting industry in nature. While granting the license, government should insist on emission control and other CSR practices compulsion and monitor the same at



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frequent intervals. Frequent environmental audit of the products should be tested in normal conditions. A stringent policy on CSR and its practice can help the companies to follow from time to time.

Encouragement of best CSR practicing firms

IN the industry, best CSR practicing companies need to identify and recognize with quality and social responsibility awards by granting temporary relief from the tariffs and taxes. This can create interest among the management to practice CSR in a regular manner.

Reporting Practices

Automobile industries can be asked to submit the CSR practices audit report along with financial audit report and the deviations can be charged with penalties and prosecutions. This can create some amount of fear and made them to practice CSR on regular basis.

Recognition measures

The best CSR companies in the sector can be nominated as CSR brand ambassadors on behalf of the government for a specific period of time. This can improve the competitiveness of the firm. Such measures can pressurize the management to practice CSR for the benefit of the society and environment at large.

Summary and Conclusion

It is noted that contribution of employees, organization environment and CSR practices are indispensable for the sustainable growth and development of the business in long run. Hence, a systematic planning and adoption of development schemes, effective implementation and follow up, revision of the schemes and plans from time to time can help in growing much faster, better and sustainable. The disagreement of others may be due to lack of awareness and myth of loss of job and other individual attitude issues. Hence, CSR can act as a catalyst for the individual



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growth and the organization development. Hence, Corporate Social Responsibility can definitely help to improve the performance of the employees and the performance of the firm.

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Full Length Article

IJCRAR/FL/39

A Study on the Awareness and Customer's Satisfaction towards Online Payment Apps

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Abstract

Customers are increasingly using digital devices to reduce the amount of time they spend on banking. Digital payment refers to consumer transactions made at point of sale. The study main motive is to find out the awareness and customer's satisfaction towards online payment apps. The sample size of this study has been limited to 100 respondents. According to the study conducted, e-payment is far more convenient than traditional payment methods such as cash or cheque. They don't have to spend time queuing in banks or merchant offices waiting for their turn to transact because they can pay for goods or services online at any time of day or night, from anywhere in the world.

Keywords: Customers, Digital payment, phone's screen, mobile banking, internet banking, smartphone or card payment.

Introduction

The journey began with carrying gold coins and progressed to carrying currency in wallets. It further altered the scenario by accepting payments via debit and credit cards. With online mobile payment apps, the bank appeared on your phone's screen. Customers are increasingly using digital devices to reduce the amount of time they spend on banking. Digital payment refers to



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consumer transactions made at point of sale (POS) for services and products via internet banking or mobile banking using a smartphone or card payment.

This digital payment is very useful for transferring funds without taking any risks, and it is also very simple to handle and use. We have all seen how technology has advanced in the modern world. In this case, online payment apps were also introduced and well received by customers.

The functions of the online payment app are "Faceless, Paperless, Cashless". UPI payments can be made using a variety of payment apps, such as Google pay, Phone Pe, Paytm and others redefined the banking system by offering services such as payment of electricity bills, water bills, mobile recharge, online shopping, scan any QR code and so on. Coupons, discounts, rewards, loyalty points, and other benefits are provided to users who use e-payment apps.

Objective of the Study

- To know the level of awareness towards online-payment apps.
- To study the effectiveness of online payment apps.
- To analyze the level of customer satisfaction towards online payment apps.
- To examine the problems faced by the people while using online payment apps.

Need for the Study

In this competitive modern age, financial transactions are the backbone of any economy in the world. We are analyzing the usage and people's satisfaction towards online payment in this study. The goal of this research is to learn how people feel about the online payment apps and the opportunities for future growth in this field.

Limitations of the Study

- The research was carried out in a short time frame.
- The sample size is limited to 100 respondents.
- The study does not focus on a particular payment app.



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- This study is purely based on data collected via questionnaire, which may be insufficient to measure the true opinion of technology advancement towards online payment apps, as opinion changes rapidly.
- Suggestions based on the current study's findings.
- The study cannot be generalized over a long period of time because perceptions change rapidly.

Collection of Data

Any research project generally requires the collection of relevant data. Depending on the information sources, available data can be classified as follows:

- ✓ Primary Data
- ✓ Secondary Data

Primary Data

Primary data is information that is being collected for the first time. The data is gathered through a questionnaire-based survey of people of all ages. Questions about the respondent's demographics, level of awareness, effectiveness, motivational factors that influenced to use, and problems faced while making any payment were asked, and the responses were collected, classified, tabulated, and analyzed.

Secondary Data

Secondary data are those that have already been gathered by someone else for a different purpose. Secondary sources such as magazines, books, periodicals, and project reports were used to gather information for this project.

Sample Size

The sample size of this study has been limited to 100 respondents. The questionnaire contains 26 questions. This respondent comprise of those who use online payment apps.



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Tools Used for Data Analysis

Microsoft Excel and a statistical package were used to analyze the data, and conclusions were drawn based on the results of such analysis.

- Percentage Analysis
- Weighted Average
- Ranking

Review of Literature

Dr Mamta Brahmhatt (2018)¹ Studied about customer perceptions of electronic wallets in the city of Ahmadabad. She noted that the adoption image of electronic wallets among consumers in Ahmadabad has already crossed the earlier stage and to be successful in E-portfolio market they have to depend on the marketing strategies of E-wallets companies as well as the financial policy makers.

Ghosh, Gourab (2021)² described the status of information and communication technology which paved the way for modern method of payments. Growing with smartphone and having access to the internet has made people's live easier and has given birth to digitalization. Digitization has not only enhanced trade and commerce, but also made the payment transaction smooth and quick.

Pawan Kalyani (2016)³ carried out an empirical study on raising awareness about paperless electronic money transactions such as ICT-enabled e-wallets among young people. This paper concentrates on paper-free electronic money transaction that gets popular around the globe. The results show that the practical ease of use of the e-wallet is small and should be increased through the addition of value-added services.

Rengarajan and V. Vijayanand (2018)⁴ in their study found that customers largely prefer the private banks. A private bank plays a healthy part in introducing the online payments in comparison with the public sector banks. For each of the variables the private bank had a positive customer response in relation to the public sector.



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Data Analysis and Intrepretation

Analysis and interpretation provide answers to the research questions postulated in the study. It is the process of organizing, manipulating, and summarizing data in order to answer research questions. Its goal is to convert data into an understandable and interpretable format so that the relationships of research problems can be studied and tested. Interpretation presents the findings of analysis, makes inferences about the research relationships studied, and draws conclusions about these relationships. The collected data was analyzed using various types of charts and the analysis is provided below. Data analysis helps us to determine whether our hypothesis is accepted or not. It is also useful determining whether all of our objectives are being fulfilled. Data analysis helps us to making conclusions or a result to our research problem. Overall analysis of online payment application on the basis of survey.

Summary, Findings, Suggestions, and Conclusion

Summary

According to the studies conducted, e-payment is far more convenient than traditional payment methods such as cash or cheque. We don't have to spend time queuing in banks or merchant offices waiting for our turn to transact because we can pay for goods or services online at any time of day or night, from anywhere in the world. We also don't have to wait for a cheque to clear the bank before we can access them. E-payment also eliminates the security risks associated with dealing with cash money.

Findings

Findings have been computed from the primary data collected from the respondents in the form of questionnaires and inferences have been drawn. The major findings of the study are as follows:

- The study has indicated that there is an association between age and recommend to use online payments apps.



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- The study has indicated that there is an association between educational qualification and frequently used payment apps.
- The study has indicated that there is no association between marital status and going cashless is beneficial for economy growth.
- The study has indicated that there is an association between income and purpose of using payment apps (money transfer).
- The study has indicated that there is no association between gender and motivational factors which influence to online payment apps (rewards).
- The study has indicated that there is an association between occupation and purpose using online payment apps (myntra/club factory).

Suggestions

- According to the study online payment should be more safe and secure.
- Customer queries are to be taken into account and the authority must take immediate action to restore the online payment apps.
- Respondents should avoid taking in depth personal details.
- Regular feedback from customers regarding online payment app can be collected in order to understand the level of usage and satisfaction towards online payment apps and make necessary changes to meet customer requirements.
- Online payment apps should be upgraded and the payment system should be used to start generating innovative

Conclusion

According to the findings of this study, majority of the respondents were highly satisfied with online payment apps. Nowadays, both men and women use and are satisfied with online payment apps. In the modern world cash is no longer becoming a mode of transaction. Online Payment apps usage crosses the boundaries of big cities and gains popularity in villages. People from different walks of life, rich or poor, young or old, are now using smart phones. The online payment system is here to stay and will undoubtedly improve the quality of life for future generations.



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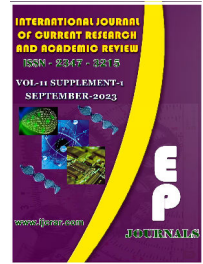


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Full Length Article

IJCRAR/FL/40

Exploring the Entrepreneurial Mindset among IT Professionals

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Abstract

In the dynamic landscape of Information Technology (IT), a notable transformation is underway. Traditional career path within the IT sector are evolving, with the increase of professionals, exhibiting entrepreneurial inclinations. This shift marked by an anxious towards innovation, a penchant for risk-taking, and a desire to create value beyond conventional employment paradigms. Understanding and dissecting this phenomenon—the entrepreneurial mindset among IT professionals—is pivotal in grasping the contours of contemporary professional life. The researcher aims to analyse whether employees willingness to choose IT profession, factors that influences and the challenges faced by the IT professionals to start an entrepreneurship. Primary data has been collected using questionnaire among various IT professionals and analyzed and interpreted using SPSS software and MS Excel. Secondary data has been used to analyse the conceptual framework to understand the employee's mindset. Purposive sampling method has been adopted for the present study.

Keywords: Information Technology, paradigm shift, entrepreneurial mindset, IT professionals.



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Introduction

In the swiftly evolving landscape of Information Technology (IT), a remarkable shift is underway. Beyond the traditional domain of technical expertise, few IT professionals are embracing an entrepreneurial mindset. This transformation signifies a proactive orientation towards innovation, a willingness to take calculated risks, and a fervent aspiration to transcend conventional professional boundaries. The IT sector, renowned for its innovation and technological advancement, is now witnessing a new narrative. IT experts, in addition to their roles within established organizations, are increasingly venturing into independent entrepreneurial endeavors. This trend is driven by a desire to not only contribute within the confines of a job role but also to drive innovation and create value independently.

The entrepreneurial mindset among IT professionals is marked by a willingness to challenge the status quo. Rather than being content with the routine tasks of their job, they seek out opportunities to innovate and disrupt. This mindset extends beyond technology; it encompasses a broader understanding of business strategies, market dynamics, and customer needs. IT professionals with an entrepreneurial inclination are not averse to calculated risks. They understand that innovation often involves venturing into uncharted territory, and they are willing to navigate uncertainties to achieve their goals. This risk-taking propensity is underpinned by a strong belief in their abilities and a determination to persevere through challenges. Collaboration and networking are also central to the entrepreneurial mindset among IT professionals. They recognize the value of building relationships with like-minded individuals, mentors, and potential partners. This collaborative approach helps them access diverse perspectives and resources, ultimately enhancing their ability to innovate and succeed.

The IT sector has long been a crucible of innovation, with professionals at the vanguard of technological advancement. However, a new narrative is emerging – one where IT experts are not only drivers of innovation within established organizations but are also venturing into independent entrepreneurial pursuits. This research seeks to illuminate the underlying why this shift is happening and also to figure out what makes IT professionals want to be entrepreneurs, the factors influence the entrepreneurial mindset and to examining their challenges and their personal interest to choose Entrepreneurship.



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Review of Literature

Munawar, S., Yousaf, H. Q., Ahmed, M., & Rehman, S. (2023) in a study on “The influence of online entrepreneurial education on entrepreneurial success: An empirical study in Pakistan.” The study aims to provide insight into how online entrepreneurial education, attitude, and mindset enhance the professional growth, innovation, and success of entrepreneurs in Pakistan. Data were collected through a self-administered questionnaire and 235 responses were analysed using the partial least squares structural equation modeling (PLS-SEM). Resultantly, online entrepreneurial education has a positive impact on the development of an entrepreneurial mindset. Entrepreneurial attitude influences the entrepreneurial mindset, which enhances professional growth. Moreover, innovation among entrepreneurs is as necessary as mindset and education. The findings revealed that professional growth formed innovation for entrepreneurial success.

Kearney, C., Dunne, P., & Wales, W. J. (2020) in a study on “Entrepreneurial orientation and burnout among healthcare professionals.” The study explores that healthcare professionals, burnout has one of the key challenges affecting organizational outcomes, employee productivity and quality of care. The knowledge of burnout and its root causes and primary contributors continues to grow yet remains limited. In many environments, an entrepreneurial orientation (EO) has been shown to dramatically improve organizational outcomes and performance. The paper reveals the insights of professionals into how an opportunity-embracing EO characteristic of high-tech firms may shape how stress is experienced and address burnout when applied to healthcare organizations. A decrease in burnout stands to improve quality of care as well as the satisfaction of staff and patients alike, including a greater sense of autonomy, engagement, motivation and passion.

Hassan, N., Ramli, M. S., Sumardi, N. A., Halif, M. M., Othman, A. K., Zainal, N. Z., & Aziz, R. A. (2019). In a study on “The Effects of Employee Mindset on Employee Innovativeness: A Comparative Study Between Professional and Non-Professional Groups among Government Staff in Putrajaya, Malaysia”. This study was compared to identify the effects of employee mindset on employee innovativeness among civil servants in two ministries and one government agency in Malaysia, enabling a deeper understanding on the contributing factors of employee



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innovativeness in civil service in Malaysia. The findings revealed that there were significant and positive relationships among and between all dimensions of employee mindset and employee innovativeness among professional grade employees but only three dimensions of employee mindset (cognitive complexity, boundary spanning and adaptability) were associated to employee innovativeness among the non-professional group. It is recommended that employees in the non-professional group should be guided and rewarded for any innovative ideas they presented.

Research Gap

From the literature review the study found that there are many studies have examined the mindset to startup a entrepreneurship among individuals or professionals in many sectors like Healthcare, education, constructions, agriculture and many more sectors. But there is a lack of research on Entrepreneurship Mindset up among IT professionals. This study aims to understanding the factors that influence the entrepreneurial mindset of IT employees, examining their challenges and their personal interest to choose Entrepreneurship.

Objectives

- To analyze the mindset of IT professionals regarding starting a business
- To understand the factors that influences the entrepreneurial mindset among IT professionals.
- To examine the challenges faced by the IT professionals to start as an entrepreneur.

Methodology

- The Primary Data was collected among employees among various IT Professionals.
- The secondary Data was collected from various research articles, research blogs, magazines, newspapers, official bank websites related to the study.
- The survey was conducted to Exploring the Entrepreneurial Mindset among IT Professionals in Chennai City.
- Purposive Sampling method adapted to analysis and evaluates the entrepreneurial mindset of IT Professionals.

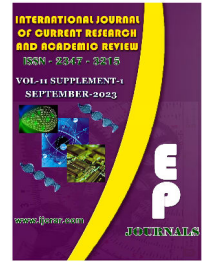


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- Descriptive Analysis, Percentage Method were adopted to analyse the Demographic Profile of the respondents. Inferential Analyses, ANOVA and Independent T - Test were adopted to analyse the results related to the objectives.

Data Analysis and Intrepretation

Table.1 Demographic Profile

FACTORS	OPTIONS	FREQUENCY	PERCENTAGE
Age	20 - 25	18	36.00
	26 - 30	20	40.00
	31 - 35	8	16.00
	36 and Above	4	8.00
Gender	Male	29	58.00
	Female	21	42.00
Marital Status	Married	32	64.00
	Unmarried	18	36.00
Job Position Level	Lower Level	34	68.00
	Middle Level	12	24.00
	Top Level	4	8.00
Annual Income	1,00,000 - 5,00,000	26	52.00
	5,00,001 - 10,00,000	20	40.00
	10,00,001 and above	4	8.00
Work Experience	0 - 5 years	25	50.00
	6 - 10 years	19	38.00
	11 years and above	6	12.00

Source: Primary Data Interpretation

The above table shows the Demographic factors of the IT professionals using Percentage Method. The data reveals that majority of the employees are from the age group between 26 to 30 (40%), majority of them are Male category (58%) with the annual income of between 1,00,000 - 5,00,000



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(52%), with the work experience of 0 – 5 years (50%) and working in Lower level position (68%). Majority of them are Married (64%)

Table.2 Interest to Become an Entrepreneur

	GENDER	N	MEAN	SD	T	P
IT professionals interest to become an entrepreneur	Male	29	3.55	1.15	2.958	0.005**
	Female	21	2.42	1.53		

Source: Primary Data Interpretation

The above table describes the results of Independent t-test of male and female respondent’s about the Interest of becoming an entrepreneur. It is noted that, the p-value is <0.01, which is statistically significant at 1% level. Therefore the study concluded that there is significant difference between male and female respondents concerning the about the Interest of becoming an entrepreneur during the time of working as IT professional. The study reveals that male respondents (3.55) are significantly interested to start a career as an entrepreneurship than the female respondents (2.42).

Table.3 Factors Influenced Towards Employees Interest In Starting A Business

Work Experience	N	MEAN	SD	F	P
0 – 5 years	25	0.7495	3.211	1.592	0.198
6 – 10 years	19	-0.7495	3.96		
11 years and above	6	0.54	4.5		

Source: Primary Data Interpretation

The above table describes the Results of ANOVA test of factors influenced towards employee’s interest in starting a business among the different age group of Respondents. The p- value is 0.198 which is <0.05. Therefore, the study reveals that there is no difference among the different employees work experience of respondents concerning the Factors influencing towards the employee’s interest in starting a business.



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Table.4 Challenges Faced by the IT Professionals in Starting A New Venture

Challenges faced	Frequencies	Percentage
Financial constraints	12	24
Uncertainty and risk	10	20
Competition in the market	7	14
Lack of business experience	12	24
Balancing work-life responsibilities	9	18
TOTAL	50	100

Source: Primary Data Interpretation

The above table shows the result of percentage method of challenges faced by the IT professionals in starting a new venture. The table reveals that Majority of the respondents that is 24% are of the opinion that financial constraints and Lack of business experience followed by Uncertainty and risk and balancing work-life responsibilities are the challenges faced by the professionals to start the entrepreneurship.

Findings

- Demographic factors shows that majority of the employees are from the age group between 26 to 30 (40%), majority of them are Male category (58%) with the annual income of between 1,00,000 – 5,00,000 (52%), with the work experience of 0 – 5 years (50%) and working in Lower level position (68%). Majority of them are Married (64%)
- The study reveals that male respondents (3.55) are significantly interested to start a career as an entrepreneurship than the female respondents (2.42).
- Majority of the respondents that is 24% are of the opinion that financial constraints and Lack of business experience

Conclusion

In conclusion the research paper shows that the entrepreneurial mindset among IT professionals aims to unravel the distinct attributes, motivations, and approaches that define IT professionals



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possessing an entrepreneurial mindset, shedding light on their invaluable contributions to the tech industry and broader entrepreneurial ecosystem. The study shows the evident that IT professionals exhibit a unique blend of technical prowess and innovative thinking. Secondly, combination of skills empowers them to not only identify gaps in the market but also devise and implement inventive solutions. Lastly, there is a significant difference between gender and the mindset of becoming as an entrepreneur.

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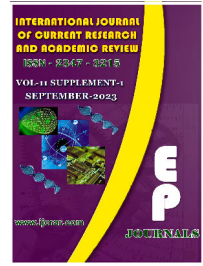


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Full Length Article

IJCRAR/FL/41

A Study on Women Entrepreneurship

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Abstract

Any economy depends heavily on its entrepreneurs. These are the individuals that possess the abilities and drive required to sell new products or services and take the appropriate actions to ensure that their ideas are lucrative. Since traditions are strongly ingrained in Indian society and the sociological and psychological environment has historically been one that has favoured men, educated Indian women still have a long way to go before they can enjoy equal rights and status. Indian women have distinguished themselves from the rest of the pack despite all the social barriers and are often appreciated for their successes in their different fields. The changing socioeconomic structure of Indian society, specifically the improvement of women's educational status and diverse goals for a better life have forced every Indian lady to alter her way of life. In every sphere of life, she has faced off against man and prevailed, and business is no exception. These female leaders are confident, persuasive, and risk-takers. They have prevailed in this very competitive environment thanks to their dedication, diligence, and tenacity. The goal of the current study is to increase awareness of women's entrepreneurship, to comprehend what it means, and to demonstrate how crucial it is to the rational, economic, and all-around development of the globe. An detailed literature review on female entrepreneurs is conducted. At the conclusion, several significant issues that Women's entrepreneurship in India, success stories of Indian women entrepreneurs, variables influencing women's entrepreneurship, and perspectives on women's entrepreneurship from various social groups have all been noticed. The country has experienced tremendous business and economic growth as a result of the rise in the number of female entrepreneurs. By creating jobs in the nation, influencing demographic changes, and motivating the subsequent generation of female founders, women-owned businesses are playing a significant role in society.

Keywords: women entrepreneurship, success stories, problems faced by women.

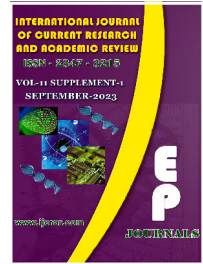


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Introduction

One or more women who launch and run a business enterprise are referred to as women entrepreneurs. A woman entrepreneur does a variety of tasks. They should investigate the potential for starting a new business, take risks, propose novel ideas, coordinate the administration and management of the company, and exercise effective leadership in all facets of the company. The number of female entrepreneurs is rapidly rising in practically every country's economy.

With increased awareness of women's roles and economic standing in society, their hidden entrepreneurial potential has been developing. The main factors driving women to pursue commercial enterprises are their expertise, aptitude, and compliance in the field. Factors that push and attract women entrepreneurs into business give them confidence. To empower women to pursue a career that will allow them to support themselves. The motivational component behind this demands that "Women Entrepreneurs" are people who embrace a hard role in order to meet their personal needs and become financially independent.

This makes sense in the direction of independent decision-making on their life and career. Entrepreneurial women possess a strong desire to make a hugely beneficial difference and are capable of upholding tributary ideals in both their personal and professional lives. Since the advent of the media, women have become more aware of their own traits, rights, and employment circumstances.

Objectives

- To study the roles of women entrepreneurs in economy
- To describe the function of women entrepreneur
- To know the factors affecting women entrepreneur
- To study challenges faced by women entrepreneur by personal interviews
- To know about the different government schemes for women entrepreneurs
- To study the mind set of people through personal interviews, and list out some successful stories



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Methodology

To write this paper, secondary data was used. Secondary data was gathered from National and International Journals, studies released by the RBI and NABARD, census surveys, newspapers, and publications from various websites that focused on various parts of the government with a particular focus on the topic of Women Entrepreneurship.

Concept of Women Entrepreneur

Researchers have turned to developing a comprehensive definition of women entrepreneurs in response to the rise of women in the field of entrepreneurship. Women entrepreneurs are those who assume responsibility for organizing and managing the resources of their businesses, as well as taking any associated risks in the hopes of making a profit. According to this description, female business owners are thoughtful managers and decision-makers. Women who made the difficult decision to pursue entrepreneurship were motivated by a quest for independence and success. This definition only applies to women who turn to entrepreneurship because of an opportunity, i.e., women who do so out of their own free will. This definition excludes entrepreneurs who are driven by necessity and obliged to seek entrepreneurship because of a pressing need. Women entrepreneurs are defined as individuals or groups of women who start, organize, and manage their own businesses. Women entrepreneurship may be defined as the innovative activity of starting and running a business venture that promotes the economic and social advancement of women in society. This definition details the beneficial economic, social, and entrepreneurial contributions made by women to society. Financial stake of 51% of the capital (Government of India, 2012).

It is clear from this that women entrepreneurs fit the definition of an entrepreneur as well. According to some experts, female entrepreneurs have distinctive psychological qualities, while others have Their disposal with the hope of making money. Women business owners make deliberate decisions to run their companies. Women's empowerment on the social and economic front results from female entrepreneurship. Although the Government of India has used financial control as a criterion for designating women entrepreneurs. Focused on the roles they play as entrepreneurs.



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According to a review of the literature, women entrepreneurs in the Indian context are those who have the majority of the financial control over their business, choose to be entrepreneurs out of necessity or are forced to do so, and start, organize, and manage the resources at their disposal with the goal of making a profit. Women business owners make deliberate decisions to run their companies. Women entrepreneurship also leads to social and economic empowerment of women.

Features of Indian Women Entrepreneurs

Compared to older age groups, younger age groups have a higher prevalence of women entrepreneurs. Female entrepreneurs come from a variety of educational backgrounds. The majority of female business owners are from the lower- and middle-income brackets and run service-oriented businesses.

From pickles, pap pads, and powders, women entrepreneurs are increasingly expanding into industries like engineering and becoming visible as "techpreneurs." In both the traditional and unofficial sectors of the Indian economy, women entrepreneurs predominated. However, over the past ten years, female business owners have also diversified into new and developing industries

Functions of Entrepreneurs

An entrepreneur is someone who manages all of the company's operations. An entrepreneur's duties include organizing the business management of the company, taking risks, managing the company, innovating for change, motivating others, and doing other relevant tasks. He or she must respond to fresh concepts, needs, and possibilities. He or she is anticipated to carry out the subsequent duties:

Assumption of Risk

An entrepreneur accepts all business-related risks, including the potential for changes in consumer preferences, production methods, and new inventions. An entrepreneur uses his initiative, talent, and sound judgment to try and lessen the uncertainties.



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Business Decisions

Entrepreneurs must make decisions regarding the nature and type of items to be produced. He starts a business that, in his opinion, will be highly profitable. He makes the finest judgments for the growth of his company by utilizing his abilities and ideas.

Managerial Duties

An entrepreneur creates plans, organizes finances, buys raw materials, provides production facilities, plans sales, and takes on the responsibility of personal management. These tasks are performed by hired staff in a large establishment.

The role of innovation

An entrepreneur is someone who develops concepts for raising the standard and volume of business. He constantly stays up to date on new developments and attempts to implement them whenever and wherever possible.

Role and Importance of Women Entrepreneurship

Women are making every effort to obtain quality opportunities in a variety of methods that vary over time and within countries. Women's entrepreneurship makes it possible to combine the limited cash and skill resources with women. It opens the door for greater capital use and also unleashes the potential of women. Women can succeed as entrepreneurs and can work when they have free time. Women who work for themselves are not constrained by schedules or other obligations, which makes it simple for them to balance the demands of work, home, and childcare. Second, having a woman run a small firm suits her needs. With this, it is becoming increasingly clear that small businesses are what give a nation its power. Today's female business owners are effective managers, self-assured, ready to handle any risk, and have their own opinions. Despite having two jobs, many women manage their life quite well and are able to fulfil their two duties in a seamless manner. Her exposure to the outside world has given her a fresh perspective on tradition in a world that is changing. She can improve her organization skills and support growth by consistently looking for ways to link with the scientific and cultural worlds.



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Women who possess these traits and strong creative desires can make important contributions. Significantly to economic productivity of the nation. They can take lead in bringing ethics in business and human approach in social economic relation and make this world a better place to live. Despite making up over half of the human population, women contribute far less to management and leadership. It's time for women to break free from the routine housework and express their creativity and entrepreneurship.

Factors Influencing Women Entrepreneurship

Education

The educational level of women itself affects the work they are engaged in. More educated women may tend to handle their work more systematically and scientifically. In case of women entrepreneurs, education may be helpful in terms of managing resources, planning, dealing with employees, searching for appropriate market for their product, budgeting, etc. The type and level of education possessed by the entrepreneur may make her more competitive and confident. It also tends to influence the problems and success of the women entrepreneurs. Thus education of women is selected as an independent variable for the present study.

Training

Training obtained by the entrepreneur and her employees influences the quality of the product they produce and the time taken to produce the same. Trained workers are more skilled and possess the detailed knowledge of the work they do. They are also faster and more systematic than their untrained counterparts. Thus, training influences the entrepreneur's

Work to a great extent and therefore its selection as an independent variable for the present study is justified.

Religion

The religion of an entrepreneur may influence the work they do, the knowledge they possess and the attitude they own. Women entrepreneurs may differ according to their religion, it may also



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happen that due to globalization and secularism women of different religions may have started to follow similar lifestyle. In such cases their religion may not influence the work they do. Thus, it becomes important in the present study to find out whether religion influences the work of the women entrepreneurs engaged in food processing, their problems and their success.

Age

Age is also one of the important influencing factors. Entrepreneurs at young age may be more energetic and active. They may be able to handle more stressful conditions. On other hand older entrepreneur possess more experience of work as well as life. Thus, they can make better decisions after analysis. Older entrepreneurs may be more resourceful than younger ones. Hence, to find out how age of the entrepreneur influences their success becomes necessary for this study.

Type of Family

The type of family of the women entrepreneurs also has a significant effect on their work. Those living in joint families are more responsible and accountable to work. On other hand, women from nuclear families may have more freedom to set their own schedules and priorities. Therefore, type of family is selected as an independent variable for the study on women entrepreneurs.

Marital status

Marital status also influences the work of women. Unmarried women may have more freedom; married women may have more resources whereas divorced women may be emotionally weaker. The marital status of the women influences the attitude they have and the style of work they adopt therefore, the present study incorporates marital status as an independent variable for the study.

Challenges encountered by Indian Women Entrepreneurs

Indian women entrepreneurs face a wide range of difficulties. The majority of women entrepreneurs identify access to simple, affordable financing and marketing as a major problem.



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Obstacles for women entrepreneurs include high costs of inputs, onerous licensing and registration processes, and exclusion from banking and financial services. Women entrepreneurs frequently experience extremely poor financial circumstances, which places restrictions on them. Women's entrepreneurship is hampered by a lack of social and familial collaboration, illiteracy, and ignorance of numerous government initiatives and programs.

Women business owners frequently speak about difficulties related to labour, financial, and marketing issues. Women entrepreneurs in India face significant challenges due to a lack of cash flow and working capital, a lack of manufacturing experience, and the weight of household duties. Societal influences.

Women are socially conditioned to be shy, introverted, and more focused on family responsibilities. Challenges include lack of managerial skills and experience, lack of business-related information, shyness in business interactions, low achievement motivation, risk averse attitude, lower level of education, burden of family obligations, gender bias at the family and society levels, and non-availability of finance. Women entrepreneurs face significant challenges in the form of inadequate marketing help, insufficient infrastructure support, and accessible and affordable working cash and equity financing.

Women entrepreneurs reportedly confront a variety of social, personal, marketing, mobility, government assistance, financial, production, and labour-related issues, as well as stress from juggling work and family obligations and a lack of technical skills. Struggling with work-life balance, low self-confidence, a lack of business-related expertise, shyness and reluctance in business interactions, the inability to obtain formal financing owing to insufficient collateral, marketing issues, and a lack of suitable business locations are frequent hurdles.

Some of the barriers experienced by women entrepreneurs are unique to them (gender specific), while others are shared by all business owners (gender neutral). Women entrepreneurs in India face a variety of obstacles in their professional lives. Venture and working capital availability stand out as the biggest issues that women businesses face. Another issue is gaining access to markets at reasonable prices. The development of women entrepreneurs in India is severely hampered by infrastructure bottlenecks, a lack of advisory and business development support



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services, ignorance of existing government support programs, and a lack of social conditioning that fosters the entrepreneurial personality of women.

Conclusion

Women entrepreneurs in India face a variety of obstacles in their professional lives. Venture and working capital availability stand out as the biggest issues that women businesses face. Another issue is gaining access to markets at reasonable prices. The development of women entrepreneurs in India is severely hampered by infrastructure bottlenecks, a lack of advisory and business development support services, ignorance of existing government support programs, and a lack of social conditioning that fosters the entrepreneurial personality of women. These creative minds have the power to propel economic progress to a degree that even men find difficult to comprehend. India needs women to take charge and make economic contributions.

Dr. A.P.J. Abdul Kalam is credited with saying that "empowering women is a prerequisite for creating a good nation; when women are empowered, society will be stable." Women's empowerment is crucial because it fosters the growth of a good family, good society, and eventually a good nation through the influence of their ideas and value systems.

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Full Length Article

IJCRAR/FL/42

Women Entrepreneurship on Apparel and a Small Business Challenges and Strategies in Chennai

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Abstract

Despite the recognition that women entrepreneurs play a key role in economic activity, their growth has remained significantly subdued. This has been a result of the many gender related challenges they face in the competitive business world with their male counterparts. The main objective of the research was to unravel the challenges faced by women entrepreneurs in Chennai Central Province of India. Results were derived through a qualitative in-depth interview-based study of a sample of 50 women entrepreneurs operating in Chennai Central Province. Data collected revealed that women entrepreneurs were aged between 20 and 55, were married and operated their businesses as sole traders or partnerships with most of them not registered. The research concluded that women entrepreneurs face constraints related to access to finance, conflicts between work and family responsibilities, networking challenges, lack of education and management skills. Sourcing raw materials markets were cited as the least challenges for women entrepreneurs.

Keywords: Women entrepreneurs, Challenges, Chennai Central Province Chennai.

Introduction

Governments have recognized women's entrepreneurial potential as they aim to drive economic growth and encourage more women to new ventures (Singh and Belwal, 2008; Butler, 2003 quoted by Cooper 2011). According to Brush and Cooper (2012), women entrepreneurs are one of the world's fastest growing entrepreneurial communities. They contribute significantly to innovation, job growth, and wealth generation in all economies (Andretsch, 1990; Headd, 2000;



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Reynolds, 2000; Brush and Cooper, 2012). Women have continuously launched new businesses at twice the rate of men, and their employment and revenue growth rates have surpassed the economy (Heilman and Chen, 2003). Women frequently start businesses with few resources, and as a result, they are more valuable.

Despite the obvious benefits of women entrepreneurs to an economy, the sector's full potential has yet to be realized. Women entrepreneurs are at a crossroads right now. The current incentive scheme no longer meets the sector's needs or the difficulties offered by the new economy. New incentives and assistance for women entrepreneurs are critical to assisting them in developing capacities and staying ahead of competition, both locally and in international markets.

Statement of the problem

A closer examination finds that men dominate the commercial world. Despite making up 52% of the population of the nation, women generally encounter numerous obstacles in the workplace. Due to the numerous obstacles they must overcome in order to establish successful commercial, women entrepreneurs have not been able to realize their full potential in a male-dominated business world. Many of the women business owners engage in informal cross-border trading (Manyoni, 2011). In order to draw attention from around the world and solve the issues, it is intended that the findings of this research will expose the barriers preventing the expansion of enterprises run by women.

Objective of the study

- To recognize and research the range of difficulties experienced by small-scale female entrepreneurs in Chennai.
- To research the possibilities and offer solutions to the problems.

Signification of the study

According to Storey (2010), encouraging more women to participate in entrepreneurship is the single most important step a nation can take to quicken the pace of entrepreneurial activity.



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According to research by Reynolds et al. (2003), men are more likely than women to start their own businesses especially in developing countries, where the ratio is over three times higher.

According to studies by Nijhawan and Dubas (2007), entrepreneurial activities produce spillover benefits that meet the criteria for a public good. There are numerous studies that list the difficulties experienced by business owners generally, but none, as far as the researcher is aware, concentrate on the difficulties brought on by the inescapable gender disparities in India. Therefore, this research.

Review of Literature

Constraints faced by women entrepreneurs

Numerous obstacles that women must overcome in order to launch and expand their enterprises are mentioned in literature, and these difficulties are invariably gender-related.

Cultural constraints

Cultural barriers prevent women from conducting business effectively. In Africa, it is culturally valued for the man to provide for his family. When a woman shows off her entrepreneurial skills, it is assumed that she wants to replace her husband as the head of the household. Women in business in Vietnam have additional challenges as a result of societal and cultural biases and inequities based on gender, according to a 2003 study by Barwa. Women have made considerable advancements toward sexual equality in fields like education and the job, but when it comes to parenting and homemaking, their role as the family's major provider has mostly not changed (Winn, 2005, quoted by McGowan et al., 2012).

Lack of capital

Due to their restricted access to formal education, lack of property ownership, and limited social mobility, women entrepreneurs face additional challenges when trying to obtain loans from official institutions (Ayadurai, 1987). According to a research by Karim (2001), women



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entrepreneurs in Chennai frequently struggle with financial issues, with inadequate financing coming in first place.

According to Ayadurai (2019), some of the challenges women have when applying for loans include their lack of expertise negotiating with banks and their lack of financial confidence. Many financial institutions are skeptical about the ability of women to start their own businesses, and male members believe it is a major risk to finance the initiatives operated by women.

According to Starchier (2019), women in developing countries have limited access to capital since they are disproportionately concentrated in underdeveloped rural areas with few prospects for credit. Due to their inability to offer tangible security, women entrepreneurs are also in need of external capital. Indarti and Langenberg, 2020). Personal savings, extended family networks, local saving and credit systems, financial institutions, and banks are all possible sources of capital..

Lack of access to information

The ability to access company information is also crucial for the intention to launch a new firm. In their research on entrepreneurship in India, Indarti and Langenberg (2015) referenced Singh and Krishna (2015) who noted that eagerness in knowledge seeking is one of the key entrepreneurial traits. The act of frequently contacting multiple information sources is known as information seeking. The outcome of this action is frequently reliant on the availability of knowledge, whether through personal initiative, human capital, or social capital and networking.

Networking

The likelihood of an entrepreneurial endeavor becoming successful is influenced by social networks. Numerous issues that women encounter seem to be related to their relative lack of experience to the economic sector. Women's business networks have been acknowledged to be underdeveloped as social assets, yet successful networking has been shown to benefit female entrepreneurs by giving them a competitive edge in the workplace, networks offer entrepreneurs a way to lower risks and transaction costs while also improving access to business ideas, information, and financing. Through networking, people can obtain support.



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Compared to their male counterparts, women are less likely to have the confidence to travel during the day, at night, or even across different areas and states. This demonstrates how little flexibility there is for women entrepreneurs to express themselves and move around. revealed that social networks have a substantial association with company flexibility in his research of small-scale carpentry and textile sectors in Tanzania.

Work - family responsibilities

Success in business depends on how supportive family members are of women in management and the business process. Family members' interests play a significant role in whether or not women's goals for success in the folk industry are realized. Family life has a significant impact on the advancement of female CEOs with small children, according to research (McGowan et al., 2022).

Multiple demands on many women's time, limit the amount of time they can dedicate to their businesses. Few women can commit all of their time and energy to their business because they are primarily responsible for their children, homes, and elderly dependent family members. The biggest challenge facing female business owners is the work-home conflict, or the strain brought on by having to manage both a business and a family. The juggling time between the family and the business is one of the biggest issues new businesses face. Their ability to access the crucial knowledge, expertise, and experiences for business is also negatively impacted by responsibilities, their lack of significant dedicated "time" to be able to investigate and develop their own resources Limited access to formal education and training programmers

Low level risk taking

Another element influencing women's decision to enter business is a low level of risk taking mentality. Risk-taking is a crucial component that affects an entrepreneur's readiness to access the tangible, intangible, financial, and physical resources required for business success, according to Yordanova (2011). Low levels of education give women less self-confidence and independence, which makes it easier for them to engage in entrepreneurial activities that require ongoing risk-



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taking. High risk-taking attitude, daring, and confidence are necessary for investing money, keeping operations running smoothly, and reinvesting money to generate surplus.

Research methodology

1. In this study, the survey research design was used.
2. The study concentrated on 70 female entrepreneurs in Chennai Central Province who were chosen at random for their participation in business ventures in the area.
3. The respondents were physically given questionnaires as part of the first phase of data gathering. In-depth interviews with 15 respondents were then conducted as a follow-up to the questionnaire replies in the second stage.
4. All of the targeted interviews were done, and 50 of the 70 questionnaires that were provided were returned, yielding a response rate of 71.5%. The poll gathered data on the respondents' demographics and the business issues they confront.

Access to capital

Women entrepreneurs have particular difficulty acquiring financing, which is mostly attributable to their lack of collateral security, lack of a credit history, and inability to meet the strict qualification requirements set by banks. The notion that women-owned businesses are not serious about expansion and that women are not capable of leading and managing large-scale operations was supported by these results, which were congruent with those of Brush et al. (2015).

Access to markets and raw materials

Since there are no obvious entrance barriers, restrictions on access to markets were of negligible significance (28%) for women-owned businesses. The majority of female business owners are cross-border traders who obtain their merchandise and raw materials abroad. As a result, they are subject to severe restrictions on the importation of raw materials. Women business owners that use locally sourced raw materials claimed that access to these resources had no bearing on how effectively their companies could run.



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Training and management skills

Data was gathered to determine if the business owners had undergone managerial skills training. Findings showed that the majority of female business owners (62%) had not received management training, which serves to transmit crucial abilities, since some female business owners claimed that these skills were of no consequence.

Technology

Technology was viewed by 37% of respondents as having less significance as a barrier to the functioning of women-owned businesses, Because the majority of women-owned enterprises are not technologically advanced, responses from female entrepreneurs suggest that technology has little impact.

Culture

Culture had a big impact on how successful women business owners were. The 50% of respondents said that they feel pressured to take on roles in the home rather than the workplace because they are women. When women work for pay and take on duties as breadwinners, some of their male peers feel intimidated. It was determined that men did not help women succeed in their enterprises. However, 60% of the respondents felt that these cultural practices were out of date because their male counterparts needed assistance in earning money to support the family. Morris et al. (2016) cited Calas and Smirnich (2012) as saying that culturally imposed gender stereotypes continue to prevent women from obtaining better socioeconomic status.

Networking

As shown in respondents of 70% believed that building networks and business connections was difficult, mostly because women are unable to travel widely and participate in networking because of their dual responsibilities. As a result, their ability to network and socialize puts the growth of their businesses at risk. Additional research based on interviews found that the majority of women's networks were limited to their close friends and professional colleagues, to the exclusion of their male counterparts. The fact that most women are highly private and are



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reluctant to share business ideas for concern of forging fierce rivals was mentioned as another networking obstacle.

Balancing work and home

According to the data, 75% of women business owners struggle to strike a balance between their job and family commitments. These researchers discovered that women oppose growth because they struggle to balance the demands of work, family, and personal lives. This was a huge motivator for women to create their own enterprises because it would give them the freedom that comes with being their own boss.

Risk taking

Taking risks of the total respondents, 55% of women business owners stated that their gender restrictions prevented them from taking on a lot of risk. As a result, they were unable to take on riskier ventures. These findings corroborated Yordanova's (2013) and Adoram's (2013) findings that most women tended to be more risk-averse. Cliff (2018). Morris et al. (2016) discovered that while these entrepreneurs were usually confident.

Findings:

- This study examined at the difficulties and challenges encountered by Women entrepreneurs in Chennai. According to the profile, most of the female entrepreneurs are highly qualified, unmarried, and aged between the age group of 29-38.
- The interview discussions explain that there are some expectations from Women that have not changed over time, regardless of socioeconomic independence. The approach incorporates country-level constraints to provide insights on women entrepreneurship on apparel and an small business challenges and strategies in Chennai.
- The pressure to get married, priorities having a family, and nurture domestic life are included in it. The study found that nearly each one of the potential issues mentioned affects Women entrepreneurs with different intensities.



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- The most significant of these are raising capital, lack of entrepreneurial environment, lack of government support, marketing and sales, and safety. It explains that Women require better government policies and financial assistance. Many Women- owned businesses are small sized and limited to service industry.
- This makes them less attractive and their aspiration to take order to pay less interest and acquire credit facilities.

Suggestions

Women entrepreneurs play a crucial role in the socio-economic development of a country like India, to boost it the public and private sector banks should implement various types of schemes and lending facilities directed to promote small-medium and large-scale enterprises on by Women. The rate of interest on such loans should be lesser than other business loans which can attract many Women entrepreneurs.

Awareness programmers on the available schemes and grants provided to Women Entrepreneurs by the State and Central government to promote Women Entrepreneurship should be telecasted in the form of advertisement on TV, Radio, Print media and social media. Family members should be sensitized and motivated to accept the changing role of Women entrepreneurs at home and to extend their support in handling multiple responsibilities. Social sensitization programmers should also be conducted to upgrade the mindset of the society, family members, spouses towards Women, entrepreneurs with the help of Small Help Groups, SHGs.

Conclusion

The study found that women entrepreneurs typically had dependents to care for, were married, and ranged in age from 20 to 55. The majority of them worked in traditionally female industries like retail and services and had modest levels of education.

The majority of their firms had been in operation for less than three years, and they mostly functioned as sole proprietors or partnerships with a few being registered.



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The study came to the conclusion that women entrepreneurs encounter barriers to financing, conflicts between work and family obligations, networking difficulties, and a lack of management training. Finding markets and obtaining raw materials were listed as the least difficult tasks for female business owners.

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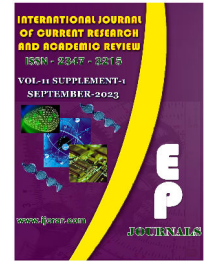


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Full Length Article

IJCRAR/FL/43

Entrepreneurship Education and Development

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Abstract

Entrepreneurship has gained much prominence in both developed nations and developing nations and has thus created higher demand for entrepreneurship education. There is increasing emphasis on education as a way to eradicate poverty and entrepreneurship as a catalyst for economic development by many nations around the world. In tandem, entrepreneurship and entrepreneurship education have been the focus of researchers, educators as well as public and private bodies. This paper explores the initiatives in entrepreneurship education in various parts of the world through content analysis of journal articles and websites and development. It describes efforts at the national and international levels to produce entrepreneurs and enhanced entrepreneurship training and development. In the paper aims to contribute to the understanding of entrepreneurship education and training and is especially relevant in the area of course design.

Keywords: Entrepreneurship Education, Chennai Central Province Chennai.

Introduction

Entrepreneurship has gained much prominence in both developed and developing nations and has thus created higher demand for entrepreneurship education. The word 'entrepreneur' and 'entrepreneurship' is generally attributed to Richard Cantillon for coining the word in his essay entitled "Essay Sur la Nature du Commerce en General" (translated as "Essay on the Nature of Trade in General") which was written in 1732 and published posthumously in 1755.



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The terms are derived from the French *entreprendre*, which is translated as meaning “to undertake”.

In existing literature, entrepreneurship has been described and conceptualized in various ways, encompassing a broad range of interchangeable meanings and situations, and as a concept and economic activity is full of contradictions and subject to conceptual and contextual debate (Matlay, 2005). The various continuum and shades of meanings include capturing of ideas, converting them into products and, or service and building a venture to take the product to market (Johnson, 2001); inclusion of risk taking, pro activity and innovation as key elements in entrepreneurship (Dana, 2001); expanding the realms of meaning to include “corporate entrepreneurship” and “intrapreneurship” (Drucker, 1994) and “tied entrepreneurship” and ‘real corporate entrepreneur (Kandola, 2002).

Tied entrepreneurship is defined as “guided behaviour which exists in the shape of formally created positions or project groups, established to come up with new ideas or to develop existing ideas.” (Kandola, 2002). Real corporate entrepreneurship is defined as “ entrepreneurship which involves fostering entrepreneurial behaviours within an established organization.

Entrepreneurship Education

The term entrepreneurship education implies that entrepreneurship can be taught and indeed this idea has been a popular topic for research. Among others, the angles of research include whether entrepreneurship can be taught (Dana, 2001; Henry et al., 2005); the impact academic career training has on the ability to innovate and recognise opportunities (Craig et al., 2006); measurement of individual’s leaning towards entrepreneurship using the Enterprising Managers Assessment Questionnaire (EMAQ) (Deamer and Earle, 2004); emerging trends and challenges for entrepreneurship education in the 21st Century (Kuratko, 2003); and development in the use of words to describe courses in entrepreneurship education (Gibb, 1993, 2000; Gibb and Nelson, 1996 and Henry et al., 2005).

The findings of these studies provide a collage of perspectives from which we can draw insights on entrepreneurship education. Firstly, Dana (2001) who uses the opposing concepts of



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Schumpeterian entrepreneurship and Kirznerian entrepreneurship to try to answer the question of whether we can teach entrepreneurship states that in teaching entrepreneurship, it is useful to differentiate between entrepreneurial skills and managerial skills needed to operate small businesses, and thus the need to differentiate the teachings of directives and transformation of minds. From the literature covered thus far we can infer that there are diverse views on 'the what and 'the how of entrepreneurship education. Furthermore, we have seen that as of 2004, ten major themes on the issue had been identified. This paper, through further literature survey i.e. examining selected journals and websites on entrepreneurship education and training, and using content analysis as a method will try to provide an update of the current emerging trends in entrepreneurship education and research.

Objective of Entrepreneurship Education

Entrepreneurship education focuses on the development of skills or attributes that enable the realization of opportunity, where management education is focused on the best way to operate existing hierarchies. Both approaches share an interest in achieving "profit" in some form (which in non-profit organizations or government can take the form of increased services or decreased cost or increased responsiveness to the customer/citizen/client).

Entrepreneurship education can be oriented towards different ways of realizing opportunities:

- The most popular one is regular entrepreneurship: opening a new organization (e.g. starting a new business). The vast majority of programs on university level teach entrepreneurship in a similar way to other business degrees. However, the UK Higher Education system makes distinction between the creativity and innovation aspects, which it sees as a precursor to new venture development. Here Enterprise is defined as an ability to develop multiple ideas and opportunities that can be made real, and entrepreneurship is defined as the development of business acumen that can realize the full potential.
- Another approach is to promote innovation or introduce new products, services, or markets in existing firms. This approach is called corporate entrepreneurship or Intrapreneurship, and was made popular by author Gifford Pinchot in his book of the same name. Newer research indicates that clustering is now a driving factor. Clustering occurs when a group of employees



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breaks off from the parent company to found a new company but continues to do business with the parent.

- A recent approach involves creating charitable organizations (or portions of existing charities) which are designed to be self-supporting in addition to doing their good works. This is usually called social entrepreneurship or social venturing. Even a version of public sector entrepreneurship has come into being in governments, with an increased focus on innovation and customer service. This approach got its start in the policies of the United Kingdom's Margaret Thatcher and the United States' Ronald Reagan.
- Entrepreneurship is also being developed as a way of developing skills such as risk-taking and problem solving that facilitate achievement of life goals and in education.

Entrepreneurship Development

Entrepreneurship Development is defined as a process of enhancing the skillset and knowledge of entrepreneurs regarding the development, management and organization of a business venture while keeping in mind the risks associated with it. This is carried out through training programs and sessions which are aimed at accentuating entrepreneurial acumen. Pursuing this field as a career, you will be working towards facilitating skill development amongst budding entrepreneurs and assisting them to tackle their struggles with building their businesses.

Entrepreneurship Development: Process

Entrepreneurship development is a strategic process which incorporates various tools that concentrate on skill development of the individual in an array of ways. Given below is a detailed guide of creating an effective entrepreneurship development program to help you understand what it's all about:

Setting an Objective of the Program

Before starting the entrepreneurship development program, it is imperative to set a clear objective and draft a plan as to what the program is aiming to accomplish. As someone who is organising this program, having a clear direction and objectives play an important role in making it a



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success. The absence of both will result in loss of time, money, effort and most of all, valuable potential of the individual.

Finding the Right Mentors/Training Professionals

The entrepreneurship development program's main purpose is to help aspiring entrepreneurs furnish their talents and learn the intricacies of operating a business. For, this you will require trained professionals who are experienced in this domain and can impart their own life lessons to those who are just starting or facing difficulties. Seek help from established entrepreneurs around you and ask them if they can conduct a session or find those who have pursued a professional qualification in this field and enrol them for the session.

Identify Potential Local Talents and Markets

The entrepreneurship development process has been efficient and effective in the local markets and on the local entrepreneurs who know about it. If you have planning to conduct sessions and programs related to this, the best way to begin is to reach out to local markets. These localities can understand and absorb the knowledge more quickly and can apply it in the current scenario, the effects of the program can easily and quickly be seen within the community.

Choosing the right location to conduct the program

For any successful event, the choice of location and resources plays an imperative role. These developmental programs must be launched in the areas where the program can attract a large number of people, who want to take advantage of the program.

Tie Up with Institutions

In order to give a real-world experience to the aspirants and cater to people in various different fields, many a time these entrepreneurship development programmes involve tie-ups with several NGOs, private institutions and universities. This will help you organise better set-ups for the entrepreneurs to meet, communicate and exchange their ideas.



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Assess Effectiveness & Seek Feedback

At the conclusion of your entrepreneurship development session, ensure that you ask people for their honest feedback and how it could have been better. Analyse how effective it has been to help budding entrepreneurs find solutions to their issues. Be open to constructive criticism and try to incorporate important pointers into the next program

Entrepreneurship Development Concepts

The evolution of entrepreneurship is linked to a number of major ideas. These include taking risks, innovating, being creative, and being sustainable. For businesspeople to succeed, they must understand each of these ideas.

Objectives of Entrepreneurship Development Programme

Here is a list of the program's goals for entrepreneurship development:

- Develop and implement a variety of programmes to promote entrepreneurship in rural communities and small towns.
- Encouraging and assisting diverse people in starting their startups and new enterprises. Consequently, contributes to the economy
- to achieve risk reduction for the nation's young.
- Develop and implement a variety of programmes to promote entrepreneurship in rural communities and small towns.

Conclusion

Entrepreneurship must be developed and supported so that there is a proliferation of SMEs in the country. An entrepreneur's entry into business does not guarantee his/her survival. Attrition rate for new entrepreneurs is very high in many countries of the world. While this may be because their chosen business inappropriate or a lack of adequate technical or business expertise, one critical reason is that overall macro and micro environment in which they are forced to operate.



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Finally, start-ups have an impact also on the lives of the start up entrepreneurs themselves. By embarking on a start up journey, the entrepreneur will learn a great deal about discovering actual problems, innovating solutions, analysing markets and building the organization and processes to support these activities. This helps the entrepreneur develop an entrepreneurial mindset, through which they can also contribute to other life activities, even if they later end up working in a more traditional organization.

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Full Length Article

IJCRAR/FL/44

Customer Satisfaction affects Sales Performance in Restaurant Industry

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Abstract

This study examines factors influencing the consumer satisfaction affects sales performance in restaurant industry using a well-established unified theory of adoption and use of technology. Total of 101 completed and usable questionnaires were collected from Indian consumers to test the hypothesis such as Percentage, Weighted mean, Correlation, and Multiple Regression were used to analyze the data. The data were analyzed using SPSS version 21. The results show that product quality have the most significant influence on the customer satisfaction affects sales performance Responsiveness also has a strong relationship with the customer satisfaction. These findings may assist that customer satisfaction is very essential for the sales performance.

Keywords: Product quality, customer satisfaction, price, physical design, Responsiveness, sales performance.

Introduction

Sales performance refers to how effectively your sales team performs within specific period of time. Implementing sales performance is one of the most common ways to track and manage sales rep's work from the beginning and beyond. Sales performance metrics can be measured in variety of ways depending on the sales roles and sales environment, such as sales revenue, customer retention rate, or number of net new accounts.



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Meaning and definition of sales performance

According to Gartner, sales performance capabilities include: sales incentive compensation management, objectives management, and planning, territory optimization, management, and sales planning, advanced sales performance analytics such as benchmarking, predictive/prescriptive and gamification. According to him sales performance market grew 13% in 2018 to \$950 million. It is the measurement of sales activity and corresponding results compared to the sales expectations and quota. Good Sales Performance is highly valued but it can also be thought to achieve for many sales people and organizations. The key to good sales performance is consistency. Anyone can have a good sales month but a high performing sales person and sales team can meet or exceed. Expectations for an extended period through different sets of economic circumstances and competitive situations.

Review of Literature

Imamuddin Hasbi, Syahputra Syahputra, Syarifuddin Syarifuddin, Tri Indra wijaksana, Pablo Farias (2022) The objectives of the study were to determine the effect of discount on interest, selection and satisfaction in food and beverage ordering application service. The primary data has been collected from hundred respondents for the study. The research findings revealed that the discounts and customer selection and satisfaction in the e-commerce website application the influence given is also significant because it is strength of food e-commerce website.

Hayeon (Hailey) Choia, Hyun-Woo (David) Jouna, Eun-Kyong (Cindy) Choia And Hak-Seon Kim(2022) the objective of this study is to examine the effects of six restaurant attributes, namely, food quality, service quality, atmosphere, convenience, price, and vegetarian menu options, on the customer satisfaction and behavioral intentions of vegetarian customers. The data was analysed out of 578 samples collected, 218 samples that contained incomplete responses were deleted. As a result, 360 usable samples were included in the data analysis. The results of structural equation modeling indicated that, among the attributes, only price and vegetarian menu options had significant positive effects on vegetarian customers' satisfaction, and the relationship between vegetarian menu options and revisit intention was mediated by customer satisfaction.



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Mika Yrjola, Timo Rintamaki, Hannu Saarijarvi, Johanna, Joensuu, Gauri Kulkarni (2019) The objectives of study is to introduce the customer value perspective to restaurant experience and connects quality attributes to value perceptions, 3 as well as to behavioral intentions. Using data from large quantitative survey, this study introduced an integrative model for analyzing the antecedents, outcomes, and implications of restaurant experience

Sadana Devica(2018) the aim of the scenario was to determine the effect of food quality, quality of physical environment, and service quality on customer perceived value and customer satisfaction. The data was collected from 200 customers were examined, but only 165 questionnaires were processed because 35 questionnaires were identified as outliers so that they were excluded from the research data. The results of this study indicate that the food quality has significantly effects on the customer perceived value, however the quality of the physical environment has no significant effect on the customer perceived value.

Mohd Aliff Abdul Majid, Azlina Samsudin, Mohd Hazrin Iman Noorkhizan, Mohd Izwan Mohd Zaki & Arma Mohd Faizal Abu Bakar (2018) this study was measured service quality, food quality, image and customer loyalty. The data was collected from 231 respondents. The data was analyzed using SPSS. The result of the study is thus, restauranteurs should therefore adjust and improve their service quality that meet customer's expectation and further strengthen their loyalty to the restaurant, which in turn enhances customer repeat patronage.

Objective of the Study

1. To examine the factors of product quality, price, physical design, responsiveness.
2. To examine the significant difference between the customer satisfaction in restaurant industry on the study of customer satisfaction affects sales performance

Research Methodology

An empirical study has been conducted using survey method. Primary data was Collected through a well-structured questionnaire. The questionnaire was distributed to the respondents of Chennai city and responses were collected in the form of google sheets. The secondary data was

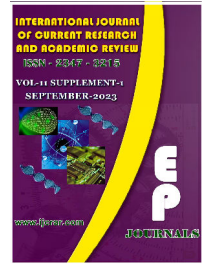


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collected from articles, books, journal and websites. After collecting the primary data, the data was analysed by selected statistical tools. Percentage analysis was used to identify the frequencies of the responses. Weighted Mean, Correlation and Regression was used to analyse the objective of the research.

Table.1 Demographic Profile of the Respondents Particulars

	Frequency	Percentage
Gender		
Male	40	39.6
Female	61	60.4
Total	101	100
AGE		
21-30	68	67.3
31-40	19	18.8
41-50	11	10.9
Above 50	3	3
Total	101	100
EDU		
EDUCATIONAL QUALIFICATION		
Bachelor's Degree	40	39.6
Postgraduate	49	48.5
Diploma	7	6.9
Others	5	5
Total	101	100
ANNUAL INCOME		
Below 200000	51	50.5
200000-400000	38	37.6
Above 400000	12	11.9
Total	101	100

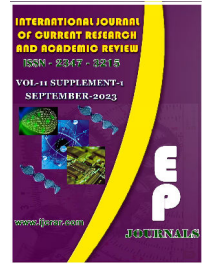


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Data Analysis and Interpretation

The demographic profile of the respondents for this study includes Gender, Age, Educational Qualification, Occupation, industries and monthly income. The analysis was done through the collection of frequency and percentage.

From the above table.1, it can be inferred that the majority of the respondents are female (60.4%) and majority possess post graduate degree (48.5%) in the age group between 21-30years(67.3%) Further of the respondents earn below 200000 (50.5%). The most preferred restaurants by respondents were SS Hyderabad biryani. Out of 101 respondents people also choose Sangeetha restaurant as their favourite restaurant in the survey response.

For studying the customer satisfaction factors like product quality, responsiveness, physical design and price were considered Weighted Mean was calculated and the following results were obtained

Table.2 Overall Mean of all the Factors

S.No	Factors	Mean
1	Product Quality	4.35
2	Responsiveness	4.32
3	Physical design	4.29
4	Price	2.48

The above table.2 shows the summary of overall mean of all the factors customer satisfaction affects sales performance in restaurant industry with their respective weighted mean. The overall weighted mean for all the factors is above 3 indicates that the respondents consider all these factors have agreed to all the statements. It is inferred that, from all the factors place has the highest mean score of 4.35 which implies that the respondents are highly concerned about the product quality followed by responsiveness (4.32), physical design (4.29), price (2.48)

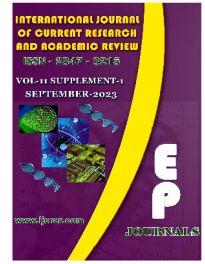


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Correlation was used to reveal the following findings on the relationship between product quality, price, responsiveness, physical design.

Correlation was used to examines relationship between factors of customer satisfaction and Sales Performance Hypothesis testing (H0): There is no significant relationship between customer satisfaction and Sales Performance (Ha): There is significant relationship between customer satisfaction and sales performance.

Factors	Product quality	Responsiveness	Physical design	Price	Customer satisfaction
Product Quality	1	0.820**	0.722**	0.46	0.11
Responsiveness	0.820**	1	0.823**	0.183	0.48
Physical Design	0.722**	0.823**	1	0.63	0.003
Price	0.46	0.183	0.63	1	0.597**
Customer Satisfaction	0.011	0.48	0.003	0.597**	1

The above table represents the relationship between each variable. The correlation between product quality and customer satisfaction is 0.011 which indicate 11% positive relationship between product quality and customer satisfaction.

The correlation coefficient between responsiveness and customer satisfaction is 0.48 which indicates 48% positive relationship between responsiveness and customer satisfaction. The correlation coefficient between physical design and customer satisfaction is 0.003 which indicates 3% positive relationship between physical design and customer satisfaction. The correlation coefficient between price and customer satisfaction is 0.567 which indicates 56%% positive relationship between price and customer satisfaction All the factors is significant at 1% level.

Model	R	R square	Adjusted Square	Std.error of the estimate
1	0.604	0.364	0.338	0.44936



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Impact/ influence relationship between product quality, price, responsiveness, physical design and customer satisfaction

The multiple r value shows a substantial correlation between the predictor variable and dependent variable customer satisfaction ($R=0.604$). The r square value of 0.364 indicates that about 36% of the variance is significantly explained by the four-predictor variable viz, product quality, responsiveness, price, physical design. The value Indicate the relative of the entered variable that is price has the positive impact on customer satisfaction.

Conclusion

Restaurant is all about buying of specific needs. Customer would turn loyal to restaurants and become unpaid ambassadors of the restaurants. A satisfied customer can take the restaurant to the next level with unintended word-of-mouth marketing. Dissatisfied customers will have a negative impact on the restaurant reputation as a whole. It would be preferable to avoid dissatisfaction amongst customers, earn their trust, make them loyal regular customers and earn big-time profits. The study tried to determine whether the customer satisfaction affects sales performance in restaurant industry. A structural model representing relationship between variables, product quality, price, responsiveness, physical design, and customer satisfaction for this study was proposed. Data was collected from 101 respondents in Chennai city through structured questionnaire and it was identified that the factors do have an impact on customer satisfaction. It was further identified from the analysis that pricing is important in determining the customer satisfaction in the restaurant industry.

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Full Length Article

IJCRAR/FL/45

An Overview on Challenge's Faced by Women Entrepreneur in Emerging Corporate World

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Abstract

Women entrepreneurs have become a major trend in recent days, particularly in recent developing nations. Recent studies have concentrated on looking into its successes as well as its motivational aspects because of importance to the economy and society. In addition, scholars have identified various entrepreneurial viewpoints in many countries and cultures and have urged more investigation. The primary goal of this paper is to evaluate the motivating elements, difficulties, and perspectives of female entrepreneurship in a post-communist society. Women who believe they are the victims of discrimination and those who believe their gender has positively impact in the growth of their business. The entrepreneurs receive support from their families and partners and those who have inherited a family legacy. The various barriers that women face in developing their businesses are given special considerations.

Keywords: woman; entrepreneurship; challenges and emerging economies.

Introduction

Entrepreneurship is one of the areas of management and business study that is expanding to its boom. Its roots are found in the condition of national development nor the unique problems of emerging economies were taken into account by the major early theorists of entrepreneurship. The availability of entrepreneurial talent is the differences in entrepreneurial outcomes across nations; rather, it is the structure of institutional arrangements, which creates a range of



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incentives systems that encourage entrepreneurs to engage in either productive, non-productive, or destructive forms of entrepreneurship. These changes were applied only in the late 20th century. The impact of social difficulties, and institutional elements as well as factors impacting the supply of entrepreneurship are also highlighted in this paper.

Women entrepreneurs are described as individuals or a group of individuals who start, plan, and run a business, who have a minimum financial stake in the employment. A woman entrepreneur performs a variety of tasks, just like a men entrepreneur. They should investigate the potential for launching a new business, take risks, introduce novel ideas, coordinate the administration and control of the company, and exercise effective leadership in all areas of the company. Many women have started and run their own enterprises all around the world. For these women, achieving success in business was not simple. To be successful in their endeavours, they have to overcome many obstacles and deal with a lot of challenges. They had to contend with prejudice, resist societal cynicism, and exert more effort than males to establish their credibility with others.

Objective of the Study

To find the issues and challenges faced by rural women entrepreneurs.

To study the effective support of the government on women entrepreneurship.

The situation of Women Entrepreneurs worldwide:

Many women run their own businesses globally. Through the application of one's creative spirit, entrepreneurship can lead to long-term business ownership, the creation of jobs, and financial stability. Because they care about economic empowerment, entrepreneurship growth, and innovation, women contribute devotion and honesty. Female company owners look to business groups for the professional and individualised help they need. Constraints have always been there for women entrepreneurs to run their enterprise successfully earning profit and ensuring that the enterprise grows yielding profit. Some of the common challenges are:



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1) Lack of Finance:

The first and most important resource for the formation of new ventures is finance. It is crucial that female entrepreneurs have enough understanding of the numerous financial institutions that offer financial aid to business owners as well as other support for female entrepreneurs in the area. Women actually rely on their funds, which are typically little and unsuitable for taking risks, when it comes to financing business ventures.

2) Stepping into new markets:

Women put less emphasis on gaining knowledge and experience on how to compete in the market, making it difficult for them to strategically promote products and services. Additionally, the international market is a component that they have never encountered, which results in their ignorance of what is considered acceptable globally. Creating contacts is the foundation of marketing, which presents a challenge for women. Additionally, women may experience sexual harassment or fear bias, and their ability to travel for business purposes may be limited.

3) Lack of Training:

In a broader context, women have historically had fewer educational chances than men, and technical and vocational abilities can only be developed on a solid foundation of fundamental primary and secondary education, where women fall short. In addition, women face a double workload due to their parental duties, making it harder for them to acquire the necessary information and skills. As a result, they are less able than males to participate in formal and informal training programmes. On sometimes, a lack of training causes them to operate inefficiently.

4) Difficulties in managing:

There are instances when entrepreneurship for women turns out to be a fruitless endeavour due to a variety of restrictions, a lack of business

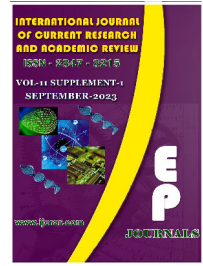


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network development skills, and a reduced capacity to manage men. Women are putting priority to management abilities and attempting to obtain formal education in the same to become more effective, as seen by the growing number of female students and their great performance in management education.

5) Mobility Restrictions:

Coming from a society that is conservative Women's mobility is constrained in India. Although women had many difficulties engaging in business activity, this has undoubtedly changed with the development of education knowledge to everyone. A portion of the mobility issue has been resolved.

6) Dual Responsibility:

For men working a 9:00 am to 5:00 pm job, their workday ends at 5:00 pm, but for women, there are additional tasks and obligations that she has to take care of at home for her family and children. If women are unable to achieve a balance between these two sets of obligations, they may occasionally be forced to choose between their family and their career. However, with greater social awareness and the assistance of their husbands, women entrepreneurs are able to strike a balance between the two.

The Indian government established the DWCRA in 1982- 83 as a development program for rural women and as a means of enabling self-employment. Thousands of rural women have gathered to attend programs for entrepreneurship development. The development of women and children in rural areas is the fundamental goal of this program. Additionally, this program fosters the growth of rural women businesses.

DWCRA encourages rural women who are below the poverty line to work for themselves, creates money for rural poor people by producing goods and services, and sets up programs to improve production in rural society.



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Conclusion

With regard to technology advancement, change, industrialization, rural development, and educational advancement, the current scenario is changing very quickly. For rural women, work opportunities significantly increased in such circumstances. Without hesitation, rural women's entrepreneurship increases both the prosperity of their families and the country as a whole. Women in India are presumed to be economically and socially dependent on male family members because it is a nation where men predominate in society. In order to link to the main stream of the national rural economy and so contribute to the development of the rural economy, women need the backing and support of their families, the government, society, and male co-workers, among other groups. The government ought to adopt a strategy to help Indian women entrepreneurs work more on empowerment through initiatives for training, growth, and capacity building. The fact that rural women entrepreneurs cannot grow without the proper training is also true. Therefore, it is essential to give training to rural women in order to improve their entrepreneurial talent and give them a path to success. The government should provide more number of rural women with high-quality educational services. To alter the unfavourable social views against women, education and awareness activities should be set up. The training programs need to be more structurally sound, taking into account the socioeconomic circumstances of female entrepreneurs. With the aid of NGOs, psychiatrists, technical people, and management professionals, counselling should be given to the present and upcoming rural women entrepreneurs to help them overcome psychological issues including lack of confidence and low risk taking capacity. Government assistance alone cannot solve the issues facing female businesses.

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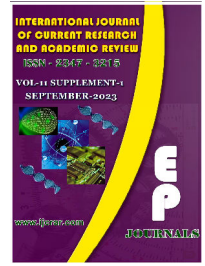


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Full Length Article

IJCRAR/FL/46

A Study on Indian Logistics Industry and Supply Chain Management for RC Air & Rail Service

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Abstract

India is one of the fastest growing economies of the world today. This growth in infrastructure, booming manufacturing sector, EXIM trade, retail and agricultural related activities amongst others. This in turn has resulted in increases demand for world class logistics and warehousing services in India, leading to the growth and transformation of this sector. Logistics will be one sector which will be the back bone trade activity and infrastructure development, and will receive special attention private sector in coming years. This report identifies such elements which are growth engines of the Indian logistics sector and focuses on understanding opportunities related within these elements. the report also examines steps that can help India achieve that increased efficiency and ensure a more balanced and planned growth of logistics sector.

Keywords: Logistics, Warehousing, Agricultural, Economics.

Introduction

Logistics company is renowned for its domain expertise and experienced manpower in the logistics sector. RC can best understand your logistics and distribution requirements and can offer the most suitable logistics model and solution to you. RC also operators through air to location directly covered by flights and to all other location on a multi model basis.



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RC has an integrated logistics management. RC work and carries of custodians first carriers late. they sincerely abide by the corporate philosophy on the subject. On minimal extra charge of risk charges, they cover customer of his worries of losses in transit. the latest material handling equipment are used RC hubs to ensure safety and remove laxity from material handling. Next year RC launches integrated logistics services. A major report launched by the World Economic Forum at the Annual Meeting in January 2013, Enabling Trade: Valuing Growth Opportunities, was a result of an initiative proposed by the Council.

Review of Literature

A literature review can even help in filtering out the conceptual content of the domain apart from contributing to theory development. The huge literature body of SCM has led to numerous literature reviews in the past 15 years. Table 1 shows a sample of review papers within the domain of SCM. From these reviews, it can be found that a good number of review papers focusing on diverse topics are already available within the domain of SCM. But not many papers are available that reviewed the literature on SCM from the perspective of understanding the contributions of academic and practitioners towards the body of knowledge especially from the Indian perspective. This missing link motivated us to carry out this study.

Objectives of Study:

- ✓ To study the performance of Indian Logistics industry with other countries and cost associated with it.
- ✓ To study the impact of Logistics industry on performance of other industry
- ✓ To study the Logistics cost associated in different industries
- ✓ To study the transportation cost associated with different modes and their choice to choose mode.
- ✓ To study the role of global 3PL service providers in India

Improve Supply Chain Efficiency:

The first and most important resource for the formation of new



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ventures is finance. It is crucial that female entrepreneurs have enough understanding of the numerous financial institutions that offer financial aid to business owners as well as other support for female entrepreneurs in the area. Women actually rely on their funds, which are typically little and unsuitable for taking risks, when it comes to financing business ventures.

Mitigate Product Damage

Incorrect logistical handling, a lack of load unitizing, improperly designed packing, etc. can all result in this added cost to logistical charges. The least amount of product damage is possible with an effective logistics management plan. Therefore, achieving the goals of logistics management requires proper monitoring of all product movements.

Reduce Operational Cost

Using intelligent route planning to control and manage the supply chain ecosystem can also increase business productivity. Logistics management enables the best possible use of raw materials and quicker product delivery. It is helpful to reduce the cost of logistics by streamlining a complicated network of operations and products.

Quick Response

The main objective of logistics management is customer satisfaction. Solving the customer query and issues in the shortest time frame is an effective way to enhance the logistics strategy.

Relevance of Logistics International Marketing

Marketing experts have recognized that for developing a position sustainable competitive advantages, a major source in superior logistics performance. One might be tempted to describe such as integrated approach to strategy and planning as marketing logistics. Business can only compete and survive either by winning as cost advantage or providing superior value and benefit to the customer.



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Research Methodology

This classification studies the details of the research process employed. The following are the various structural attributes under this scheme.

Research outlets:

This gives the details of the journals, which published articles related to SCM practices in Indian context. This would help in understanding the effort of researchers and practitioners from various disciplines apart from examining the spectrum of journals that publishes papers related to SC issues from the Indian context. Hence, they were classified as 'others'. This gives the year in which the paper was published in the journal. The purpose of this classification is to understand growth and importance of SCM over the years.

Conclusion

Indian railways industry analysis shows a steady growth rate in the railways network and capacity. As the population increases and the economic condition of people improves, the demand for railways increases too. To keep up with this increasing demand, the government, in association with the Ministry of Railways, is taking all the possible measures to improve the supply. Over the years, the condition of trains and railway stations has improved significantly. This would only become better in future with the government's ambitious plans to improve one of its best assets.

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Full Length Article

IJCRAR/FL/47

To Study on Entrepreneurship Development and Employment Creation

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Abstract

To provide decent living standard to everyone is an important objective of the government. Creation of productive employment is one of the effective ways to tackle this issue. However, India has failed to create desired level of job in recent decades during the structure reforms period. Rapid entrepreneurship development is need of hour to solve the problem of unemployment. It affects composition, pattern and pace of economic development in the country. We need competitive and productive MSMEs sector and new start-ups to realize the potential of India. Growth through entrepreneurship-led strategy will not only contribute in GDP also create employment that is very important a country live India. Demand is no problem for India. We have huge domestic demand which majorly fulfilled by Import entrepreneurship is essential to fulfill our own demand Demographic dividend is an opportunity for India to take competitive advantage in production through various start-ups, but skill deficient working population is an obstacle in this path. Government has attempted to revitalize entrepreneurship development in country but it is still face many challenges.

Keywords: woman; entrepreneurship; challenges and emerging economies.

Introduction

It has been realised that the growing significance and visible impact of Entrepreneurship in wealth creation and employment-generation in the world arena which compels to think about its critical role of India's growth and development at a new way. Although, we have emphasized



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entrepreneurship development in country especially after the new economic reforms. But the lack of robust business environment, we have not succeeded much as it was desired. Its benefit cannot be ruled out of a country like India that has huge 'reserve army'. Entrepreneurship, as defined by National Knowledge Commission (NKC), is the professional application of knowledge, skills and competencies and monetizing a new idea, by an individual or a set of people by launching an enterprise de novo or diversifying from an existing one, thus to pursue growth while generating wealth, employment and social good'. Various infrastructure development activities like setting up of industrial estate, incentives given under north eastern industrial policy are taken up by the government in order to promote industrial development in the state.

Definition

Entrepreneurship development defined as to generate employment and self-employment with the help of entrepreneurship and the growth of small scale businesses. Entrepreneurship process of enhancing the skillset and knowledge of entrepreneurs regarding the development, management and organization of a business venture while keeping in mind the risks associated with it. This is carried out through training programs and sessions which are aimed at accentuating entrepreneurial acumen. Pursuing this field as a career, you will be working towards facilitating skill development amongst budding entrepreneurs and assisting them to tackle their struggles with building their businesses.

Review of Literature

- To determine which factors affect most, future studies require specific modelling and investigation. Specific models may require farther investigation of variables.
- Behavioural characteristics (EO) such as ability to take risks, make decision, innovate, imagine, sensing and managing emotions, network, being social.
- Entrepreneur's personality traits their passion, socio-cognition, innovation, culture, family background, etc.



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Objectives

- To study the role and importance of entrepreneurship with respect to growth and employment generation in India.
- To study the current scenario of entrepreneurship development India.
- To study the opportunities and challenges of entrepreneurship development India.

Entrepreneurship Development in India

There are various Government institutions for ED in India. The Entrepreneurship Development Institute of India (EDI) an autonomous body and not-for-profit institution founded in 1983 is sponsored by apex finance institutions namely the IDBI Bank Ltd, IFCI Ltd, ICICI Ltd, and State Bank of India (SBI). The institute is registered under the societies registration act 1860 and the Public Trust Act 1950. The Government of Gujrat pledged twenty-three acres of land on which stands the majestic and sprawling EDI campus.

Importance

- Eliminate poverty and unemployment
- Balance regional development
- Reducing industrial slums
- Utilizing locally available resources
- Refuses social tension
- Capital Formation Economic Independence

Needs

- Increase in National production
- Balanced development in all areas
- Reinvestment of profit for the welfare of the areas of profit generation
- The development provides motivation and human resource
- Entrepreneurial awareness



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- Increase in employment opportunity
- Increasing product
- Optimum use of local resources
- Continued innovation in technology and managerial
- Improving international competitiveness

Findings:

I have checked stationarity of the data through ADF test. Data sets are stationary but the relationship between the growth of NOE and growth of NOF, GFCF, and VOO are insignificant because null hypothesis rejected. Therefore, we need to study the entrepreneurship development and employment creation in INDIA.

Suggestion:

On the basis of the research done at the entrepreneurship development and employment creation in India the following suggestions can be concluded. There are lots of opportunities also available for entrepreneurship such as free entry into world trade, improved risk taking ability due to competition and efficiency.

Conclusion:

A stable business environment market oriented reforms like raising of FDI cap, and key initiatives like make in INDIA and digital INDIA are fostering a new aspiring and ambitious INDIA. Such skills cannot be developed through structured formal training but requires the guidance of "mentors" in actual business condition.

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Full Length Article

IJCRAR/FL/48

A Study on Customer Satisfaction towards One plus Mobile with special reference in Madhavaram City

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Abstract

The study is to identify the customer's satisfaction level and problems faced by respondents using one plus, yet comes with the set of risk and challenges as well. However strategic alliance will come with the high price tag and distribution matter will have to be revamped. One plus must be prepared to compensate for the relying solely on E-Commerce in selling the product. The significance of a product attributes like camera quality screen size and battery life in one plus. Data for the study is gathered those survey of 50 participants because it takes a quantitative approach statistical tool such as percentage analysis have been used the analysis the data. One plus platforms involve several and amazing technology that make programming it a tool activity for experience programming willing to know the goodness of mobile device.

Keywords: woman; entrepreneurship; challenges and emerging economies.

Introduction

The purpose of one plus was founded on the idea of coming together to challenge the entire tech industry. On the basis of rules which continue to hone the three keys service, product and store environments. Customer Satisfaction means taking complete care of customer by giving them complete knowledge about the product and about all features of that particular product, by giving the best customer service and marking such that the customer was giving the best



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resolution end of the call then we can see that the customer is satisfied even if it's not verbally said.

According to me the customers those who pay. Satisfaction is a key to hold the customer for future business complete knowledge must be given such every query must be clarified by the seller. If a customer remembers you for future business, then we can say the customer is satisfied in one plus mobile.

Review of Literature

MdReaz and UddinZahanLopa and MdOheduzzaman (2014) made the "Factors affecting Customers buying decisions of mobile phones: A study on Khulna city, Bangladesh". The different Modes of communication, mobile phone is becoming reliable and efficient vehicle to reach from one person to another person. This was conducted to know the factors affect people decisions of mobile phone purchasing. This has been identified that may factor are demand as selection criteria of mobile phones.

RinkyTrivedi and Dr. Rahulraval (2016) had made a study on "Consumer buying intentions towards smart phones: A conceptual frame work". The existence of individuals much easier and Comfortable, innovation is the essential explanation in the everyday life. The objective is to identify the key Factor that motivates consumers to purchase and use smart phone. The purpose of this study is to analysis Consumer buying intentions which are highly considerable by consumer.

Mesay Sata(2013) made a study on " consumer Buying Behavior of Mobile phone Devices". The Development of mobile phones and technologies has been an extended history of innovation and advancements Cropped up due to dynamic changes in consumer needs and preferences. The structured was designed so as to Make it easy and cover most of the common research. This other factors equally correlated and have moderate Relationships with the decision to buy brand name and durability of mobile phones.



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Statement of Problem:

One plus mobile plays a brand positioning in the sector is tough task. One plus mobile may increase the online Selling. The Indian mobile handset market posted revenue of 3694crores in the financial year 2013. One plus Mobile cannot reaches all people, only the rich people can afford it. The major problem in one plus mobile Is less innovative per year only two variants are available. This survey is help to bring more innovative and Technique and also to measure the customer's satisfaction.

Objectives of the Study

Primary Objectives

- To study the customer satisfaction level about one plus mobile.

Secondary Objectives

- To identify the factor influencing customer to buy one plus mobile phone.
- To know the socio- economic profile.
- To analyses the marketing strategy used in one plus mobile.
- To find out the problems faced by the users of one plus mobile.
- To know the customer opinion for one plus mobile.

Needs and Scope of Study:

The needs for study about customer satisfaction arises become of that todays dynamic environment customers are the king it's customers as determine the success and failures of any business organization or ever a start up. Customer satisfaction leads to customer loyalty and consistent repurchase which is essential for sustainability of any organization. This in turn enables the company to enhance its stringent had create among the customer is an interesting factors and that adds by the needs of the study.

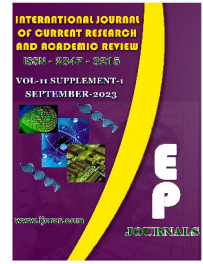


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SCOPE OF THE STUDY:

- The research games insights into customer expectations
- Measure the experience of customers
- Helps in understanding the factors that influence the customers

Research Methodology

Main Objective

The main objectives is to study a customer satisfaction towards service provided by the one plus mobile

Research Design

The research design is the blueprint of fulfillment of objectives questionnaire based. Description research includes survey and fact finding enquiries kinds. The major purpose of descriptive research is description of the state of affairs, as it exists at present.

Simple Percentage Analysis

Simple percentage analysis is a method of represent raw streams of data and the percentage for better understanding of collected data. Percentage analysis is applied to create a contingency table from the frequency distribution and represent the collecting data for better understanding.

Table.1 Showing Gender of the Respondents

S.No	Opinion	No.of Respondents	Percentage
1	Male	65	54.6%
2	Female	54	45.7%
	Total	119	100

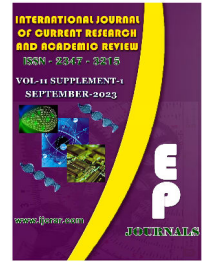


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Interpretation

It is revealed that 4.57 % of the respondents are Female and the 54.7% of the respondents are Male.

Table.2 Features Liked By The Respondents In The One Plus Mobile

S.No	Reason	No. of Respondents	Percentage
1	Camera	68	50%
2	Application	45	35.1%
3	RAM speed	24	17.9%
4	Shape	0	0
Total			100

Interpretation

The above table reveals the response reason to prefer one plus phone mobile 50% of the response prefers in for camera, and 35.1% for the respondents prefer it for application 17.9% for the respondents prefer it for RAM speed, 0% of the respondents prefer it for shape.

Chi Square Test

Age and Reason to Preper

Age	Camera	Ram speed	Application	Total
18-25	38	19	13	70
26-25	18	22	9	49
31-40	8	5	7	20
Above 40	12	5	0	17
TOTAL	76	51	29	156

To find out the association between age and reason to prefer, chi square test is used and results is given below.

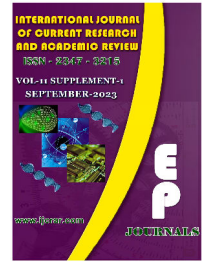


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Hypothesis

There is no significant relationship between respondent’s age and their reason for preferring the One plus Mobile.

Chi Square Tests

Factor	Calculatorvalue	Degree offreedom	Tablevalue	Remarks
Reason	12.082	6	12.592	ACCEPTED

Interpretation

Its is clear from the about table show that, the calculated value of chi square at 0.05% level is more than the table value. Hence the hypothesis is accepted. So there is a relationship between age and their reason for preferring the one plus mobile.

Table Showing the Respond With Respect to the Way of Purchase of One plus Mobile Phone Through Online

S.No	Factors	No. of. Respondents(f)	Likert scale(x)	Total
1	SATISFIED	85	3	255
2	NEUTRAL	45	2	90
3	DISSATISFIED	29	1	29
	TOTAL	159		374

Finding:

- Majority 85% of the respondents are highly satisfied with our quality of one plus mobile when compared to other brands
- Majority 50% of the respondents are like of camera in one plus mobile phone
- Majority 65% of the respondents Male gender
- Majority 70% of the respondents age between 18-25%



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Suggestions

- This study suggested about the customer's satisfaction level of one plus mobile.
- Most of the respondents came to know about the one plus mobile through friends, so the advertising can be improved.

Conclusion

The study concluded that in this modern business economy. It is very important in analyze about the one plus Mobiles. The study result about the majority of the customers are satisfied with the one plus mobile but also There is a drawback such as hike in price and other factor like models of the product. Necessary steps have to Be taken to resolve problems of retaining customers of one plus mobiles will be high, if the company can Understand the preference and overall perception of the consumer. Hence it will develop the marketing Strategy and market share of one plus Mobile Phone Company. The research study shows that there are various product-based features that are really important and on the basis of which the purchase decision is carried out by the customers like better software compatibility, overall structural design, durable battery life and so on. In today's Scenario it was observed that majority of customers are ready to pay higher price if they are getting a reliable quality product. The company in order to survive their brand for the longer run in the market should meet the customer satisfaction

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Full Length Article

IJCRAR/FL/49

The Knowledge and Skills to required for Successful Entrepreneur

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Abstract

Entrepreneurship has become an important in all developing countries where the job market and also a developed market to strengthen its entrepreneurship what knowledge and skills are required to be a successful entrepreneur.the areas that should be the focus of entrepreneurship programs according to actual entrepreneurs and experts working in agriculture while some of themes were expected such as discipline specific and business administration knowledge,and other themes such as a changing business environment.

Keywords: Entrepreneurship, Knowledge, Entrepreneur, Business.

Introduction

Entrepreneurship is an act of being an entrepreneur, one who undertakes innovations, business effort to transform innovations into economic goods.The most obvious form of entrepreneurship is that starting a new business entrepreneurial activities are substantially different depending on type of organisation and creativity involved.entrepreneurship ranges in scale from solo projects even involving the entrepreneur only part time to major undertaking creating many job opportunities many high value entrepreneurial ventures seeks venture capital or funding seed money in order to raise capital to build the business. Many persons are doing a business for a



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personal successful entrepreneurship is an individual taking decision of her business in becoming an entrepreneur.

Objective of Study

- 1.It helps in understanding the competitive environment
- 2.it helps the identifying the marketing opportunities
- 3.its help in formulating marketing plan

Review of Literature

The concept of entrepreneurship has been rapidly emerging in the private and public profit sectors over the last few years and interest in entrepreneurship continuous to grow at the same time increasing concentration of wealth in the private sector is promoting calls for increased corporate social responsibility and more proactive response and the success of the entrepreneur.

Discussion

Some of the thematic areas were expected such as a business administration analysis of market of market opportunities and communication as they are required to legally establish a business and prepare the entrepreneur to make a business to investors or a they are being discussed by their participants.

Continous Learning

The entrepreneurs must be ready to continue learning after college primarily through non degree continuous education courses this is particularly challenging as student may not have the discipline and motivation to start and finish online courses hence, they must be should continuous learn to learn.

Innovation

Innovation is the trending topic in higher education but is usually misinterpreted in innovation two trends were identified in the analysis internal innovation and product innovation mostly new



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product and services research and development. established business must incorporate innovation to make their services and research development. The administrative process within the business to deliver new products and services to customer through some form of research, development and innovation regardless type of business. Regarding a new products and services development, respondent indicate the need to tech innovation to undergraduates so they can take their inventions all the way to market, especially for technical major student in technical fields usually develop new products and services with little knowledge of market demand usually they lack the required knowledge to push their ideas beyond the development resulting in efforts not generating any potential value after all.

Entrepreneurship

The field of the entrepreneurship has come a long way over the last 30 years to the point of becoming a formal discipline at the point of student present their ideas to sponsors or complete for funding to launch their business in the most successful cases and also to established dedicate to the topic of the entrepreneurship while entrepreneurs can take many forms of start their business by growing trends of start ups of entrepreneurship.

Resilience and Learning to Deal with Failure

There are five phase in the entrepreneurial process 1, idea generation 2, opportunity 3, planning 4, company formation 5, growth. the student enjoys the type of idea generation phase but abandon the process either at the opportunity or planning phase especially if majoring in the technical field according to the respondent student must be resilient and not become unmotivated if their ideas is not feasible instead they must take all new knowledge through the process and evaluate all possible alternatives that drives from their original idea.

Analytical Skills and Discipline Related Tecnological Knowledge

With the advent of the internet of things which are cloud connected or smart devices and agriculture which includes better and cheaper hardware for data and higher data collection



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analytical capacity student must be data literate otherwise they will not be able to take advantage the abundant information that is being generated at all levels in the value chain.

Discipline Specific Knowledge

Frequently have their ideas for which they do have the knowledge to develop for example a student may have an ideas for a plant based meat substitute and be an agriculture economics major in this case the student may soon Abdon their entrepreneurship goal simply because they do not have technical skills to produce a prototype our respondents entrepreneurs must have deep discipline knowledge in the field they want to start a business as well as business administration knowledge.student must either have access to deep knowledge on their own or learn to team up effectively who contribute such knowledge to the enterprise.

Conclusion

Some of the identified thematic areas were expected and constitute the basis of the entrepreneurship such as a business administration, and market analysis, communication and discipline specific knowledge others like innovation, analytical skills continuous learning and discipline related technology knowledge reflects trend in the agriculture sector such as big data and digital agriculture,and also learning to deal with failure which is not knowledge or skills but abilities related to emotional intelligence, should have developed mainly during the early stages of entrepreneurship programs.

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Full Length Article

IJCRAR/FL/50

A Study on Effect of Startup Culture based on Entrepreneurial Development in India

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Abstract

India is a recognized as a one of the emerging start-ups nation has seen a terrific growth towards creation of the innovative start-ups and has emerged as a one of the growing hub for start-ups related to the technology. The paper analysis possible scenario and different trends across of the various aspects that define the Indian start-ups. The start-up entrepreneurs in India are consistently making it to the front page of daily news media, India has now become a new hub for startup. The paper traces the path leading to the new wave of entrepreneurship in India. It will examine the socio-political financial factors related to the emergence of new entrepreneurs. I argue that entrepreneurship in the form of startup is critical to India's future journey towards becoming a global superpower. Entrepreneurs must be supported by additional, concrete government policy.

Keywords: Start-ups, innovation, challenges, government policy.

Introduction

India was one of the few countries which were not impacted because of the 2008 crisis. Through we faced some trouble in the following year but at that point of time also we were much better than many European nations. However, that incident made an impact on the psychology of the Indian youth. They noticed that MNCs in which they were working have been affected a lot. This incident made them think that for how long they can stay dependent on the MNCs for their job, their aspirations and their dreams. This was the point when the youth was bitten by the bug of



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start-ups. They stated coming up with various ideas of their own companies. Nowadays students have started opening their own start-up just after completing their graduation, not only that many of the youngster are so confident of their ideas they leave their colleges before even completing their graduation. The positive thing about this is that the investors are also ready to invest in the ideas and such companies have started getting good funding.

Entrepreneurship has become the new buzzword in Indian media, with startup entrepreneurs making their brand their identity and consistently making it to the front page of daily news media. New-age companies are penetrating tough market sectors from finance to health and solving delivery challenges that traditional organization and the public sector were unable to track. The present paper provides an overview of start-up culture in India. This paper also discuss the various challenges faced by the new start-up entrepreneur and Government of India initiatives towards making India a start-up nation. At last the paper also suggest strategies that can help India in becoming Global Start up Power.

Objective of Study

In this paper the research is enlightening the scenario of startup entrepreneurship in India by discussing following:

- Entrepreneurship in India: A global perception
- Challenges faced by Indian entrepreneurs before startup
- Government of India support for startup and entrepreneurship in India.

Research Methodology

The main source of data used for the study is secondary data. The present study is conceptual survey with exploratory cum descriptive in nature. This research follows the analytical research methodology which is based on the quantitative data. The information related with study has been collected from websites, journals, magazines, newspapers and books.



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Need For Entrepreneurship

- Increases national production
- Balanced area development
- Dispersal of economic power
- Reinvestment of profit for the welfare of the area of profit generation
- Development is the function of motivation and human resource
- Entrepreneurial awareness

Challenges Faced by Indian Entrepreneurs before Startup

- **Courage to start your own business:**

Starting your own venture is not an easy task. You need a lot of courage and strength to quit your job and start your own business. One needs to be determined and confident towards his/her goals. You need to convince yourself that there is a need of such product in the market and you are the best person to build.

- **Is your idea big enough:**

Idea is the most important challenge which every entrepreneur faces? What are you planning to go for? Who are your target audiences? Is your idea really worth giving a chance? These are few questions that would come up in your mind and you need to find answer for them.

- **Effective marketing on limited budget:**

Being a startup it's very essential to create visibility among your consumers. You need to reach your target audiences by using effective marketing techniques.

- **Financial security:**

For a startup to be a successful enterprise one needs to answer two most important question – 'Do I have enough saving to ensure my family's financial security?' and 'Does the company have enough funds to ensure at least a year's runway?' If you know you have enough saving for the



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family, then you can easily focus on the startup that you are building. Along with it, if your startup has enough working capital, then you have the ability to take bigger risks.

- **Hiring right talent:**

After you have decided to start your own venture, you need a team. Behind every successful business is a dream team be it finding a right co-founder or the founding startup team. Getting someone, who believes in your idea/venture as much as you, to make it work are always difficult, but yet the most crucial.

- **Facing failure:**

It's not necessary that every idea of yours will work with launching of new products and scaling new markets comes the notion of "failing fast". If you're trying a lot of new things, not everything will work and you will not succeed at each of those ideas.

Government of India Support for Startup and Entrepreneurship in India

The Government of India has undertaken several initiatives and instituted policy measures to foster a culture of innovation and entrepreneurship in the country. Job creation is a foremost challenge facing India. With a significant and unique demographic advantage, India, however, has immense potential to innovate, raise entrepreneurs and create jobs for the benefit of the nation and the world.

Recognizing the importance of women entrepreneurship and economic participation in enabling the country's growth and prosperity, Government of India has ensured that all policy initiatives are geared towards enabling equal opportunity for women. The government seeks to bring women to the forefront of India's entrepreneurial ecosystem by providing access to loans, networks, markets and trainings.

In the recent years, wide spectrums of new programmes and opportunities to nurture innovation have been created by the government of India across a number of sectors. From engaged with academic, industry, investors, small and big entrepreneurs, non-government organizations to the most underserved sections of society.



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In India, various initiatives have been taken by the government from time to time for entrepreneurship development in the country. Entrepreneurship has attracted the attention of policymakers in India. A series of high-level initiatives, including startup India, have been launched to promote private sector development.

Conclusion

In India, the past few decades have seen a major rise in the area of entrepreneurship. Today, India has become fertile ground for breeding new entrepreneurship. An important aspect of entrepreneurship in India is social entrepreneurship. In India, where high level of poverty and unemployment still exist, many people have decided to take matters into their own hands, with or without the help of government, to work for better tomorrow. There are numerous challenges relating to provide venture capital to these startup. India ecosystem offers the largest pie of venture prospect that the world is eyeing for including entrepreneurship culture, growth availability of financing India promising to be world largest democracy posed for robust economic times. A series of high level initiatives, including startup India, have been launched to promote private sector development. However, the role of entrepreneurship in development remains a mystery for many policy observes.

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Full Length Article

IJCRAR/FL/51

A Study on Factor Influencing Entrepreneurial Performance in Small Scale Business

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Abstract

This research work, the factors influencing entrepreneurial performance of small scale business. The general objectives of this study are to assess the factor that influence entrepreneurial performance in small scale medium enterprise (SME). Entrepreneurship is increasingly recognized as an essential driver of economic growth, productivity, innovation and employment, and it is widely accepted as a key aspect of the economy. Entrepreneurship is an integral part of the economy, and business culture and particularly for job creation and economic growth. The experience of the business and the amount of initial capital are not significant to the performance of small enterprises at the stage.

Keywords: Entrepreneurs, Small Business, Early Stages Performance.

Introduction

Entrepreneurship is increasingly recognized as an important driver of economic growth, productivity, innovation and employment, and it is widely accepted as key of economic dynamism. It was observed that there is a significant relationship between personality traits and entrepreneurial performance and other variables such as demographics features, research and development, technology etc.



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Small and medium enterprises (SMEs) work as a potential economic back bone and make huge contribution to employment than large businesses in any country. The ability to identify business opportunity and gathering of resources are directly related to performance.

Although various programs and policies have been implemented to ensure a more comprehensive involvement of small business, their performance is still not at par with the provision and assistance provided by the government. Government has also established various funds either through financial institution, development financial institutions (DFIs), SMEs fund and microcredit schemes.

Literature Review

Many studies clarify that the performance of the small enterprise sector is closely related to the internal and external environment of the firm. Among the internal factors that have been identified to influence the performance of small enterprises are the characteristics of the owner/manager, management practices, level of education, business experience, moral value practices and characteristics of the business. The external factors includes the legal and regulatory framework, access to external financing, and human resources capacities. The growth of SMEs depends on market access, government policy and credit access. The study establishes that some of the entrepreneurs who had started SMEs had no training in business.

Objective of the Study

1. To assess the factors that affect the success of the entrepreneur in small scale business.
2. To examine how research and development can improve an entrepreneurial performance in small scale business.
3. To suggest ways how entrepreneurs can enhance their performance.

Scope of the Study

This research work focus on a niche-segment which indicates entrepreneurial performance in few selected small scale business in delta state capital.



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It also limits itself on how an entrepreneur's can improve their skills for effective and successful performance in small scale business.

Significant of the Study

This research study indicates the value, knowledge and contribution of difference scholars in regards to factors influencing entrepreneurial performance in small scale business.

The need to study this research topic becomes imperative because it highlight the following;

1. Vital information that can enhance an entrepreneurial success in small scale business.
2. The need for an entrepreneur to adopt managerial skills for effective performance.

Factors Influencing Entrepreneurial Performance

1. Creativity and Accumulation of Ideas

Do not be dissuaded by the challenge to be creative. You need not be the original wheel creator to improve upon a stone cylinder. By standing on the shoulders of giants, you can take existing ideas and make small improvements upon them. Your best ideas may come to you as you are falling asleep or while you are taking a shower. Recognize when you have a fresh idea and do not let them get away from you. Write them down! Not every idea has to be a home run. By accumulating your ideas, you will be able to distill the great ones from the rest and be ready to run with the best.

2. Risk Tolerance and Taking Advantage of Opportunity:

Rewards rarely come without risk. Your ability to take advantage of an opportunity will depend, in part, on your tolerance for risk. As the founder of a start-up, investors will expect you to have a vested interest in your business. If you will not bet on your idea, why should anybody else? If you cannot afford the risk, financially or emotionally, then you might make decisions that are too



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tepid to be successful. To do well, an entrepreneur needs the strong sense of self-efficacy to believe the risk will be surmountable.

3. Responsiveness to Opportunity

Opportunity can leave quickly. With the internet, the spread of information and ideas has led to deeper, faster competition to be the first mover. The ability to respond to the market and new business opportunities can be the difference between a successful entrepreneur and a failed business model. To be responsive, an entrepreneur must have the flexibility of mind and resources necessary to see and take advantage of new and upcoming possibilities. Learning from your mistakes and those of others to implement change can keep businesses afloat. Calcifying rigidity, on the other hand, can turn a start-up into dust.

4. Leadership and Inspiring Others

It is up to the entrepreneur to marshal assets. Leaders are challenged with taking possibilities and turning them into inspiring visions for others. You will inevitably have to sell either your idea or your product to begin your entrepreneurship. It will be up to the entrepreneur to take the idea and turn it into actions and products to capitalize on the opportunity. Leadership can come in many forms, but it is nevertheless essential to entrepreneurship. You must take the lead for your ideas to come to fruition.

5. Intellectual Property Rights

Intellectual property laws can provide you with exclusive business rights to your ideas. If you do not protect your ideas, they may be copied – cheaply. Once an idea is in the public domain, it may no longer be possible to use that idea as a competitive advantage. Society values ideas being shared.

Conclusion

The results confirm that human resources management practices utilized in the SMEs are a significant factor determining performance of the business. The current study offers a guideline to the entrepreneur of small and medium enterprises about how they will increase their



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business performance. They should not emphasize only on demographic factors or environmental factors individually. So, they should place the results confirm that human resources management practices utilized in the SMEs are a significant factor determining performance of the business.

The study findings revealed that entrepreneurial skill influence performance of small scale business. The major findings being; for one to start a small business he/she ought to have some knowledge on how to conduct business, most entrepreneurs in small business start their business because they have some experience in business, and for one to start a small business, one ought to be educated.

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Full Length Article

IJCRAR/FL/52

A Detailed Study on Benefits of Online Stock Broking Services for the Investors in the City during the Period

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Abstract

A study on evaluation of online trading facilities with reference to financial services of various sectors. The method used for this study is primary and secondary data collection method. Stock market is one of the important elements of the Indian economy which determines the economic growth of India and financial state of the country. The customer satisfaction is only thing that makes a business successful. The present study finds out the customer awareness towards online trading. The main objective of the study is to understand how the online trade takes place. The findings revealed that most of the respondents are satisfied with the online trading facilities provided by the organisation. This research examines the new wave of online trading with respect to industries brokerages. It has provided more profitable investment opportunities to investors, allowing them to invest their money in a more diverse range. For collecting the data, a structured questionnaire was used in this study. Percentage analysis and pie chart representation were used for analyzing and interpretation. This paper mainly focuses on customer feedback and suggestions that would be useful to take necessary actions to solve them in a better manner.

Keywords: Entrepreneurs, Small Business, Early Stages Performance.

Introduction

An online broker is a broker that interfaces with customers over the internet instead of face-to-face. It is a brokerage firm that people visit online, rather than in a physical office. The term



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'online brokerage firm' means the same as 'online broker'. people involved in online trading use online brokers, including novice traders. Securities brokers or stockbrokers handle customers orders to purchase and sell securities. They do not see their customers face-to face. Everything takes place on the internet. Brokers may specialize in securities, insurance, or real estate. In this article, the term 'online broker' refers to securities. Securities are financial instruments that people buy and sell, such as bonds or shares. We can use the word 'broker' for a person or firm.

According to IG Bank

"An online broker is a trading providers that allows its clients to open and close positions using a digital platform". before the internet existed, investor had to place their orders either through a stockbrokers, in person, or via the telephone. The brokerage firm would then enter the order into their system. Their system was linked to the exchanges and trading floors.

Literature Review:

Online stock trading in indian: An "empirical investigation" In 2021, Niche wall and reminder kumar's research report examined the investors' preference for traditional trading and online trading, investors perception on online trading & comparing current stage usage of online trading and offline trading.

Nayak's (2010) 5 investigated the nature of complaints made by investors and the function of entities that address complaints. The research used convenient random sampling to collect primary data on the investors profile, knowledge about various grievances, awareness about the functions of various grievances redressal agencies, loading of complain and their satisfaction level.

Sindhu, kalidas, and Anil chandran (2014) 10 attempted to conduct an analysis of the many elements that influence investor attitudes in the indian stock market. For the purpose of the study, they make use of both secondary and primary data.



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Objectives of the Study

1. To study performance analysis of stock brokers in indian stock markets of cash segment
2. To provide finding/ results based on analysis.

Research Design

Exploratory research is one, which largely interprets the already available information, and its lays particular emphasis on analysis and interpretation of the existing and available information and it makes use of secondary data.

Research Methodology

The study is based on secondary data covering from 2009 - 2010 to 2013 - 2014. in the modern era of fintech, stock brokers are striving to make stock market investments simple and easy by introducing new-age technologies.

Buying and Selling of securities:

One of the primary functions of a stock broker is to buy and sell securities on behalf of gthe clients based on the order place by them through the broker's terminal.

Advisory services:

Stock broker are well-versed with the working of the stock market and possess expertise related to the preformance of stocks, market trends and so on.

Limited Banking services:

Stock brokers also provide limited banking services such as interest-bearing accounts, electronic deposits and withdrawals, etc.

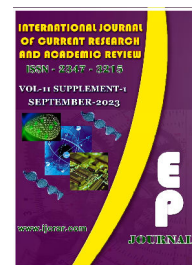


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Others Investments

Apart from securities, stock brokers also offer different investment products such as mutual funds, exchange-traded funds, bonds, commodity trading, futures, options, etc...

Methodology

This study is done to find out the opinion of stock brokers regarding the usefulness of data which they keep. Data so collected was analyzed on percentage basis and pie charts were made for show the data in pictorial form. 1. client registration form 2. contract notes, ledger

In order to provide the best information to consumers looking for an online broker that best fits their needs, we need developed a comprehensive ranking methodology based on a variety of factors that are crucial in evaluating the offerings and usability of these platforms.

CRITERIA	
Status	Indian citizen
Age	Minimum age : 21 years
Education	At least HSC or equivalent qualification
Experience	Applicant should have an experience for not less than two years as a partner with, or an authorised assistant or authorised clerk or remisier or apprentice to a, member.

Data Analysis and Interpretation

Application of online stockbroking services for investors

Stockbrokers are not individuals.

	No.s	%
Strongly Agree	17	21.8
Agree	35	44.9
Neutral	11	14.1
Disagree	9	11.5
Strongly Disagree	6	7.7

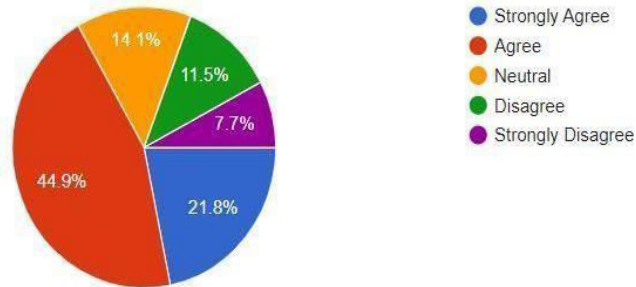
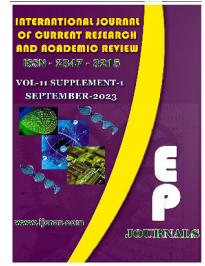


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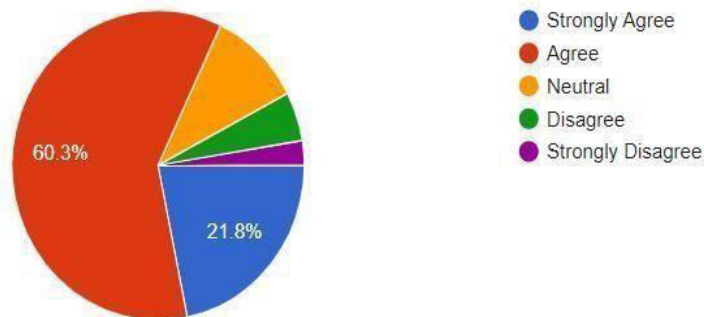
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Stockbrokers do buying and selling of stock.

	No.s	%
Strongly Agree	17	21.8
Agree	47	60.3
Neutral	8	10.3
Disagree	4	5.1
Strongly Disagree	2	2.6



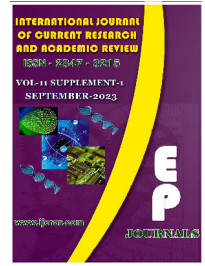


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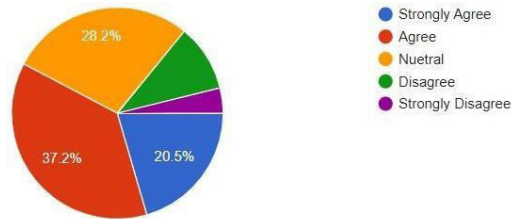
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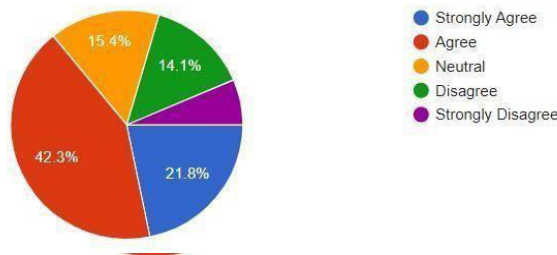
Stock brokers deals with their clients indirectly and manage their portfolios.

	N0.s	%
Strongly Agree	16	20.5
Agree	29	37.2
Neutral	22	28.2
Disagree	8	10.3
Strongly Disagree	3	3.8



An online broker is a broker that interfaces with customers over the internet instead of face-to-face.

	No	%
Strongly Agree	17	21.8
Agree	33	42.3
Neutral	12	15.4
Disagree	11	14.1
Strongly disagree	5	6.4



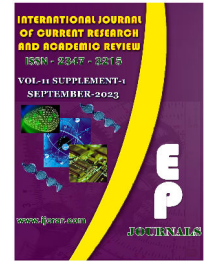


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Interpretation:

The above table shows that there are 78 members in total from that 67 (85.9 %) selected strongly agree option for the questions given, 144 (184.7 %) selected agree option for the questions given, 53 (68 %) selected neutral option for the questions given, 32 (41 %) selected disagree option for the questions given, 16 (20.5 %) selected strongly disagree option for the questions given.

Hence, we can say that there are benefits of online stock broking services for the investors. So, based on the table it is clear that a high percentage of people strongly believe that online broking services has benefits for investors.

Conclusion

Online stock brokers are the middlemen between traders and investors. Stock brokers perform buying and selling of stock through online. They perform portfolio, financial mutual funds services. Stock brokers develop investment strategies based on financial goals, and risk tolerance.

Online stockbroking services made trading of stock easy. Online stockbroking services are less costly when compared to the before.

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4. <https://www.angelone.in/knowledge-center/share-market/stockbroker-meaning>
5. <https://www.angelone.in/knowledge-center/share-market/stockbroker-meaning>
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Full Length Article

IJCRAR/FL/53

A Study on the Women Entrepreneur in India and Asian Countries

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Abstract

In today's world, women entrepreneurs are playing vital role and they have become important part of the global business environment. Participation of women in entrepreneurial activities is really important for the sustained economic development and social progress. The problem asia as a research context is significantly different, in many ways, from western contexts where a majority of studies on women in leadership have been conducted. First, traditional culture and religious beliefs in asia dictate the inferior status of women in their daily lives. In india though women are playing key role in the society, but still their entrepreneurial ability has not been properly tapped due to the lowest status of women in the society. The main purpose of this paper is to find out the status of women entrepreneurs in India.

Keywords: Women entrepreneurship, reasons for entrepreneurship, government initiatives, indian scenario.

Introduction

In today's world, women are growing in entrepreneurial sector at an increasing pace. They have become important part of the global business environment. To begin with let us first define a women entrepreneur. A women entrepreneur May be defined as a women or a group of women, who initiate, organise and runs a business venture. The government of India



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Has defined women entrepreneurs as owning and controlling an enterprise with a women having a minimum financial interest of 51% of the capital and giving at least 51% of the employment generated in the enterprise to women.

Literature Review:

Mohiuddin (1998) described in his work on women entrepreneurs that the half of the whole population in Bangladesh is women. The proper economic growth of the country is not possible without the involvement of the large portion. This work also added the expansion and management of rural sector of rural women entrepreneurs.

Objective of the Study

The need of more women entrepreneurs has to be studied for two reasons, the first one is that women entrepreneurship is an important untouched source of rural economic growth and the second reason is that the women entrepreneurs create new jobs for themselves and other; they can provide different solutions to management, organization and business problems.

- To examine the obstacles faced by women entrepreneurs
- To draw conclusions and give suggestions
- To depict the current status of women entrepreneurs in Indian

Functions of Women Entrepreneurs:

Being an entrepreneurs, women also should perform all the function which an entrepreneur is expected to perform in establishing an enterprise. Functions of entrepreneurs generally involve idea generation and screening, determination of objective, preparation of project; analysing product, deciding the form of organisation, promoting an enterprise, raising funds, Recruiting men, arranging for machines, materials etc. And running the business.

Besides, whether men or women an entrepreneur is expected to perform the functions brought under the following three categories which we discussed in the first chapter itself.

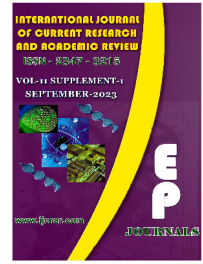


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Risk-bearing.
Organisation.
Innovations.

Advantage

Incidents in history have proven the fact that women are better at developing social relationships, as well as communicating that their male counterparts. "there is a women in every man, but there are also many men in every women". the female folk is specialist in multitasking, motivation, and market.

A man thinks with his brain and feels with his heart, whereas, a women thinks with her heart and feels with her brain. A women inputs passion into every activity of the day, be it making a cup of tea, playing a sport, or even organizing a business event.

Power and passion are the fuel to a successful out-to-go theme. They have the passion and are just waiting for a chance to get that power. Being an entrepreneur presents them a mode to hone their hidden skills, while at the same time giving another dimension to businesses

Disadvantages:

Women are less likely to have relationships with people who have network or connections to help launch and sustain a business. Not only does a network provide valuable information needed to successfully create a business, but it also provides a mentorship as well as referrals you may need for future expansion. Due to the tendency of the highest levels of corporate leadership to be mostly occupied by men, it is difficult for female entrepreneurs to find a women in a high occupational seat to seek advice.

Conclusion

Indian is a male dominated society and women are assumed to be economically as well as socially dependent on male members. Women entrepreneurs faced lots of problems like lack of education, social barriers, legal formalities, high cost of production, male dominated society, limited managerial ability, lack of self confidence etc. Various factors like pull and push factors



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influencing women entrepreneurs. Successful leading business women in India. Government takes various steps for the upliftment of women entrepreneurs in 7th five year plan, 8th five year plan and in 9th five year plan. Women have the potential the potential and determination to setup, uphold and supervise their own enterprise in a very systematic manner, appropriate support and encouragement from the society, family, government can make these women entrepreneurs a part of mainstream of national economy and they can contribute to the economy progress of India.

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Full Length Article

IJCRAR/FL/54

Social Business in India Asian Countries

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Abstract

The study examines social entrepreneurship from the perspective of: objective and philosophy (why social entrepreneurs are social entrepreneurs), opportunity identification (how social entrepreneurs recognise opportunities), implementation (how social entrepreneurship is implemented), and social entrepreneurship's contribution to entrepreneurship. The dual objective (some profit, social impact), and strong focus on social impact of the social entrepreneur are highlighted. The social entrepreneur generally requires business understanding and acumen just as much as the entrepreneur. Social entrepreneurship also contributes to economic development and activity, through personal development, and can precede entrepreneurship in this way. The view is that it should not be too difficult for social entrepreneurs to switch to entrepreneurship, and vice versa. Avenues for future research abound, and discussed.

Keywords: Social entrepreneurship, entrepreneurship, opportunity, opportunity identification, implementation, social impact, economic development, multiplier.

Introduction

Social entrepreneurship is not a new phenomenon [Dees, 2001], and is increasingly becoming more relevant. Social entrepreneurship is also becoming more self-sufficient and innovative, although more effort is required to build social entrepreneurship related innovation theory (Certo and Miller, 2000; Harding, 2004; Johnson 2000; Mulgan, 2006). As an entrepreneurial discipline, social entrepreneurship has a distinct focus on transforming society, creating social value, dealing with



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social problems, and improving society (Abu-Saifan, 2012;Hartigan, 2006;Drayton, 2002;Johnson, 2000; Roberts and Woods,2005).

Given its particular focus, social entrepreneurship offers an unique perspective on opportunity and opportunity recognition, and therefore entrepreneurship (Robinson,2006),Moreover,a principal question as to what extent social entrepreneurship shapes or can shape conventional entrepreneurship,remains.Perspective is essential for innovation,and given its social focus, social entrepreneurship may offer a new and unique outlook.

The purpose of this study is to further examine social entrepreneurship and to note how it informs conventional entrepreneurship and opportunity recognition. To that end,the following aspects are investigated further; the objectives of social entrepreneurship, innovation practices of social entrepreneurs, implementation within social entrepreneurship, and the relationship between social entrepreneurship and entrepreneurship. No particular attention is paid to industry, and sampling is not constrained according to industry.

Literature Review:

Defining Social Entrepreneurship:

Context:

Dees(2007) notes that, to put the current interest in social entrepreneurship in perspective, human history can be thought of as a series of experiments in social organisation, responding to the question of how we, as humans, ought to organise ourselves in order to move closer to the ideals of a good society.

Social health and transformation:

Social entrepreneurship transforms society, deals with social problems, and improves social (Abusaifan, 2012; Hartigan, 2006; Drayton, 2002; Johnson, 2000; Roberts and woods, 2005).



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Model and culture:

There appears to be varying views describing the model and culture of social entrepreneurship.

Process and system:

Light (2006) views a social entrepreneur as an individual, group, network, organization, or alliance of organizations, the seeks sustainable, large-scale change through pattern-breaking ideas in the way in which governments, non-profits, and businesses address significant social problems.

Methodology:

In order to further study social entrepreneurship, and its relationship with entrepreneurship, semi-structured interviews sampling was used. Interviews were recorded, transcribed, coded, and further analyzed.

Objective of the Study

- The present study is based on specific objectives, which it justifies also. Following are the objectives which this research study intent to achieve.
- To study social entrepreneurship with its basic framework.
- To underline the roles and responsibilities of social entrepreneurship in India society.
- To list out the challenges faced by social entrepreneurship in India.
- To study the overall contribution of social entrepreneurship and social enterprises in India.

Advantages:

Impactful strategies:

A professional working with a social enterprise might be able to shape business strategies to create an impact.



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Strong Professional Relationship

An organisation that's passionate about supporting and minimising certain social or environmental issues may involve people with similar beliefs, values and goals.

RELATED: How to Build a Network (And Why It Matters for Your Career).

Audience reach:

A social enterprise might reach a wider audience than other companies. The target audience for these organisations is typically much larger than those of others.

RELATED: What is content Marketing? (Definition and How to Do It).

Employee Motivation:

Working for a social enterprise that values social and environmental interests can motivate employees.

Customer Loyalty

Customer loyalty is another potential advantage of an organisation being a social enterprise.

Disadvantages:

Have to compete with commercials:

As mentioned before, social enterprises still have the same business principles just like other regular businesses.



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Strict Rules and Regulation:

The social enterprise will introduce certain controls and restrictions as defined by its constitution and that it will be expected to operate commercially, generating a proportion of its income from trading.

Constantly Monitor Market

Social enterprises offer unique ideas and products that target distinct communities.

Conclusion

There are certainly a number of distinct differences between ordinary entrepreneurship and social entrepreneurship. Social entrepreneurship looks at the world differently, and focuses on social value creation, social innovation, social opportunity, and has the potential to bring about social transformations and change, and economic development.

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Full Length Article

IJCRAR/FL/55

International Entrepreneurship

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Abstract

This study provides a comprehensive review of the International Entrepreneurship (IE) literature and analyses its evolution in relation to the criticisms made by preview review. For this purpose, 272 articles published in 20 journals indexed in the Journal Citation Report for the 1989-2015 period were analysed in depth. The result reveal that researchers have increasingly worked to address these criticisms. Nevertheless, these efforts have not been sufficient since theoretical difficulties that prevent a better understanding of the IE field continue. Therefore, this study conducts a critical decision of these difficulties: the disparity between IE definitions, the terminological disparity between rapidly internationalising firms, and the inclusions of studies that compare entrepreneurship at the national level between countries. Finally, to improve understanding and enable further progress in IE research, recommendations and a roadmap for future research are proposed.

Keywords: International entrepreneurship, international new ventures; born global; comparative entrepreneurship; literature review.

Introduction

This paper focuses on an interesting body of literature that arises from the intersection of two important areas of knowledge, international business (IB) and entrepreneurship, which is known as "International Entrepreneurship" (IE) (McDougall and Oviatt, 2000). One of the first appearances in the literature of the term International Entrepreneurship occurred in 1988, when John F. Morrow published his article entitled "International Entrepreneurship: a new growth opportunity". Later, Styles and Seymour defined IE as the behavioural processes associate with



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the creation and exchange of value through the identification and exploitation of opportunities that cross-national borders.

Consequently, most IE research concentrated on studying the internationalization of newly founded ventures that are necessarily small and young and it restricted for years the study of bigger companies. Based on the clear emphasis on opportunity-focused behaviours, IE research has made progress and extended its domain and boundaries to an extent that the mechanisms operating throughout the international opportunity process has been described as a dynamic and interactive phenomenon that develops over time and interacts with the outside world in a complex system. Over the years, IE research has depicted antecedents, mechanisms, and outcome of this entrepreneurial behaviour oriented to the pursuit of international opportunities.

Methodology

The literature review is divided into five distinct stages drawing on the established methods (Both et al., 2014). Thus, we have limited the analysis to academic articles published in journals with the highest impact factor (IF) according to internationally renowned databases.

The criterion is common in previous literature reviews (Brush et al., 2008; Dean et al., 2007; Keupp and Gassmann, 2009). Therefore, for article identification and retrieval, we have used the WoS database since it is considered one of the main academic databases for the assessment of scientific output worldwide. The search was conducted through keywords in accordance with the concepts included in the IE field. Furthermore, we used the search engine of the Core Collection of the WoS. The chosen keywords were "International* Entrepreneur*", "Entrepreneur* International*", "Rapid*International*Firm*", "Venture*", "Born Global*" "Export*Entrepreneur*" This literature review needs to be understood as a general survey of the state-of-the-art IE research, comprising articles that have had the greatest impact in this research field.

Objectives

- To define International Business and describe how it differ from domestic business.
- To define & discuss basic terms relating to International Business.

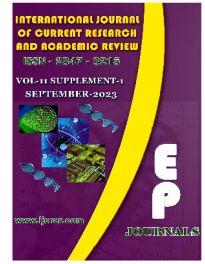


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- To provide an overview of the primary patterns for companies international expansion

Advantages:

Increased revenues:

- The revenues of the companies which are trading internationally are much more than the companies which are trading in the domestic country.
- The customers of the MNC's are more because they have customers all over the world and their reach to customers is higher than the domestic companies.

Reaching new customers:

International business is all about reaching new customers in the market of different countries. Products of MNC's are reached to the customers globally

Accessing New Talent

The success of a company depends on the employees and management who are working with company.

This plays an important role in decision making and actions of the company.

Benefits to consumers:

In the international market, consumers can choose between domestic goods and international goods. Consumers have a large variety of goods to choose from according to their and preference.

Disadvantages:

Language Barriers:

- Language barriers are one of the major disadvantages of international business.

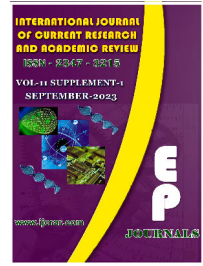


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- Different countries have their distinct local languages and culture, which make it quite difficult to communicate efficiently with peoples

Economic Dependence:

International business leads to more dependence of under developed countries on developed countries.

They import large amounts of goods for their development from these developing nations.

Exploitation of home industry:

International business lead to exploitation of home industries of an importing country. Developed nations even adopt dumping policy and sell their products at prices below the cost of production.

MIS-utilization of natural resources:

Another major disadvantages of international business is that it may exhaust the natural resources of nations due to the excessive exports.

Several nations make over utilisation of their resources for the sake of earning more profits which will have adverse effects on their economy in the long run.

Barriers to international entrepreneurship:

- Tariffs or Custom duties
- Non -tariff barriers
- Increased costs of importing and exporting
- Excise taxes
- Currency Fluctuations
- Political barriers



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- Boycotts
- Standards
- Cultural and Social barriers

Conclusion

International entrepreneurship is the process of an entrepreneur conducting business activity across the national boundaries. It may consist of exporting, licensing, opening sales office in another country etc. Companies which are incurring high level of fixed costs can lower their manufacturing costs by spreading these fixed costs over long number of units by selling their products in global market. International entrepreneurship is defined as development of international new ventures or start ups that from their inception engage in international business, thus viewing their operation domain as international from the initial stages of international operation.

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Full Length Article

IJCRAR/FL/56

Study on the Relationship between Family Business Performance & the Business Passed the Next Generation

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Abstract

The Present Study Investigates The Link Between Family Ownership/Control/ Management And Firm Performance, Focusing On Financial Relations. Family Business Performance Should Consider Both Wealth And Value Creation. Once A Family Business Has Been Established It is Important To Continue It Through The Next Generation To Come. Successful Businesses Are Conducted And Continued From Generation To Generation. Towards This Aim, The Present Work Analyses 3 Articles Were Selected.

Keywords: Family Business Performance, Business Passed, Next Generation.

Introduction

Family Business In India Ranges From small Firms (Such As Kirana Store) To Large Business Houses. Many Big Business Houses Have Started Their Operations In Foreign Markets And Recognised As Multinational Corporations (Mncs). Different People View Family Business In Different Ways. For Some , Family Business May Mean Traditional Business While Others May View It As Home Based Or Community Business. Two Or More Family Members Are Involved And Major Ownership And Control Is Vested Within The Family. Once A Family Business Has



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Been Established It Is Important To Continue It Through The Next Generation To Come. Successful Businesses Are Conducted And Continued From Generation To Generation. Successful Plan Is A Prerequisite To A Sustainable Business. This Research Emphasizes On Identifying A Suitable Successor For The Business To Him Or Her.

Review of Literature

Churchil & Hatten (1987) "What Is Usually Meant By Family Business.....Is Either The Occurrence Or The Anticipation That A Younger Family Member Has Or Will Assume Control Of The Business From The Elder" Ward(1987) "A Business That Will Be Passed On For The Family's Next Generation To Manage And Control. " Contemporary Role Models In Indian Family Business :

Scope of the Study:

- Family Business Enterprise Is Actively Owned And Run (Managed) By Two Or More Members Of The Single Extended Family.
- Family Business Enterprise Ensures Effective Utilisation Of In- House Talent In The Family.

Succession Planning Is An Important Decision In The Business.

Generally , In These Business Enterprises The Senior Most Member Of The Family Is The Head Of The Business And Takes All The Crucial Decision. The Family Business Is Not Dissolved By The Death Of The Founder Or The Owner As The Authority Or Ownership Passes To The Next Generation. Policies Of The Family Business Enterprise Are Influenced By The Family Members In The Mutual Interest Of Family And Business. In India , Family Business Are Predominantly Caste-Based , And Their Roots Run Deep And Are Embedded In Family Values And Traditions. Ownership And Management Of Family Businesses Are Handled By Family Members.

In This Study How Families Grow Their Business Beyond Three Generations , In Highly Competitive Environments. Study The Process Of Entry And Succession Planned In These Families , And The Possible Explanations For The Emerging Pattern.



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Limitations Of The Study :

- Family Businesses May Have To Leave The Age-Old Style Of Functioning.
- In Family Business Owners And Managers Are By A Large The Family Members. Members Of The Family May Not Necessarily Be Talented And Capable Of Taking The Company's Legacy Forward.
- There Is A Lack Of Efficient Succession Planning Mentoring And Developing The Next Generation Of Successors And Leaders. Family Business Have To Give Proper Attention To The Issue.
- To Study Older Business Models Which Have Been Passed On The Present Generation.
- Siblings Rivalry Is Something That Needs No Explanations. All The Heirs Of The Family Get Share In The Business.
- Interest Of The Family Members Of Family Business Is Varied. This May Disturb Business Harmony.
- The Family Members May Try To Impress Upon Their Own Ideas On The Other Members.
- To Study A Lack Of Proper Documentation Which Defines The Roles And Responsibilities Of The Members Of The Family In Family Business Organisation
- To Study Family Businesses , The Informal Structure And Culture May Cause Confusion Among Roles , Lead To Lack Of Talent , And Make It Possible For Values , Ethics , And Philosophies To Be Defined.

Finding & Suggestions:

The Best Idea Would Be To Avoid Hiring Someone From The Family If They Have Little Or No Knowledge About How Your Business Operates.

Family Meeting Provide An Opportunity For Everyone To Express Their Opinions On Company Issues , Share Relevant Information Or Updates , And Plan For The Future.

Sometimes A Family Conflict May Not Be Resolved Among Members Of Family Easily, So Expert Mediators May Be A Better Option To Help Resolve It Through A Formal Mediation Process.

At Last One Is The Family Understands What The Business Aims To Achieve And How Achieving That Goal Will Benefit Each Family Members And The Business Enterprise As A Whole.

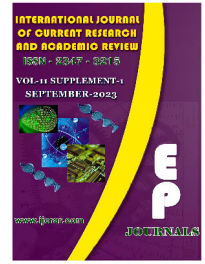


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Conclusion

Finally, This Is Not All About Family Business And Nothing Can Summarize Its Whole Status In This Presentation We Took A Step To Help & Support The The Family Business Firms. Family Business Is Any Business In Which Two Or More Family Members Are Involved And The Majority Of Ownership Or Control Lies Within A Family. Family-Owned Businesses May Be The Oldest Form Of Business Organization.

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Full Length Article

IJCRAR/FL/57

A Study on the Entrepreneurship and Regional Development

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Abstract

Entrepreneurship and Regional development is considered as one of the key factors for the nation's development and progress. The growth of entrepreneurship improves the standard of living of people in the various regions of the country. Entrepreneurship and Regional development are two terms which distinct in its nature but when connected gives the meaning that the development of the region can be made with entrepreneurship as it creates employment and increases the per capita income through which the development of the nation is measured. The entrepreneurs face many problems and there are various obstacles and challenges to achieve their goals. Government should also take responsible to bring the awareness about the entrepreneurship among the youth, women, and unemployed persons irrespective of their age. The government should be ready to introduce new beneficiary schemes for them. The government should put all its efforts to take various initiatives to develop entrepreneurship in all regions of the country. The government should be ready to introduce new beneficiary schemes for Them. The government should put all its efforts to take various initiatives to develop Entrepreneurship in all regions of the country.

Keywords: Entrepreneurship, Regional Development.

Introduction

This paper indicates how entrepreneurship is important to the Regional development of a nation like India. Entrepreneurship Is the term which is being very popular among the people in the Past



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decades. An Entrepreneur is a leader who puts his effort for The nurturing economic growth and development. The person is Regarded as an 'Entrepreneur' who get into entrepreneurship. For understanding the fundamentals of economic growth and development Entrepreneurship, Regional development and culture as well as other phenomena such as technology transfer or Women's entrepreneurship. These entrepreneurs don't search for jobs, hence They play major role in reducing the consequences of structural Unemployment through self- employment. Entrepreneurship Stimulates social and economic development in the national, regional And even in the local level of the economy. It provides a multi- disciplinary forum for Researchers and practitioners in the field of entrepreneurship and small firm development And for those studying and developing the local and regional context in which entrepreneurs Emerge, innovate and establish the new economic activities which drive economic growth And create new economic wealth and employment.

The journal focuses on the diverse and Complex characteristics of local and regional economies which lead to entrepreneurial Vitality and endow the large and small firms within them with international competitiveness. Audretsch and Keilbach (2004) argue that a region must be endowed with entrepreneurship Capital that enables the channeling of innovation into the market and thereby contributes to Economic growth. This channeling process is complex and obstacle-ridden. Some of the Barriers are those of the market itself; others are institutional, cultural and so on.

Review of Literature

Considering stated, in the past three decades many researchers in the field have shown an increased interest in the topic of the nature of relationship between entrepreneurial activity and regional development. Based on a detailed analysis of the literature on entrepreneurship and regional development, we can conclude that the relationship between these two fields is rather complex and multifaceted The direct or short-term effects of starting a business usually refer to creating new jobs, while the indirect or long-term effects are negatively reflected in the crowding-out of competitors and increased competitiveness, which results in business closures and job losses. The results of testing pretty consistently suggest that a higher level of regional development, measured by the GDP per capita, results in less growth of entrepreneurial activity



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and conversely that lower levels of GDP per capita results in higher growth of entrepreneurial activity (Muller, 2011).

Objective of the Study:

The main objective of this special issue is to analyze the relationship between entrepreneurial Intention and entrepreneurial activity and its impact on regional development.

Research Design

Recent research has found pronounced differences in the level This study consists of multiple individual cases embedded in three different regions, which Were selected using a purposeful sampling strategy in order to obtain diverse and Information rich casual of entrepreneurship and new business formation across various regions and nations. The expert group of contributors gives an overview on the current state of the art in this field, and proposes avenues for further investigation. The effects of start-ups on growth, the role of globalization for regional entrepreneurship, the effect of national and regional framework conditions, as well as the role of universities as incubators of innovative new firms.

Data and Methodology

This study consists of multiple individual cases embedded in three different regions, which Were selected using a purposeful sampling strategy in order to obtain diverse and Information rich cases.

Finding & Conclusion

Entrepreneurship and regional development prompt a rich variety of research questions to regional scientists. It is a domain where industrial organization, cultural geography, location theory, business economies and technology form an intertwined nexus. From Amara or global perspective, the region is a strategic niche in a global development. But from a micro perspective, the region is shaped by innovative actions of entrepreneurs.



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Competition, trust, network organisation and public policy ingredients for win-win situations at local level. Such elements may offer also new insights into spatial convergence debates. Our review of this complex field has not only brought to light the complex array of drivers of entrepreneurship, but has also clearly demonstrated the linkages of the theme of 'entrepreneurship and regional development' to other research domains, such as network theory, spatial externalities, cultural-behavioral theory, innovation theory and endogenous growth theory.

From a dynamic entrepreneurial and regional growth theory, the interwoven connection of entrepreneurial life cycles, industrial life cycles and (multi)regional life cycles is a fascinating research issue, not only from a theoretical viewpoint, but also from an applied modelling perspective

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Full Length Article

IJCRAR/FL/58

A Study on the Digital Entrepreneurship and Innovation in India and Asian Countries

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Abstract

The success of entrepreneurship will be the true success of India. Digital India –the dream project of the government and a blessing for the citizens could help in connecting the dots of various projects. Past and present to bring India to a global platform. It will be help in moving with the universal trends of digital innovation and create positive impact in lives of people-rural and urban, young and old. The digital revolution underpinned by the rapid growth of ICT, is about fundamental changes in how people communicate, work, learn and earn. It is forging new business practices means of governance. 20 years from now, the digital revolution would have had far greater impact than the industrial revolution did in 200 years. The result of these fundamental changes is interconnected societies and business. Physical boundaries no longer are a limitation when all most everyone and everything is a digital handshake away.this interconnection is the basis of the global engine of change that is transforming people from employees to entrepreneurs unshackling the traditional notions of work place and success.

Keywords: Digital Entrepreneurship, Innovation, India and Asian Countries

Introduction

Much of life change with the advent of the internet and entrepreneurship is no different today's entrepreneurs have more resources at their fingertips than ever before. The internet made many tools available to traditional entrepreneurs but it also it opened up entirely new place to do



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business some of the biggest companies out there today are doing all of their business on web in fact, the business models wouldn't even exist without the internet space today, overcoming the barriers starting a business have never been easier. It's as simple as creating a video, placing it on you tube and asking for donation it's the ability to secure funding from the every -day people. Gone are the days when the person with a great idea had to depend on bank or private funding to start their business (Alton, 2014). Digital businesses are based on customer experience and innovations. Drucker defines entrepreneurship as using the tool of innovations to exploit change. When everyone with a smartphone is a media house, it is important to the interesting to stand out in the crowd. Digitization as redefined the possibilities of entrepreneurship. The barriers as the analog world are If, disappearing. Failure is a getting to be less of a taboo - a sure sign that a society is ready to see the rise of the entrepreneurs primed to make a mark in a universe (Bhaduri, 2015).

Review of Literature

Review of literature provides an up-to date understanding of the subject and its significance in present timer. Therefore, in order to understanding the concept of entrepreneurship in the digital age, previous literature was reviewed and presented below in chronological order.

A class of knowledgeable entrepreneurs and business architects must be developed, if developing countries want to bridge the digital divided. ICT stay useless tools without the know-how to use them but by using the new communication channels for knowledge transfer it is for from inevitable that ICT will have a negative impact on developing economics. Many of the recent international initiatives to narrows the digital divide stress the necessity to develop a knowledgeable class of e- entrepreneurs that are able to use ICT.

Objective of the Study:

If we go through the business history of India, we come across the names of persons who have emerged a big successful entrepreneur.

Entrepreneurship is frequently credited as a major drive of economic growth, spurring transformation, the creation of new markets, innovation and building wealth.



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Research Design

A systematic literature review is an essential tool for summarizing available information accurately and reliably, sorting empirical proofs that fit specific eligibility criteria, and answering specific research questions. Compared to other methods of literature analysis, a systematic review is based on explicit, systematic methods that enhance the reliability of the finding and review is based on explicit, systematic methods that that enhance the reliability of the finding and minimize bias. It includes the following steps, 1. the development of a clearly stated set of objectives; 2. a systematic search that attempts to identify all the studies that meet the eligibility criteria an assistant of the validity of the findings in the include studies :and 3. a systematic presentation and synthesis of the characteristics and finding of the included study

Research Methodology

The present research study is based on the secondary data. Such secondary data is collected from various reference book on digital India, digital revolution, ICT entrepreneurial opportunities, empowerment of manufacturing, commerce, management, technology, finance and banking etc. For the said research study the data pertaining to the above objectives collected by review of the literature on the subject concerned. The literature was thus collected by visiting libraries and various concerned websites.

Innovation Entrepreneurs

An innovative entrepreneur is one who introduces new goods introduces new methods of production, discovers new markets and reorganises and enterprise.

Responding to Trends & Competition

Defending your current position, attacking your competition ,or avoiding directing confrontation

Having A Unique Selling Point

Every entrepreneur have individual strategies and technic. There different way of products and enterprise.



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The Use of Social Media

Social media easy connective with customer and entrepreneurs through the works based selling the products.

Creative Development

Creative is thing development of innovation creation entrepreneurs as follows the project with create mind with the profession min.

Conclusion

The term entrepreneurs has now been attributed to all small industrialists, business, traders and industrialists. All people who are gainfully engage work –manufacturing, distribution or services and other sectors are called entrepreneurs. Again even the founder, creator and risk-take are called entrepreneurs. Each of these terms focuses on some aspect of entrepreneurs. Each of these terms focuses on some aspects of entrepreneur they have some attributes, but they are not entrepreneurs in the strict many successful people have been good at copying and/or imitating others. for example, the first commercial manufacture of two wheelers is to be called entrepreneurs, who has visualised the important in modern time and all subsequent scores of people engaged in are just imitators.

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Full Length Article

IJCRAR/FL/59

Digital Payment System

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Abstract

Digital payment system is the method of transaction through online and offline mode. It is most easiest way to transfer money from one account to another account before introduction digital payment system people faced many problems through carrying the money and there are many formalities even for the least amount of the transaction. Digital payment system played a major role in the period of demonetization and covid 19. In demonetization period people struggled to exchange their currencies as per the prime minister. They used digital payment system to exchange their currencies common people also used digital payment system after the period. Most of them were using this method to reduce their works. Now a day's students were learning various kinds of digital payment system. This method is also used to calculate financial and economical growth digital payment system will be highly used in the future. A future transaction will be a cashless transaction.

Keywords: Digital Payment System, Innovation,

Introduction

Digital payment system is an integral part of digital commerce. It define digital payment is a economic exchange that takes place online between consumer and seller. The get in touch with of this exchange is usually some form of electronic financial instrument. That is backed by a bank or a mediator, or by legal tender. There are three interesting attention amount financial organisation in electronic payment-decreasing technolgy cost, reduced operational and



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processing cost and increasing online commerce. In this article we attempt to provide an overview of electronic payment systems focusing on issue related to there security.

Objective of the Study:

- To understand different modes of digital payments in india.
- To reduce the impact of counterfeit money.
- To reduce the cost of managing cash in the economic.
- To build a transaction history to enable improved credit access and financial inclusion.

Development of Money

Barter System

Barter is an exchange of goods and services for other goods and services directly without any medium of exchange. A goods or services can be excahnged for outside the countries and inside the countries. A person will exchange goods for the own needs. It is a diffcult way to exchange. Everything can be exchange physically and directly.it causes damages losses and etc.....

Medium of exchange:

It is a method of exchnging goods with the help of intermediates. It can be exchange for their own wishes. In this type of goods were exchanged for the most valuable thing. Medium of exchange is enrolled by the money and for the goods which is requied by the person who exchange goods. In this methods of goods can be exchange for money or goods.

Coins:

After minimum exchange methods. Coins have be used for the exchange of goods and services. Coin like gold sliver copper have been used for exchanging goods or services. The increases the economic growth of a country. It makes services easy for every buyer and seller.



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Tokens:

It is a type of currency in paper, paper currencies can be carried easily. There is an amount for least price to high price. A goods can be bought or sold for the exact quantity of goods with the help of paper currencies. There are different currencies have been introduced for each and every countries as per their economic level. A buyer and seller will be exchanging goods and services as per the currencies of the country.

Digital payments:

It is a digital mode of payments. It modes most TCS to way of transferring money from one account to another account within a fraction of second. there are various types of modes has been available for transferring money. A digital cards are used for offline mode and QR code are used for online modes of transaction. It provides easy and fastest services. Rural people also started using digital mode transaction. It provides knowledge to all type of people.

Payments system:

Debit Card/ Credit card:

A digital card is used to withdraw money from personal account. Withdrawal of money takes place as per their own bank balance. Fund can be borrowed ceiling. It is a great a method for day-to-day purchase. Amount should be collected immediately when debit card is used. There is no impact on credit score. It required pin number for debit transaction.

A credit card is used to withdraw money for purchasing goods, it is a limited fund transfer. Within 30 days interest should be paid for credit transaction. Front will be borrowed from financial institution.

ATM Card:

ATM card is used for withdrawing money from an ATM machine. Limited amount can be received. Personal account balance is required for withdrawal of money. ATM stands for automated teller machine. A money can be collected from any city or place where ATM machine is located. but a person can withdraw money from the branch of bank where they have account. There is a pin number for withdrawal of money from ATM.



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NEFT/RTGS:

It is a modern way to transfer fund. It can be transfer higher amount in a particular or limited hours. It cannot be available when there is a hoilday for banks.

E-Wallets:

F-wallets is nothing but it is a digital wallet. It is very easy to use without the help of bank transaction. They among from bank should be loaded to the wallet then it becomes available for all the payments. There are many wallets like AMAZON, PAYTM, GOOGLE, etc for payments.

Conclusion

A digital payments system is a less work and smart work process. This system helps our developing country into developed country in future. Under this study, a digital payment system is a cashless, transaction, which is used to increase financial rate. People who are uneducated also using digital payment system and it improves the knowledge about various mode of transaction in mobile banking. This technology develops country and update people towards developing nation. It is fully secured with evidence of every transactions of an individual person.

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Full Length Article

IJCRAR/FL/60

A Study on Attitude of Students towards Start-Up Entrepreneurship Development

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Abstract

The hallmark of a strong and expanding company is entrepreneurship. Founders of today's successful businesses are entrepreneurs. Entrepreneurship and development are more connected than ever. Therefore, the purpose of this research paper is to determine, among other things, the attitudes of college students toward entrepreneurship or business ownership, the specific barriers that prevent young people from starting businesses, and the incentives for doing so as a viable career option. Theoretical Framework: Entrepreneurs are distinguished by their intense drive for success, willingness to take reasonable risks, sense of self-worth, inventiveness, entire dedication, all-roundness, self-determination, and desire for independence. Even though there has been a significant improvement in employment creation, there are still issues, particularly for recent grads. To achieve economic growth through the involvement of a creative workforce, it is imperative to evaluate the entrepreneurial attitudes of students. Accordingly, the study examined the attitudes of college students regarding starting a new business as well as the attitudes of their families and close friends. Design/ Methodology: 200 Student's enrolled in various Higher Educational Institutions (UG and PG) in the Madurai District of Tamil Nadu (India) were used to choose the samples using a mixed random sampling approach. The primary data was gathered using a questionnaire that included questions about the entrepreneur's reputation and the



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viability of new business ventures. 'Statistical Package for Social Science' software and MS Excel were used to examine the data that had been gathered. Findings: Review's primary goal is to evaluate research that examine the connection between students' attitudes and entrepreneurship as a career option. The study came to the conclusion that entrepreneurship as a career option and student attitude are positively correlated. Results show a good impression of entrepreneurs and the desirability of starting a new business, but the perception of feasibility is by far less favorable and only a tiny fraction of respondents have a solid desire to start a business. Originality: encouraging an entrepreneurial culture within society as a whole and youth especially through various means, such as training and education, better media coverage of entrepreneurship, the use of successful role models who are well-known to young people, holding competitions relating to business ideas, and improving access to finance are some of the recommendations made.

Keywords: student's attitude, entrepreneurship development, challenges of students.

Introduction

The shortage of job opportunities in the formal sector is one of the major problems faced by the graduates in the country. Because of this shortage entrepreneurship was viewed with great interest and encouraged ever since in a many economy, more so in developing and under developed economies.

Internationally entrepreneurship is deemed to be of vital importance for economic development and growth desperate desire for growth among the developing countries having placed the spotlight squarely on entrepreneurship as a major factor in the success of capitalist economies. If we want entrepreneurship to be considered as a potential career or job option, we have to raise the level of awareness of entrepreneurial qualities already present in the society in general and the students in particular.

The third world policy makers are especially interested in entrepreneurship and its noticeable economic impact on developing societies they view entrepreneurship, small business venturing and job creation as a counterbalancing high unemployment, slow economic growth and high birth rates prevailing in many third world economies. Entrepreneurship is currently fashionable in many developed countries. It is a golden age of entrepreneurship.



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Review of Literature

Hussain, Hashmi and Gilani (2018) did a research to examine how college students studying technology see entrepreneurship. The study was of a descriptive kind. Using the census sampling approach, the study's sample was composed of 135 students from the Department of Technology Education at the Institute of Education and Research, University of the Punjab, Lahore. Data analysis methods like the T test, mean, and standard deviation were applied.

The study's conclusions revealed that technology education students had a supportive attitude toward entrepreneurship. Additionally, there was no discernible difference in the way that students felt about entrepreneurship based on their session or gender. Additionally, they recommended that educational institutions hold seminars and workshops to help students learn entrepreneurial skills for job progression.

Athulya (2017) conducted a survey to assess how business students felt about entrepreneurship. The study's goals were to examine the variables that affected students' intentions toward entrepreneurship.

They choose 200 pupils from Calicut city as a sample. The study only used primary data that was gathered via a standardized questionnaire. The data were analyzed using basic statistical techniques including percentage analysis and Chi-square analysis.

The study discovered a strong correlation between gender and pupils' knowledge of government EDP programs. They also came to the conclusion that the majority of students are eager to launch their own company. The bulk of them, though, are afraid of failing.

Objectives of the study

- ✓ To know about attitude of students towards entrepreneurship
- ✓ To study the factors influencing the students towards entrepreneurship
- ✓ To suggest the measure to encourage the students entrepreneurship



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Scope of the study

The goal of the current study is to identify the many variables impacting students' attitudes towards entrepreneurs at an arts and science college in the area.

Significance of the Study

The purpose of this study is to enhance entrepreneurial programs that encourage entrepreneurship and contribute to national development. Additionally, it aids in the development of an entrepreneurially oriented society and policies that support entrepreneurship.

Limitation of the study

- The main restrictions on this investigation are financial and time-related.
- The validity of the respondents' data is what determines how accurate the study will be.
- It is challenging to generalize the findings of this study because of its tiny sample size.

Data Analysis and Interpretation

Gender of the respondents

Table.1

Valid	Frequency	Percent
Male	186	93
Female	14	7
Total	200	100

Sources: Primary Data

Table 1 of frequencies shows the gender distribution of 200 respondents, with 186 respondents (or 93% of 200) being male. 14 women out of 200 replies, or around 7%, are female.

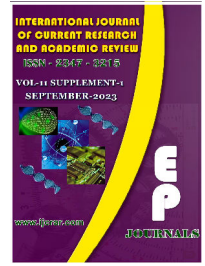


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Age Group of Respondents

Table.2

Valid	Frequency	Percent
Up to - 18 Years	87	43.5
19 - 20 Years	72	36
21 - 22 Years	33	16.5
23- 24 Years	5	2.5
Above 25 Years	3	1.5
Total	200	100

Sources: Primary Data

The age grouping of 200 respondents is shown in Table 2 of frequencies. From a total of 200 responses, 87 are under the age of 18, and 72 are between the ages of 19 and 20. 80 percent of responses are under the age of 21. About 20% of responses are over the age of 22.

Family Background of respondents

Table.3

Valid	Frequency	Percent
Business	50	25
Service	104	52
Agriculture	46	23
Total	200	100

Sources: Primary Data

Table 3 displays the frequency of 200 respondents' family backgrounds. Of them, 104 respondents (52%), or a service class family, had 50 respondents with a business history, or about 25% of them, and 46 respondents with an agriculture background, or about 23% of them. It demonstrates that almost 150 respondents, or 75%, are first-generation business owners and have no prior business experience.



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Difficulties of students' entrepreneurs

Table.4

Valid	Frequency	Percent
To get Financing	113	56.5
To establish contacts with customers	37	18.5
To get payment for outstanding invoices	4	2
To price my goods/services	6	3
To find suitable personnel	6	3
To use Information Technology effectively	6	3
To deal with legal/ govt./ admin matters(registration, taxes)	16	8
To be alone as an entrepreneur	8	
To get backing from my family	4	2
Total	200	100

Sources: Primary Data

According to Table 4, 56.5% of respondents believe that obtaining funding is one of the biggest challenges for startups. While 18.5% believe that making touch with new customers is a significant challenge. The remaining 25% have had varied experiences.

Findings

- ✓ The gender distribution of 200 respondents, with 186 respondents (or 93% of 200) being male. 14 women out of 200 replies, or around 7%, are female.
- ✓ 87 are under the age of 18, and 72 are between the ages of 19 and 20. 80 percent of responses are under the age of 21. About 20% of responses are over the age of 22.
- ✓ The frequency of 200 respondents' family backgrounds. Of them, 104 respondents (52%), or a service class family, had 50 respondents with a business history, or about 25% of them, and 46 respondents with an agriculture background, or about 23% of them. It demonstrates that almost 150 respondents, or 75%, are first-generation business owners and have no prior business experience.



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- ✓ That obtaining funding is one of the biggest challenges for startups. While 18.5% believe that making touch with new customers is a significant challenge. The remaining 25% have had varied experiences.

Suggestion

- ✓ The authorities must establish an enterprise development club at each college, according to the results and conclusion.
- ✓ The students must offer a minimum of five programs for the development of entrepreneurs.
- ✓ To foster an entrepreneurial mindset among students, the authorities will arrange industrial tours, startup visits, and encounters with successful businesspeople or budding entrepreneurs.
- ✓ The district industries center offers college students entrepreneurial education programs.

Conclusion

The goal of the current study is to ascertain the entrepreneurial attitudes of college students at the Arts and Science College in the Madurai region. We get the conclusion that the students are not enthusiastic about entrepreneurship based on the thorough investigation and interpretation. The current higher education system does not encourage or promote students' enthusiasm in starting their own company units. Only advanced research should be conducted under the existing system. The most important element driving students to launch their own new ventures is a variety of government subsidies. Most students are not involved in any entrepreneurial development programs.

Acknowledgement

The Tamil Nadu State Council for Science and Technology (TNSCST), Chennai, is sincerely thankful for its financial assistance in the form of the Research Funding for Research Scholars (RFRS) - 2021-2022 (TNSCST/RFRS/VM/2021-2022). One of the authors, **M. Narayanan**, expresses gratitude to this organization.



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Full Length Article

IJCRAR/FL/61

A Study on Women Entrepreneurship - Opportunities, Schemes and Challenges of Women Entrepreneurs with Special to Reference Chennai City

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Abstract

Any woman who organizes and manages a business, typically with a lot of initiative and risk, is considered a woman entrepreneur. In India, women entrepreneurs are becoming more significant as a result of economic liberalization and globalization. Women's empowerment and entrepreneurship are seen as crucial tools in the fight against unemployment and poverty. By engaging in a variety of professions and services, women have been effective in escaping the confines of their homes. Women entrepreneurs have a good impact on entrepreneurship, but they also have many challenges, particularly when trying to raise money. Women entrepreneurs need to be well-versed in financial matters. The goals are to examine the socioeconomic background, pinpoint the elements that spur women to start their businesses, consider the difficulties they confront in doing so, and become familiar with the many government programs available to them. There has been a thorough study of the literature on female entrepreneurs. The study was of a descriptive kind. The study used a 121-person sample size. Both primary and secondary data have been used to collect the data. The technique of convenience sampling was utilized to collect the data.

Keywords: Problems, Challenges, Opportunities, Schemes, Empowerment, Training Programmes.



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Introduction

The economies of practically all nations are seeing significant growth in the number of women-owned companies. Women entrepreneurs in India are described as "an enterprise owned and controlled by a woman having a minimum financial interest of 51 percent of the capital and giving at least 51 percent of employment generated in the enterprise to women " by the government. Due to push and pull elements that give women the courage to have a self-sustaining career and stand on their own, women become entrepreneurs.

A woman entrepreneur is someone who takes on a difficult role to meet her requirements and become financially independent. Women are denied chances, knowledge, and education despite their ability and talent. Women's family responsibilities, gender inequity, financial issues, a low risk-taking mindset, and competitiveness between men and women are a few of the primary issues mentioned. By receiving the right training, rewards, motivation, and encouragement, as well as by having their families' moral support, women entrepreneurs can overcome their obstacles.

Objectives of the Study

- To study the socio-economic background of women entrepreneurs.
- To identify the factors that motivate women to become an entrepreneur.
- To analyze the challenges faced by women entrepreneurs during the commencement of business
- To know the different government schemes offered for women entrepreneurs.

Review of Literature

Iklima Husna Abdul Rahim, Noor Fzlinda Fabeil, and Toh Pei Sung (2017) highlighted the obstacles and issues faced by women entrepreneurs as well as the factors that motivate them to do so. They also offered suggestions on how to enhance the potential and boost the success of women in entrepreneurship. In this age of globalization, they argued, women business owners also need to increase their expertise in information and communication technologies. Women can

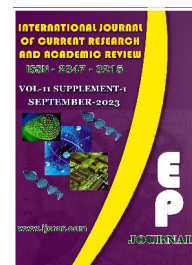


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become entrepreneurs for a variety of reasons, including familial support, interest, self-identity, education, risk-taking prowess, etc. Shweta Gaur Vijay Kulshrestha and Dr. Ravi Chaturvedi (2018) examined the idea of female entrepreneurs and the challenges they faced when starting their businesses. They recommended that women start their businesses on a small or micro scale and let them grow gradually. They looked at how various government programs, incentives, and subsidies encouraged female entrepreneurs while also showing how women's access to education changed their place in society. Women from the kitchen and traditional cottage enterprises have transitioned to industrial-level business with the growth of education.

Methodology

Primary and secondary data have been collected for the present study. Primary data has been collected through structured questionnaires by distributing it to 121 respondents. Secondary data has been used to substantiate the conceptual framework and the review of literature related to the present study. The study was descriptive with survey methods used to complete the study.

Convenience sampling was used to gather data from the respondents. The study was conducted in Chennai City. Statistical tools applied for analysis are the percentage method, weighted average, cross-tabulation, and chi-square.

Analysis and Discussion

Table.1

Demographic Profile			
Particulars		Frequency	Percentage
Age	20-30 years	46	64
	30-40 years	15	21
	40-50 years	9	12
	Above 50 years	2	3
Total		72	100
Marital status	Married	29	40

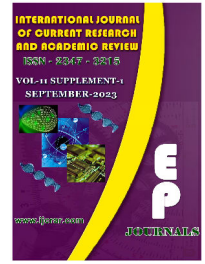


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	Unmarried	43	60
	Total	72	100
Educational Qualification	Higher Secondary	13	18
	Under-graduate	29	40
	Post-graduate	18	25
	Diploma	9	13
	Others	3	4
	Total	72	100
Monthly income	Below Rs.20,000	32	44
	Rs 20,000-Rs.40,000	19	26
	Rs.40,000-Rs.60,000	14	20
	Rs.60,000-Rs.80,000	5	7
	Above Rs.80,000	2	3
	Total	72	100
Family type	Joint family	30	42
	Nuclear family	42	58
	Total	72	100
Types of business	Boutique	20	28
	Beauty parlor	16	22
	Bakery shop	13	18
	Catering	6	8
	Departmental store	7	10
	Event management	10	14
	Total	72	100
Experience	Beginners	35	49
	1-5 years	20	28
	5-10 years	12	16
	Above 10 years	5	7
	Total	72	100

Source: Primary data Interpretation

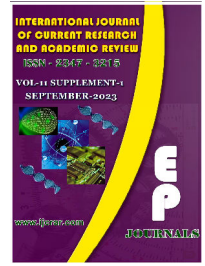


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According to the table, 64% of respondents are between the ages of 20 and 30; 60% of respondents are single; 40% of respondents have postgraduate degrees; 44% of respondents make less than Rs. 20,000 annually; 58% of respondents come from nuclear families; 28% of respondents run boutique businesses; and 49% of respondents are new to business.

Table.2 Analysis of Reasons for Women to Become Entrepreneurs

Particulars	Frequency	Percentage
To be financially independent	28	36
To be a role model to others	7	10
To gain social prestige	9	12
Support of family members	5	10
All the above	23	32
Total	72	100

Source: Primary data

Interpretation

From the table, it is clear that 36% of respondents start a business to become financially independent, 10% of respondents want to set an example for others, 12% of respondents want to gain social status, 10% of respondents have family support, and 32% of respondents have all of the aforementioned motivations. Many female entrepreneurs started their businesses because they wanted to be financially independent. Therefore, it is clear from the study that personal income had a significant role in their decision to start their own business.



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Table.3 Analysis of Factors Influencing Women Entrepreneurs Individuality of Women Entrepreneurs

Statements	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
To eradicate gender inequality	32	25	9	6	0
To be financially independent and don't want to work under anyone	21	29	13	9	0
To be my boss	41	15	10	0	5
To earn a better income for the family	35	24	12	1	0
To have own identity	38	17	15	2	0

Source: Primary Data Interpretation

The table reveals the factor (i.e. Individuality) that motivates women to launch their businesses is shown in the table. The drive to eradicate gender inequity came second, then the longing for one's own identity. My desire to be my boss was third. Being financially independent and not wishing to work for anybody else came in fourth while making more money for the family was ranked fifth. Their standing in society is the main motivator for women to launch their enterprises.

Major Findings

- Starting a business is primarily done to become financially independent. It was one of the things that inspired them to start their own business.
- There was a high level of awareness of the government programs accessible to women business owners.
- Many respondents firmly agree that forging their own identities and thinking creatively elevates them in society, and they also concur that women entrepreneurs' adaptability to technological developments was key.



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- The majority of responses were between the ages of 20 and 30, which indicates that young women are very interested in starting their own business.
- Social media's ubiquity and advanced technologies make marketing easier. It makes it possible for female business owners to efficiently contact a big customer base.
- As a result, it was the business sector that offered the most convenience to female entrepreneurs.

Conclusion

The report clearly shows that women are prepared to handle the difficulties involved in starting a business. Because of their enhanced self-confidence and motivation, women entrepreneurs have higher expectations today. In this digital age, women have more opportunities than ever, which is excellent for job seekers. They are doing well as designers, home decorators, exporters, publishers, and clothing producers, and they are still looking into new business opportunities. The ability of women entrepreneurs to change economies and communities. Women business owners provide certain talents and viewpoints that can help influence the commercial world and build a more just and successful society. To support the growth of entrepreneurship, educational institutions should collaborate with various government and non-government organizations, especially to build commercial ventures. The key to overcoming obstacles to successful entrepreneurship is education. A female entrepreneur should serve as a role model by becoming successful in her own right. Since kids often want to imitate their parents, the outcome would be inevitable. A favorable shift in societal attitudes that acknowledges the role of women as entrepreneurs may result in the creation of a suitable environment.

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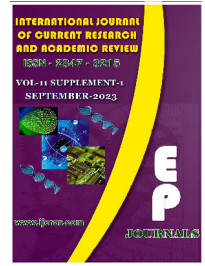


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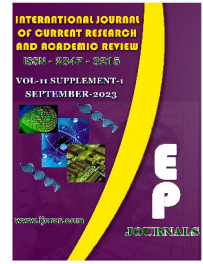


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Full Length Article

IJCRAR/FL/62

Entrepreneurship and Regional Development

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Abstract

Entrepreneurship is a dynamic force that not only drives profitable growth but also significantly impacts indigenous development. In this comprehensive composition, we claw deep into the multifaceted relationship between entrepreneurship and indigenous development, exploring how entrepreneurial conditioning stimulate job creation, foster invention, and promote social well-being within original communities. We also examine the challenges that entrepreneurs face in indigenous settings and propose strategies for prostrating these obstacles. By understanding and employing the power of entrepreneurship, regions can pave the way for sustainable growth and substance.

Keywords: Entrepreneurship, regions, communities, bare profit generation, social well-being.

Introduction

Entrepreneurship has long been honored as a important machine for profitable growth and invention. Still, its influence extends beyond bare profit generation; it plays a vital part in shaping the development of regions and communities across the globe.

This composition examines the intricate relationship between entrepreneurship and indigenous development, pressing the ways in which entrepreneurial trials can enkindle original profitable growth, drive invention, and enhance social well-being.



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The Link between Entrepreneurship and Regional Development

Job Creation

One of the most immediate and palpable benefits of entrepreneurship is job creation. Entrepreneurs are frequently the driving force behind new businesses, and these gambles bear professed workers. As startups and small businesses flourish, they give employment openings for original residents, effectively reducing severance rates and adding the overall substance of the region.

Profitable Diversification

Entrepreneurs retain a unique capability to identify gaps in the request and produce innovative results. When they establish businesses, they contribute to profitable diversification within the region. A diversified frugality is more flexible to profitable downturns, as it isn't heavily reliant on a single assiduity. This diversification can shield a region from the adverse goods of profitable oscillations.

Innovation and Knowledge Transfer

Entrepreneurial gambles frequently serve as hothouses for invention. Entrepreneurs are more likely to invest in exploration and development, driving technological advancements and fostering a culture of invention within the region. Also, successful entrepreneurs can come instructors and sources of knowledge for aspiring business possessors, further promoting invention and skill development within the community.

Magnet of gift and Investment

Regions with a thriving entrepreneurial ecosystem tend to attract gift and investment. Talented individualities are drawn to areas where they can work for innovative companies or start their gambles. This affluence of gift not only bolsters the original labor force but also brings new perspectives and ideas to the region. Likewise, a vibrant entrepreneurial scene can allure



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investors looking for promising openings, edging in much- demanded capital into the original frugality.

Community Engagement and Social Impact

Entrepreneurs frequently take an active part in their communities, engaging in colorful humanitarian and social enterprise. These sweats can lead to an advanced quality of life for residents through systems similar as community development, education, and healthcare enterprise. Also, entrepreneurial success stories can inspire and motivate others within the community to pursue their business ideas, fostering a sense of pride and ambition.

Challenges and Strategies for Regional Development

While entrepreneurship can really be a important motorist of indigenous development, several challenges must be addressed to maximize its impact

Access to Capital

Itching that aspiring entrepreneurs have access to sufficient backing is pivotal. Regional governments and associations can establish investment finances or give subventions to support startups and small businesses.

Education and Training

Offering entrepreneurship education and training programs can equip individualities with the chops and knowledge demanded to succeed as business possessors. This may include courses on business planning, fiscal operation, and marketing strategies.

Structure

Developing a robust structure that supports business conditioning is essential. Co-working spaces, technology capitals, and incubators can encourage entrepreneurship by furnishing essential coffers and networking openings.



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Regulatory Environment

Simplifying and streamlining regulations related to business enrollment, permits, and licensing can reduce walls for entrepreneurs. Clear and transparent nonsupervisory processes are essential for fostering a conducive business terrain.

Networking and Collaboration

Easing networking openings and collaboration among entrepreneurs, investors, and educational institutions can produce a rich ground for invention. Events, conferences, and assiduity-specific associations can foster connections and knowledge-sharing.

Conclusion

Entrepreneurship and indigenous development are incontrovertibly intertwined, with entrepreneurship serving as a catalyst for profitable growth, invention, and social well-being at the original position. By nurturing and supporting entrepreneurial trials, regions can unleash their full eventuality, fostering vibrant communities that thrive economically and culturally.

Policymakers, original governments, and community leaders must work collaboratively to produce an terrain conducive to entrepreneurship, thereby shaping a brighter future for their regions. By addressing the challenges entrepreneurs face and enforcing strategies to support their trials, regions can harness the full eventuality of entrepreneurship for sustainable growth and substance.

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Full Length Article

IJCRAR/FL/63

Entrepreneurship and the Rise of Modern-Day Influencer Marketing

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Abstract

This article includes the objective and the upcoming influencer which involves the advertisement that carry forward the manufacturer and the entrepreneur. The power to affect the purchasing decisions of others because of his or her authority, knowledge position or relationship with his or her audience. This includes a collaboration between popular social media users and Brands products or services. My research includes, Complete business task; A type of social media that influence marketing; The transformation in influencer marketing; Common examples How it works in now a days; Entrepreneurship and influencer marketing.

Keywords: Consumers, modern day influencer marketing, large and wide area of network, pamphlet.

Introduction

Influencer marketing is far from being a new concept and has seen major transformation. Traditional advertisers will date earliest influencers back to medieval times. Comparing to the early years now we have many number of channel of advertisement which reaches large number of consumers and benefits the manufactures and the entrepreneurs who are the real members who benefits the lot due this modern day influencer. Her the rise of the social media which enables the particular product into the market very easily than the other ways of advertising like,

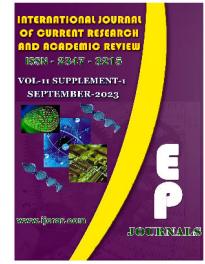


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pamphlet, through news etc....but now a days there are number ways in which people can endorse in a very easy way. It create the new entrepreneurs who enter into the market with new product and new ideas are benefited with modern day influencer marketing and get reached to large and wide area of network.

What is influencer marketing?

The influencer marketing includes 4p's namely

- Product
- Price
- Place
- Promotion

The influencer marketing increases brand awareness, thereby driving more traffic to the websites

The main theme is totally about the distribution of the product by inserting the product into the minds of the consumers which is now a days a rapid process which can easily allows the entrepreneur who wants to promote the product to wide area.

The Rise of Influencer

While comparing to the previous days the influencer tools to market the product is in higher speed and wider connectivity. The rise of influencer marketing allows businesses to tap into the audience of the influencer they are partnering with, and 75% of marketers find influencer marketing quite effective.

These influencers have built a loyal following who trust their opinions and recommendations. When the influencer rises, the production increases, when the production rises, the distribution increases, when the distribution rise, the profit increases, and when the profit rises, the entrepreneurship credentials increases



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Entrepreneur and The Marketing Influencer

Gary Vaynerchuk, Sir Richard Branson, Rachel Hollis, Jenna Kutcher, Amber Lilestrom, Jeff Bezos etc..... are some of the best examples. These character are some people who successfully used the social media like twitter, Facebook, Instagram, WhatsApp, online websites etc.....

These influencer are literally used tools which helps the entrepreneur to promote their product to the consumers and get a good reach among the customers. Mainly there are used to increases their production and a long-lasting circulation of the product to the customers according to their needs and the wants.

The marketing influencer and the entrepreneur activities are interconnected with each other as entrepreneur in the previous days are not reaches out through wide area network but the rise of modern day influencer of marketing paves for the entrepreneur to reach out their product to large and wide are and also helps to find their customers.

Objectives of Modern Day Influencer Marketing

Influencer marketing helps us to gain more visibility of the product when someone explains us about the product in many ways or mentions our brands, which not only extend your scope but also increase our brand awareness.

By endorsing a product, influencer can help you reach new audience, boost the brand awareness, and the increase of the sales.

- Brand awareness
- Brand mentions
- Product reviews
- Product giveaways

The product is sold based on their brand and their quality. The main aim of the influencer is to first promote their brand in the minds of the people and attract them to purchase the product and be stable in the same product throughout.

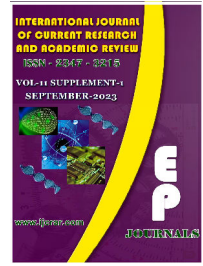


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Types of the Influencer

- Nano Influencers
- Micro Influencers
- Macro Influencers
- Mega Influencers

These are some types of influencer that starts from the from 10,000 and fewer followers now reached up to 100,00 to one million followers.

Entrepreneur An Ideal Influencer

Here are some few tips to find an ideal influencer for the brand

- Research and list influencers who align with the goals.
- Always check their engagement metrics
- Look beyond their followers and deeply focuses on their content.
- Ensure their audience overlaps with our brand to potentially expand the customer base.

Social Media Influencers

- Instagram
- Youtube
- Share Chat
- Whats App
- Facebook

These are some social media influencer that has higher rate of influencing the minds of the consumer towards the buying of the product by inducing the brand into the customers mind.

Major Causes

The rise of tik tok has been one of the major contributors to the growth of influencer marketing. And one of the fastest growing social media platforms,with over one billion. It was projected to



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grow at a compound annual growth rate 25% over the next five years. The industry's market value was estimated to amount to Rs.28 billion by 2026. Nearly 55 million urban Indians were direct consumers of influencers of the various kinds as of 2022.

At the core, it enables businesses to reach new and higher audiences that would otherwise remain untapped. 2009 was the year that saw a huge influx of bloggers and you tubers. The likes of Alfie Deyes, Zoella, Tanya Burr and PewDiePie took the world by storm and Kickstarted the influencer phenomenon. What started out as a hobby turned into influencer and life changing careers and led them to become industry leaders.

Some Advertisement Examples

- Santa claus* coca -cola
- Homepride*fred
- Polaroid*muppets

Some examples of celebrities

- Murad cigarettes*roscoe arbuckle
- Marilyn monroe*coco chanel
- Nike*michael jordan

Conclusion

I would like to conclude by the analysis that the rise of today's advertisement and the social media facility helps the entrepreneur and the manufacturers to enable their brand throughout the world and the reach of the brand in the memories of the consumers. It also includes the rise of entrepreneurship as newcomers may get benefited through this rise of modern day influencer of the marketing.

A person with the ability to influence potential buyers of a product or services by promoting or recommending the items. The best part is that you can find the most effective social media



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platform. This is to begin your influencer marketing based on your influencer marketing based on the target audience.

The influencer marketing has become a significant part of the marketing mix for brands. They are encouraging social media influencers to create content that resonates with their target customers, driving engagement. This is interesting to reach their target audience. Social media has changed the way of the marketing methodology to the extent of higher level of affordance.

The voice of the customers has always been one of the most powerful concepts in marketing, and today's social media platforms act as one giant megaphone for that voice.

Currently, when a brand identifies influencers, they look at a number of followers that identify has on social platforms.

Global influencer market size increases from 3.12 UCD to 10.39 in past 6-7 years of the inducement of the marketing influencer through the networks of today's technology.

- Targeted
- Relevant
- Customized
- Authenticity
- The Power of Technology in Influencer Platform.

Thus, Knowing and reaching your target and potential audience is essential for successful marketing. As such, the social media have the large involvement.

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Full Length Article

IJCRAR/FL/64

A Literature Survey on the Varying Entrepreneurial Traits of the Entrepreneurs

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Abstract

The entrepreneur has always been a concept of mystery, as its considered a concept depending on many a variables. The definitions of entrepreneurship focus on varying concepts like risk taking, enterprising a business, leadership skills and composite skill. Considered an adventurer at first, the entrepreneur is defined very differently in the present times. Till date, there's no confirmed checklist to suggest a particular set of traits that can ensure entrepreneurial success for an entrepreneur, although such a definite list is unlikely to be ever made. Even successful entrepreneurs vary vastly in their nature plus, their success doesn't entirely depend on their personality and traits. Yet, an attempt can be made to outlist certain entrepreneurial traits of prime importance. There are even regional variations on the perception of entrepreneurial traits across the world. For an instance, the American entrepreneur could very well be a single-person achiever, whereas the Japanese entrepreneur is a democratic leader and contributor to the team. Other cultural influences may result in different expectations of entrepreneurs from themselves in different countries, as entrepreneurs are influenced personally by their cultural environment. Combining studies around the world is the obvious direction then. The paper aims to survey the existing literature to segregate the various traits of an entrepreneur, through a secondary study, and attempts to rank them on their importance levels.

Keywords: Entrepreneur, entrepreneurial traits, enterprise, leader, organisation.



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Introduction

Entrepreneurship has been perceived as a significant process by means of which innovative knowledge is transformed into new services and products and thereby equilibrating supply and demand (Shane & Venkataraman, 2000)

The entrepreneur has always been considered as a creator, an enterprising man or woman. Some common expectations from an entrepreneur includes innovation, above average organisation and leadership skills, and willingness to forego certain risks, but just speculative risks and none else. An entrepreneur takes risks to escape a bigger emergency or to gain an advantage. A risk without any benefit whatsoever, is of no attraction to the entrepreneur.

Certain writers have also connected entrepreneurship with dealing with uncertainties of the business life, while some others connect it to the coordination of productive resources. Hoselitz, for another example, in 1952 had connected entrepreneurship with innovations, alongwith provision of capital for the same.

Thus, entrepreneurship can be associated with the following terms, including all but not being limited to any one of them: product/ service creation & innovation, enterprising nature, with leadership and organisational capabilities, one who devotes time, capital & efforts nurturing his venture like a child, one who's a healthy gambler if the word can be used, ie. one who undertakes speculative risks, one who can identify and exploit market opportunities at the right time and place. Entrepreneur reaps the rewards of his efforts towards implementation of ideas (Kuratko, Hodgetts, 1992).

History/ Literature Review

David McClelland in his 1961 book, "The Achieving Society." found three types of motivators that he believed everyone had:-

- Need for achievement,
- Need for affiliation, and
- Need for power.



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Following this, many attempts have also been made to define the term 'entrepreneur' on the basis of certain psychological, personal and social traits. Eventually at least some authors agreed that entrepreneurs do have some traits in common (Low and Macmillan, 1988).

Abdullah F. *et al.*, (2009) confirmed that eight factors are vital to the success of entrepreneurs. In rank order of importance, these factors are *advancement drive, achievement oriented, commitment, decision-making ability, managing risk, tenacity, networking, and optimism*. Elenurm and Alas (2009) in a study reported that *courage to risk, openness to new information, flexibility, creativity and determination* were the features of successful entrepreneurs in Estonia. David Z. and Edward B. (2011) found those entrepreneurs' personal characteristics, such as *need for achievement, need for cognition and internal locus of control*, have positive influences on firm performance.

Prof. Kalpana Kumaran (2017) said that the current government is giving a lot of thrust to entrepreneurship which is seen in the growth of digital entrepreneurs across India. The study attempted to find the reasons why entrepreneurs succeed or fail in their ventures. The paper focused mainly on the success factors and the reasons for being a successful entrepreneur, and only personality traits were considered and analyzed in the paper. It was conclusively found that the risk taking propensity has a major impact on the success of entrepreneurs compared to the need for achievement and innovativeness, which coincides with few previous research studies. Also, it was found the influence of characteristics, demographics, social cultural background, etc on the success of entrepreneurs, could be studied in the further studies*

Determinants of Entrepreneurial Traits

One of the primary factors determining attitude towards entrepreneurship is the cultural environment. Culture forms the basis of an individual's character and attitude towards certain concepts. Culture is considered a crucial portion of the 'mental programming' which gives certain traits to an individual, including entrepreneurial traits. (Hofstede, 1980).

Culture is not always adhering to or specific to a nation or a religion/ group, it is something pertaining every group into which a population is divided. One of the prime attributes of culture is sex/ gender: normally, culturally determined values and behaviours tend to differ according to



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gender (Maddock, Parkin, 1994). It is quite possible that women entrepreneurs' traits are more in common with 'women' in general, than with 'entrepreneurs' just due to the way that culture works, for example. This means, men view entrepreneurship as an occupation and role, separate from gender considerations.

Objective of the Research

The objective of this research is to identify the primary entrepreneurial traits or factors that may be generalised for the mainstream upon discussing the conclusions of various researches together. The study is focused on entrepreneurial traits of any kind, and their

Research Methodology

Research Type

The research is exploratory in nature, and tries to analyse the already known facts about entrepreneurial traits in order to draw meaningful conclusions.

Tools for Data Collection

This research paper is based on secondary data collected through a review of multiple literature studies. The recent researches are put together to find connections relating to entrepreneurial traits that may apply to entrepreneurs across the world.

Results and Discussion

Previous studies clarified that people are quite interested to know the traits and capabilities of entrepreneurs that influence the success of a business; and hence, research on entrepreneurial traits has been important all through the 00's decade and still going on. The review of literature brings about the following results:-

Factors influencing entrepreneurial traits differ a lot among the urban, semi-urban, and rural college students, according to a study (N. Hariprakash, Dr.Lourdes Poobala Rayen, May 2014) which confirms the previous establishment that culture can be a factor in entrepreneurial traits.



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I. Trevisan in 2015, discovered that among *Attitude towards risk, Determination, Long-term orientation* and *Independence*, it was the former-most trait that stood dominant among women entrepreneurs.

Mamun, Bin Yusoff, Ibrahim in 2018 found significant relationships between Entrepreneurial Traits and four components in question (i.e., *Need for Achievement, Tolerance of Ambiguity, Visionary, and Persistence*) by means of relevant statistical analyses, in the context of low-income or underprivileged households in Malaysia. The study has therefore confirmed that the new instrument to measure entrepreneurial traits is internally consistent, and also multi-dimensional and stable across samples.

H.M. Nishanthi, in a research done in 2014, attempted to measure these entrepreneurial traits; *creativity and innovation, risk taking, self confidence* and *hard working*, among the owners of small businesses in Sri Lanka and found strong levels of entrepreneurial characteristics in them.

Hariprakash & Rayen in 2015, in a research on college students, found that the crucial factors leading to entrepreneurial traits among the students are *coordination, innovativeness, optimism, informativeness, decision making, hard work, problem solving, confidence, enterprising, personality, sincerity* and *forecasting ability*. Among these, the dominant factors found to be leading to entrepreneurial traits are *coordination, innovativeness* and *optimism*.

Leutner, Franziska; Ahmetoglu, Gorkan; Akhtar, Reece and Chamorro-Premuzic, Tomas in 2014 examine the relationship between the entrepreneurial personality and the Big Five personality traits. The Big 5 personality traits are extraversion (also often spelled extroversion), *agreeableness, openness, conscientiousness, and neuroticism*. They find that the narrow personality traits (like *innovation, etc*) are stronger predictors of business creation & success outcomes compared to broad traits. This proves to be in agreement with Rauch and Frese's (2007) meta-analysis showing that traits matched specifically to entrepreneurship, are overall better predictors of entrepreneurial success than broad personality traits.

According to an empirical analysis by Ratvi, H. (2013), higher the score of entrepreneurial trait variables, higher will be the success level of that entrepreneur. The variables attributed to higher



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entrepreneurial traits (the cause) are found to be 'Creativity', 'Innovativeness', 'dedication & hard-work', 'good planning', 'sincerity and commitment', & 'endurance'. The variables leading to high traits among entrepreneurs (the effect) are 'self efficacy', 'risk taking ability', 'ability to make decisions', 'flexibility', 'goal oriented', & 'internal locus of control'. Plus, individual smartness was most consistently found in all the entrepreneurs.

Conclusion

To be successful in life at anything, to find a suitable career and to be independent, people thrive for good education as well as enriching experiences in different fields of life. It all begins at a very young age, with education at school, at home and the surrounding environment. Practically, by the law of attraction, once a person has an idea about his future occupation, the person starts focusing on specific personality traits, a suitable market, a society need, while maintaining critical thinking towards the reality as well. This person attracts success and the business can grow similarly on the basis of profound characteristics developed as per need. And this is why the conclusion of this paper is that general personality traits might just not be critically important as they're assumed to be, to entrepreneurship. Instead, traits specific to entrepreneurs are of prime importance, like calculated risk taking, continuous and pervasive innovation (& not just idea generation),

The following variables can be identified as instruments for measuring entrepreneurial traits, while a few others may not be significantly connected to entrepreneurship as such, even if they contribute:-

- 1) Individual smartness and general ability to understand how things work and how they can be changed to highly potential business opportunity
- 2) Creativity
- 3) Innovativeness
- 4) Self efficacy & Self Confidence. To believe in self and not easily be convinced on negativity.
- 5) Dedication & Hard-work
- 6) Internal locus of control / (believing that actions determine the rewards),
- 7) Tolerance or Attitude towards risk/ propensity to take calculated, speculative Risks

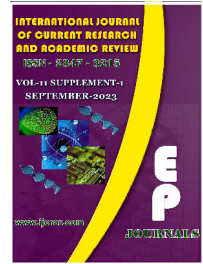


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- 8) Tolerance of Uncertainty / ambiguity
- 9) Sincerity and Commitment
- 10) Endurance / Continuing for long time
- 11) Good planning
- 12) Ability to make decisions
- 13) Flexibility / Adaptive to change
- 14) Goal orientation

Future researchers could apply the instrument forwarded by the present study to carry out quantitative studies focusing on entrepreneurial traits across different cultures, economies and income groups that could clarify the extent to which the developed instrument of the present study is replicable across a wider set of countries, which in turn may contribute to future entrepreneurial traits related research and more generally towards theorizing entrepreneurship in the context of diverse economies across the globe. A primary study on the topic is required, and will be undertaken by the author in the near future for more clarity on the subject.

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Full Length Article

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A Study on the Role of Financial Literacy in Changing the Perception of Students to Adopt Fintech at Bengaluru

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Abstract

The covid-19 has embraced digitalization in many areas. The demand for financial inclusion results in fintech services in the financial sectors. The fintech services growth cannot be possible without financial literacy. The fintech is directly influenced by the level of financial literacy. The other variables are financial inclusion and perception of fintech also influence the adaptability of fintech services and products. The perception of young students plays an important role in the further growth and transformation of fintech services by obtaining knowledge of the same. Thus, this research is an attempt to study the role of financial literacy in fintech services and how a change in perception and financial inclusion influences fintech adaptability among the students of Bengaluru, Karnataka. This research is descriptive, data were obtained by a closed-end questionnaire. A total of 140 responses were collected through a questionnaire via a Google form. The Mean, Standard Deviation, Correlation, T-test, and ANOVA tools are used through SPSS to draw analyse& interpretations. The analyses of the study clearly show that, the financial literacy and financial inclusion is correlated, where as a perception is correlated with financial inclusion and fintech. Finally financial inclusion is highly correlated with fintech. The respondents were clear that knowledge about fintech and financial inclusion was a prerequisite along with the availability of resources, for the success of fintech in the country.

Keywords: Financial Literacy, Financial Inclusion, Financial Technology (Fintech).



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Introduction

Financial tech plays a vital role in promoting digitalization in the economy. The growth of fintech is possible through financial literacy and financial inclusions with the support of the financial institution. Fintech includes all the financial products and services which can be catered to through technology where financial literacy supports the awareness of the same. But the perception of the students on fintech is another main variable which influence the growth of fintech which has to be studied for the growth of fintech in the upcoming days

Humans' life as on today is greatly influenced by technological developmental gadgets such as smartphones, watches, tablets and the internet are essential things that cannot be separated from their hands (humans). Internet users in India are 47% (658 million) and the most used city is Kerala with access to mobile internet 24/7 hrs per day financial technology plays an important role in the change of trends in the financial sector. India is in the process of becoming a digital India where payments, loan facilities, and insurance takes place through financial technology. These financial technology services provide great ease of access, and a better online experience making life easier as it's time-consuming. This study suggests that the students or the upcoming generations should have basic knowledge of financial technology as they are advanced and are important for socio-economic development.

Aim of the Study

The study aims at understanding the influence of financial literacy, financial inclusion, and the perception of students on growing fintech services. It also focuses on examining the importance of fintech services among students, as well as the steps, that are taken to overcome hindrances in this by suggesting suitable means.

Need for the Study

Post pandemic has brought a digitalized change in the country. The accessibility of customized user-friendly financial products and services is promoting fintech growth. In spite, there is hesitance to use these services & products due to different perceptions and lack of knowledge



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which can be inculcated through financial literacy and transparency. This research is an attempt to find the evidence of this and find the extent of the relationship among these variables.

Statement of the Problem

The country can't reach to the height of digitalization without fintech development. Financial literacy plays a role of a catalyst to promote fintech services and products in the economy. Along with financial literacy perception and financial inclusion also equally important in this growth process of fintech, no doubt availability and accessibility of resources have made it easy. But lack of education, negative experiences, and transparency may result in negative opinions about fintech which may not be valid and can be rectified and resolved only through financial literacy and transparency. The previous studies replicate that, students are not financially knowledgeable, which can be one of the hurdles to the growth & adoption of fintech,

Objectives of the study

- To study the influence of financial literacy on Fintech
- To study the influence of financial inclusion and perception on fintech services/ products.
- To provide the suggestion for its further growth.

Review of Literature

Dr. Floria Duma / Paluca Gligor (2022): In this paper, they intended to analyze the perception and behavior of Romanian students from Gen-Z concerning the area of Fintech and especially the mode of online payments. The data was collected from questionnaires that clearly indicated that almost everybody of this generation was doing online payments, shopping, etc. Therefore, they say that gen-z is very inclined towards innovation and continuous development of technology and is ready to embrace the challenges upcoming.

Caeli. B.P. Wewengkang (2021): The paper aims at the effect of financial technology use and financial literacy on Financial Inclusion in Manado. They aimed to figure out the influence of



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financial technology use and financial literacy on financial inclusion. Simultaneously it means that these two variables can influence the student in the students of economics and business.

Hitendra Lachhwani/ Reenal Jain (2021): The study of this paper identified three main factors that affect the use of Fintech namely Convenience, Adaptability, and Safety. It finds out that customers really want to open an account within a period of time without having to contact the banking person (physically) and determine the services provided by them. The other two factors are adaptability and safety where the impact of these two factors is not high. The annual income of an individual can also be considered as one of the factors as adaptability is not a diving factor.

Hossam Hussein (2020): This paper aims at studying the impact of financial technology on financial inclusion: The case of Egypt. According to the 2017 Global index and research data in Egypt, 33% of all adults in a financial institution have transaction accounts in Arabs and African states of which the 70% are from the Egyptian population non banked the principles reason for not opening an account are geographical distance, inadequate documentation and the costs of financial services. The Egyptian government highly contributed to enhancing account ownership through the digitalization of payments from the government to individuals.

Research Methodology

The research objective for this study includes exploration and description. The research design used in this study is a descriptive research design. Primary data is collected & with the help of a structured questionnaire from 140 students. The reliability test showed Cronbach's alpha value is 0.78 which clearly states that the questionnaire is valid and reliable. The data collected is organized, classified, and analyzed using a wide range of appropriate descriptive and inferential statistical tools

Research Instrumentation

The questionnaire of survey consists of 2 parts. The first part aims to find out the personal information of the students. The second part aims to find out the level of financial literacy and fintech related.

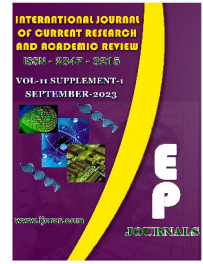


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Sample Selection

The population in this research is the students of Bangalore. This study was made using the simple random sampling method, while probability sampling is a sampling method where all sample members have the same opportunity to be elected.

Variables of the Study

In the current study, the researcher has identified financial literacy, financial inclusion, and perception as the independent variable and fintech as the dependent variable.

Limitations of the Study

The study is restricted to undergraduate students in Bangalore city only and may not be applicable to other areas. The opinion of the students is based on the primary source of data only.

Analysis and Interpretation

The analysis is carried out for the role of financial literacy and changing perception of fintech among students and its significance. The measures of central tendency, t-test & Anova, correlation, and structural equation modeling (SEM) path analyses have been used to draw the results from studying the variables and the analysis for the same is as follows;

Table.1 Mean & Standard Deviation of the role of Financial Literacy in fintech adoption

Measuring Variables	Mean	S. D
I am aware of all the apps/ services used in fund transfer	4.13	0.936
I am alert enough in knowing the importance of sharing passwords, CVV, and OTP	4.49	0.502
I am aware of the process to solve the problems arrived in cybercrime	4.03	0.865
I am interested to learn new technology which facilitates and enhances my knowledge of financial technology.	4.29	0.715

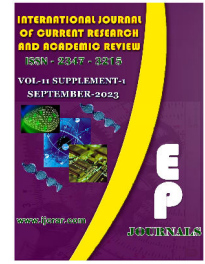


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As per Table 1.1, it is clear that students are alert in knowing the importance of sharing passwords, CVV, and OTP with a mean of 4.49 and S.D 0.502. Followed by students who are interested in learning new technology which facilitates and enhances their knowledge of financial technology with a mean of 4.29 and S.D 0.715. The last factor that was considered was that students are aware of the process to solve the problems arrived in cybercrime with a mean of 4.03 and S.D 0.865.

Table.2 Mean & Standard Deviation of Perception about fintech

Measuring Variables	Mean	S D
The availability of smartphones facilitates the promotion of financial technology.	4.24	0.43
Blockchain technology made fund transfers transparent.	3.51	1.37
Financial technology avoids the risk involved in carrying physical cash	3.29	1.18
Financial technology reduces the cost of transactions in terms of time consumption, transparency, and marketing.	3.88	0.852

As per Table 1.2, it is clear that the availability of smartphones facilitates the promotion of financial technology with a mean of 4.24 and S.D 0.43. Followed by Financial technology reduces the cost of transactions in terms of time consumption, transparency, and marketing with a mean of 3.88 and S.D 0.852. The last factor is that they agreed that Blockchain technology made fund transfer transparent with a mean of 3.51 and S.D 1.37.

Table.3 Mean & Standard Deviation of Financial Inclusion in fintech among students

Measuring Variables	Mean	S D
I am aware of all the financial products and services available in the market.	3.56	0.867
The affordability of the consumption of gadgets promotes financial inclusion.	4.54	0.683
The accessibility of 24/7 is the main reason for the growth in financial inclusion.	3.28	0.832
The innovative services provided by financial inclusion motivate the use of financial technology	2.59	1.56



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As per Table 1.3, it's clear that students' affordability of the consumption of gadgets promotes financial inclusion with a mean of 4.54 and S.D 0.683. Followed by students who are aware of all the financial products and services available in the market with means of 3.56 and 0.867. The last factor is innovative services provided by financial inclusion motivate the use of financial technology with means of 2.59 and 1.56.

Table.4 Mean & Standard Deviation of fintech adoption among students.

Measuring Variables	Mean	S D
I feel that fund transfer/use of financial technology services are easy	4.20	0.632
I am scared of the cybercrimes, fraudulent, hacking, and scams relating to fund transfer	4.11	1.097
It is difficult to carry on monetary transactions without technology	3.80	0.907
I trust the physical mode rather than an online mode of transaction	3.87	0.838

As per Table 1.4, it's clear that students feel that fund transfer or use of financial technology services is easy with a mean of 4.20 and S.D 0.632. Followed by students who are scared of cybercrimes, fraud, hacking, and scams relating to funding transfers with a mean of 4.11 and S.D of 1.097. The last factor considered is that It is difficult to carry on monetary transactions without technology with the mean and standard deviation of means of 3.80 and 0.907.

Hypothesis

H0: There is no significant difference between Demographic factors and financial literacy Financial Inclusion, Perception, and Fintech adoption among students.

H1: There is a significant difference between Demographic factors and financial literacy Financial Inclusion, Perception, and Fintech adoption among students.

Using Tables 1.1, 1.2, 1.3, and 1.4 all factors of the role of financial literacy perception & financial inclusion on fintech behavior among students are analyzed using Demographic factors of the students. In order to understand the relationship between the Overall impacts of main variables

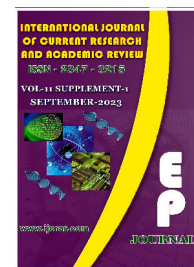


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with the demographic factors, all the hypotheses were tested using t-tests and ANOVA and the results are in Table 1.4.

Table.5 Demographic factors with respect to the role of Financial Literacy & Financial Inclusion on Changing Perception About Fintech Among Students

Demographic factors	Financial Literacy	Perception	Financial Inclusion	Fintech
USERS				
t value	-2.319	-1.241	1.324	-1.084
P Value	0.867	0.050*	0.563	0.669
Inference	Accepted	Rejected	Accepted	Accepted
PROGRAMME				
F value	1.588	0.353	0.789	3.231
P Value	0.208	0.703	0.456	0.101
Inference	Accepted	Accepted	Accepted	Accepted
FIRST GENERATION GRADUATE				
t value	1.100	0.631	-1.113	0.254
P value	0.851	0.392	0.769	0.075
Inference	Accepted	Accepted	Accepted	Accepted

Note: 1. * denotes significant at 5% level

2. ** denotes significant at 1% level

Table 1.5 shows that P-value is less than 0.05 when considering the financial perception of students with demographic factors users of fintech whereas all the other factors that first-generation graduate and Programme studying P-value is more than 0.05. Hence there is no significant difference was found between all the above-mentioned demographic factors with reference to the variable of the study.

Bivariate Correlation

H0: There is no significant correlation between the variables of financial literacy, perception of financial inclusion, and fintech of students.



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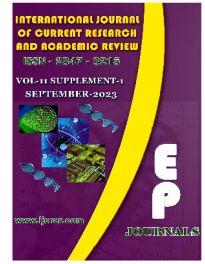


Table.6 Karl Pearson Correlation Coefficient between Financial literacy, Perception, Financial Inclusion and Fintech among Students

Factors	Financial Literacy	Perception	Financial Inclusion	Fintech
Financial Literacy	1	- 0. 018	0.247**	0.129
Perception		1	0.236**	0.679*
Financial Inclusion			1	- 0.178*
Fintech				1
	* . denotes Correlation is significant at the 0.05 level. ** denotes Correlation is significant at the 0.01 level.			

The highest correlation coefficient that exist between the Perception of students and Fintech is 0.679 which indicates a 67 percent of positive correlation exists between Perception and Fintech it is highly significant therefore null hypothesis there is no correlation between the above variables is not accepted.

The correlation coefficient between the financial literacy of students and Financial Inclusion is 0.247 which indicates a 24 percent of positive correlation exists between financial literacy and financial inclusion so it is highly significant therefore null hypothesis there is no correlation between the above variables is not accepted. The coefficient of correlation between the Perception and Financial inclusion of students is 0.236 which is a 23 percent positive correlation and even that is also highly significant.

Further, it is revealed that the correlation coefficient between the financial inclusion of students and Fintech is 0.178 which indicates a 17 percent of positive correlation exists between financial Inclusion and Fintech, so it is highly significant therefore null hypothesis there is no correlation between the above variables is not accepted.

Whereas the correlation coefficient between financial literacy and Fintech is 0.129 which is 12 percent, so there is no correlation found among these variables so it is not significant. Even the



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correlation coefficient between financial literacy and Perception is -0.018 which is -1.8 percent there is no correlation found among these variables so it is not significant.

Findings

1. The study found that 63% of the respondents are first-generation graduates,, 45% of the student respondents group used android mobile, and 72% of the respondents are studying the B.Com programme.
2. From the above study it is observed that with a mean of 4.13, students are alert enough in knowing the sharing of passwords, CVV and OTP and accepts that the availability of smartphones facilitates the promotion of financial technology with a mean of 4.24. They agree that the affordability of the consumption of gadgets promotes financial inclusion with a mean of 4.54 and finally they feel that fund transfer/use of financial technology services are easy and convenient with a mean of 4.20.
3. The only demographic factors such as the usage of the fund transfer app are influenced by the variable perception to a certain extent whereas all the other variables are not influenced by any of the demographic factors of the study.
4. The study reveals that the variable perception is having a direct positive relationship with fintech adoption among students.

Suggestions

Financial literacy and fintech knowledge among students can be gained through education and experience. The perception among students can be changed only through experience. The demographic factors are not highly responsible for changing perceptions and financial inclusion involve in fintech. The major hindrance in fintech acceptance is a lack of knowledge and trust which results in a negative perception among the youth.

The fear of losing money is the main obstacle stopping the respondent from adopting fully fintech products and services. The study suggested that fintech adoption can be increased through financial literacy & blockchain methodology which results in confidence-building that can be transferred to young youth through financial policies, guidelines, and training sessions.



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Conclusion

The study led to the conclusion that the perception of students has a direct influence on optimum fintech adoption. Perception has a higher influence in comparison to other variables of this study on fintech. The study concludes that further fintech growth is possible if there is a change in the perception of blockchain technology. The financial institution has to come out with some strategies to impart knowledge and maintain transparency of fintech for further growth and development.

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Full Length Article

IJCRAR/FL/66

Social Media: Impact, Relevance and Usefulness in the Growth of MSMEs during Post - Covid 19

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Abstract

During COVID 19, social media have become a part of our lives and an important tool for communication and content sharing. Now a day social media is played an important role in digital marketing. In business, Social media is used to promote the products i.e., mainly to advertise the products to new customers. It is the communication platform to give feedback and to share their experiences with the business. This study was guided by the following objective: to find out the type of social media used by MSMEs, and to know the usefulness of social media in the business. The study employed a descriptive research design convenience and random sampling was used to select a sample of fifty respondents of MSMEs from Bangalore city. Based on the facts, the study seeks to show the impact of social media on the performances of MSMEs in Bangalore city. This research paper evaluates how social media influences the growth of MSMEs.

Keywords: Social media, MSMEs, Digital marketing, conversations and updates.

Introduction

Social media is a computer based technology that shares ideas and information about products and services to new customers through social media applications. Some of the social media apps are Facebook, Instagram, WhatsApp, YouTube, etc. These are some of the social media



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applications that increase the company's brand exposure and wide customer reach in the digital marketing field. Social media sites give an option to customers to follow conversations, and updates, about the new products and to get real time market experience and feedback about the products.

Social media builds better connectivity, consistency, and good relationships with customers. This way of communication helps the business to get instant feedback from the customers and this feedback helps to improve their products and services better in the future. These social media channels increase the number of new customers and professional connections. Therefore automatically it increases the sales and the growth of the business.

Review of Literature

In the Journal of Asian Finance, Economics and Business vol 8 no 2 (2021) Jahid SYAIFULLAH, Makum SYAIFUDIN, Markus Utomo SUKENDAR, Junaedi JUNAEDI. "Social media marketing and business performance of MSMEs during the COVID 19 pandemic," This study says that it is necessary to increase knowledge of the use of social media as a medium for business.

In the Journal of Economics (2022) WC Izaak, TC Khristic, "Social Medium Marketing and TOE Framework Exploration in Digital Micro or Small and Medium Enterprises" this article says that the development of digital MSMEs has become in developing the functions and roles of digital MSMEs during the pandemic.

Central Asia and The Caucasus 23(1), 2022, Eka Susila, Laila Yulianti, Sri Astuti Pratminingsih, "Analysis of Digital Marketing Utilization for MSMEs in Dayeuhlhur district. This study determines the extent of the use of digital marketing in MSMEs through the descriptive research design.

Objectives of the study

- To study the impact of social media on MSMEs
- To determine the social media effectiveness and usefulness in MSMEs



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- To study the type of products and services marketed by MSMEs
- To identify the marketing strategies that help in the growth and success of MSMEs

Research Methodology

Research design : Descriptive research

Sample design

Sampling frame : MSMEs retailers in Bangalore

Sampling unit : MSMEs from different age groups, gender, location, and educational background

Sampling size : 50

Sampling methods : Random sampling

Data sampling methods

Primary data

Survey method (the entire schedule is standardized and formalized)

Secondary data

Data were collected from respondents' journals and previous studies related to the retailing sector.

Type of schedule

Structured Questionnaire with suitable scaling.

Type of Questionnaire

Closed ended, multiple choice question and Likert scale.

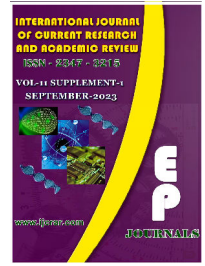


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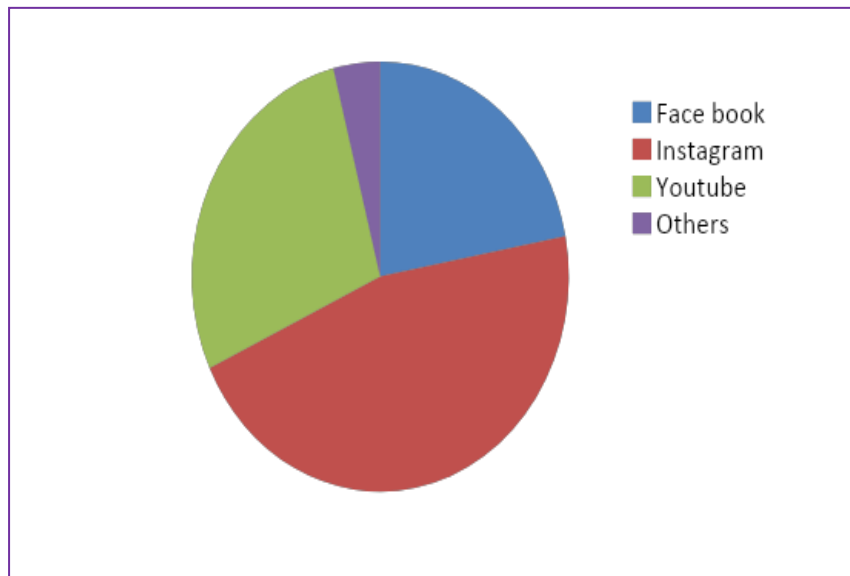


Analysis of data

Table.1 Most Effective Social Media

Social media apps	No of respondents	Percentage
Face book	11	22%
Instagram	23	46%
Youtube	14	28%
Others	2	4%
Total	50	100

Fig.1



Data was collected from various MSMEs. The above pie chart shows that most MSMEs said that Instagram is the most effective and valuable social media site for their business growth and expansion.



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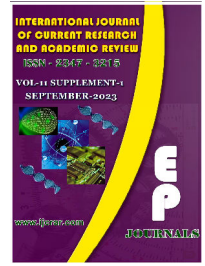
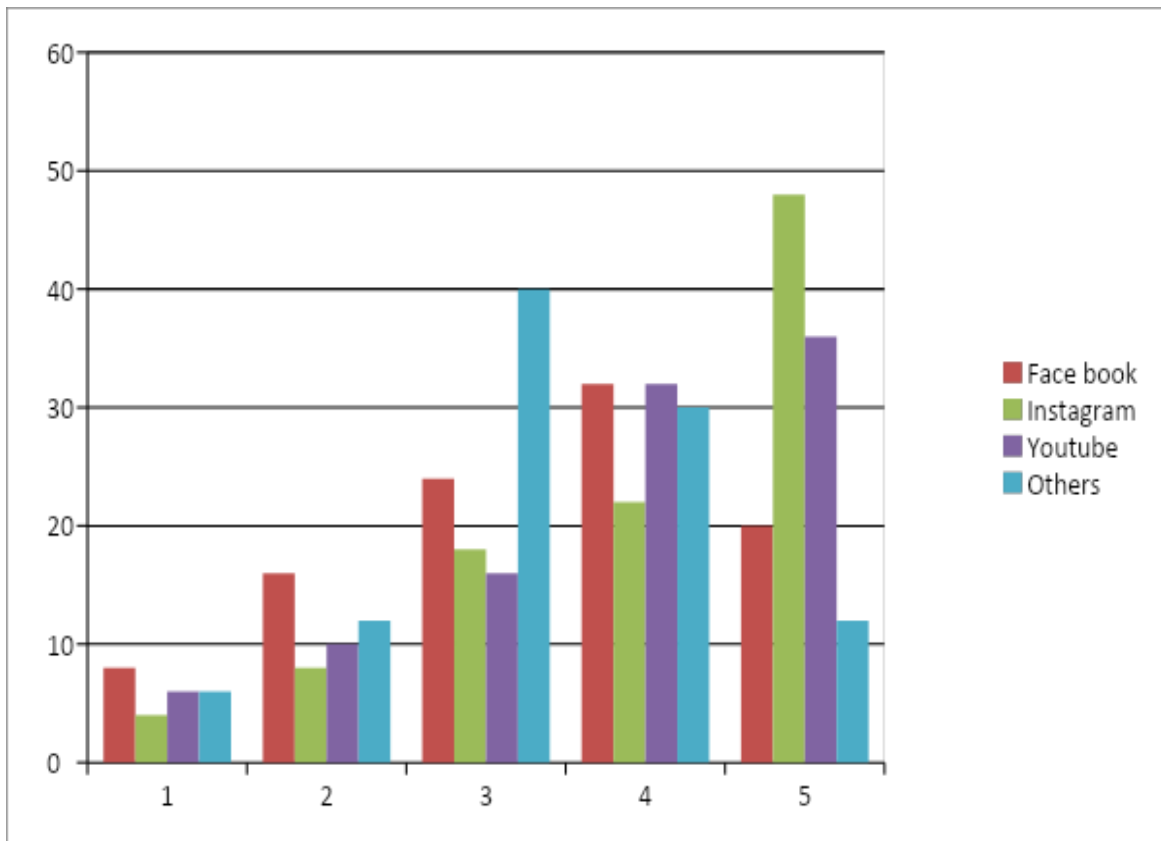


Table.2 Ratings for Social Media Apps

Social media apps	1	2	3	4	5	Total
Face book	8	16	24	32	20	100
Instagram	4	8	18	22	48	100
Youtube	6	10	16	32	36	100
Others	6	12	40	30	12	100

Fig.2



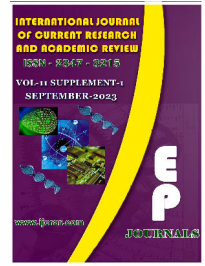


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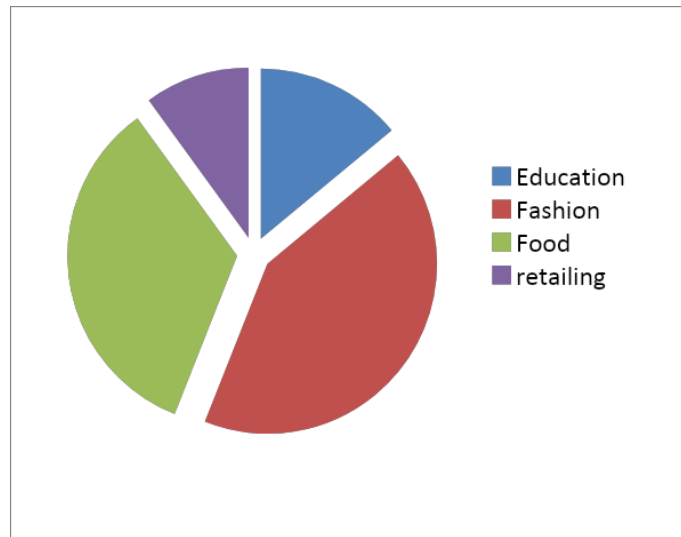


The above chart indicates the ratings from (1 to 5) of the social media apps such as Facebook, Instagram, Youtube, and other apps. The majority of the MSMEs gave the highest ratings to Instagram and YouTube.

Table.3 Products & Services marketed using Social media

Products	No of Respondents	Percentage
Education	7	14%
Fashion	21	42%
Food	17	34%
retailing	5	10%
Total	50	100

Fig.3



The chart indicates that the majority of the MSMEs respondents' fashion and food products are the products or services provided by them for their customers in the market.



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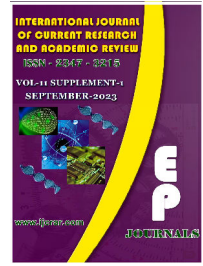
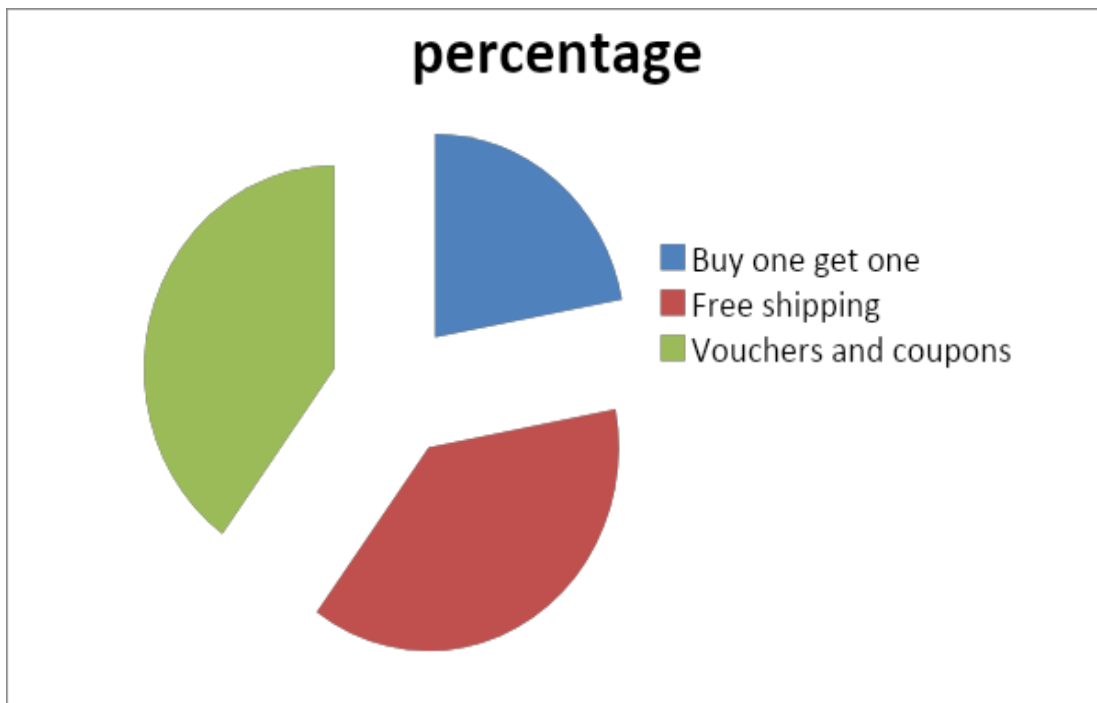


Table.4 Offers prefer to attract customers

Types of offers	No of Respondents	Percentage
Buy one get one	11	22%
Free shipping	19	38%
Vouchers and coupons	20	40%
Others	0	0
Total	50	100

Fig.4



The above chart shows that the majority of the MSMEs respondents prefer to give free shipping, vouchers and coupons to their customers.



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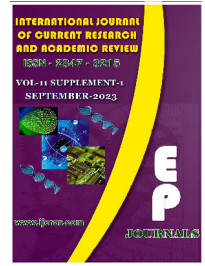
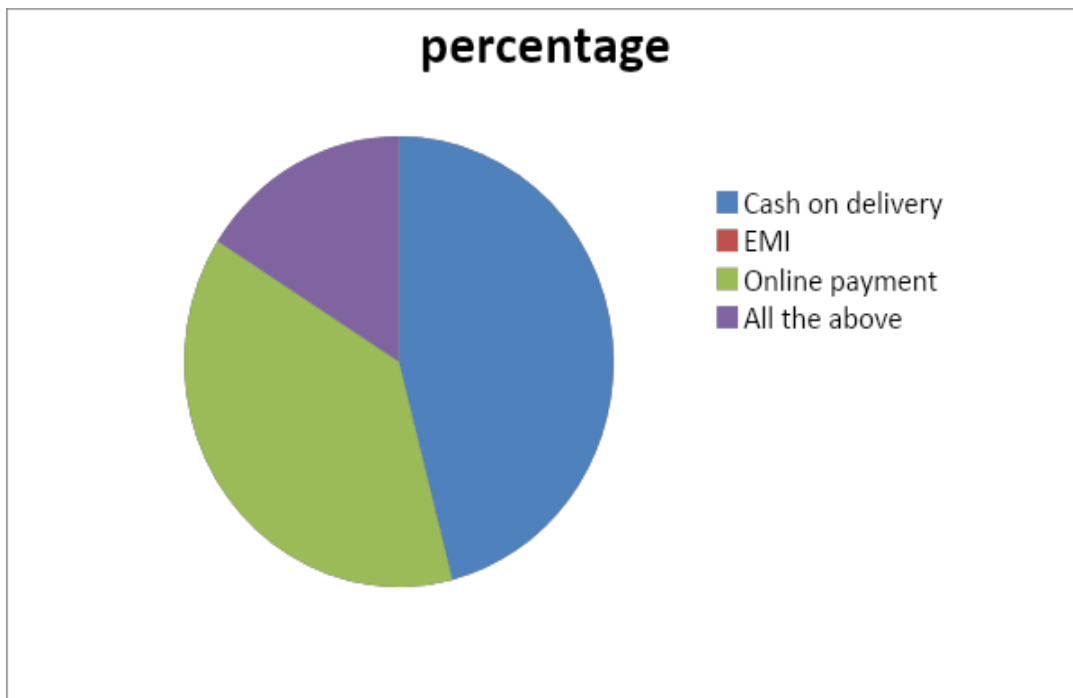


Table.5 Mode of payment preferred by customer

Mode of payment	No of Respondents	Percentage
Cash on delivery	23	46%
EMI	0	0%
Online payment	19	38%
All the above	8	16%
Total	50	100

Fig.5



The data indicates that the respondents said cash on delivery and online payment is preferred by customers of MSMEs.



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Findings

The Majority of the respondents are 18 - 25 years of which 60% are female. 80% of the respondents agree that social media marketing helps in the success and growth of business. 46% of the respondent accept that social media site was most effective and useful during post COVID. Fashion products are marketed more on social media by offering free shipping to attract customers. The majority of MSMEs said review and feedback help them in promoting the business products. MSMEs sells the product at national and international level with the initial investment ranging between 30,000 to 50,000.

Conclusion

The conclusion of our study is, that according to the survey, almost 80% of the respondents say that social media in digital marketing had helped the MSMEs in increasing their sales during the COVID 19. During the pandemic, the most effective and useful social media site for MSMEs is Instagram and Youtube. According to the survey, the majority of the MSMEs said that fashion and food products are the products or services sold or marketed by them on social media for their customers. The market strategies of MSMEs are providing some offers like buy one get one, free shipping, vouchers, and coupons. And different kinds of modes of payment are cash on delivery and online payment. The results of our study indicate that the use of social media marketing had a positive effect, better relationships with customers, and better performance in productivity. Based on the results of this study, we recommended that the use of social media is very effective and Useful in improving the performance and growth of MSMEs during COVID 19 in Bangalore city. Therefore it is necessary to increase the digital marketing and social media marketing in the market strategies of the MSMEs business in Bangalore city.

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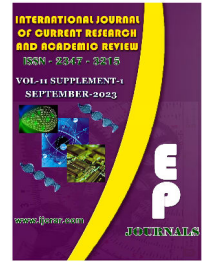


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Full Length Article

IJCRAR/FL/67

Impact of Quality of work life and Organisational Citizenship Behaviour on Turnover Intention among the Employees of Information Technology Industry in Chennai City

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Abstract

Every organisation must avoid turnover since it is the enemy of the organisation. Therefore, the purpose of this study is to investigate how organisational citizenship behaviour (OCB) mediates the relationship between quality of work-life (QWL) and employees' intention to leave their IT businesses. This study employs a quantitative methodology. Data were gathered using survey methodologies and a questionnaire from 101 employees of the information technology companies in Chennai, The goal of this study is to determine how quality of work life and organisational citizenship behaviour, affects the intention to quit an organization. Linear regression analysis is the tool used to measure the relationship between Quality of work life, organization citizenship behavior and Turnover intention of the employee. The study found that there is strong positive relationship between Quality of work life, organization citizenship behavior and Turnover intention.

Keywords: Quality of work life, Organisation citizenship behavior, Turnover intention.



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Introduction

It is alleged that turnover has a negative impact on organisations, including both private and public ones. Because hiring new personnel and providing them with training costs money, turnover is thought to have the potential to undermine the organization's financial viability. Additionally, turnover might hinder a variety of organisational functions, particularly in work units where individuals have departed. Turnover consequently lowers employee performance.

QWL is crucial for workers at their jobs. According to Ruhana *et al.*, (2019), adequate QWL can promote the creation of a comfortable atmosphere that will please employees at work. On the other hand, poor QWL might promote staff churn.

Quality of work life

The favourableness or unfavourability of a workplace for its employees is referred to as the quality of work life. It is a general phrase that refers to how someone feels about all aspects of their employment, including monetary incentives and rewards, job security, working conditions, interpersonal and organisational relationships, etc.

According to Harrison: "Quality of Work Life is the degree to which work in an organization contributes to material and psychological well being of its members."

Researchers have established that employees who have strong QWL are happier and more physically and psychologically well.

Organisational citizenship behaviour

An individual's voluntary participation in an organisation or business that is apart from their contractual obligations is referred to as organisational citizenship behaviour (OCB). Since the late 1970s, organisational citizenship behaviour has been researched. The interest in these behaviours has significantly grown during the last three decades.



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Organ (1988) defines OCB as "individual behavior that is discretionary, not directly or explicitly recognized by the formal reward system, and that in the aggregate promotes the effective functioning of the organization"

Turnover intention

Turnover is the process by which employees depart from a company or organisation and are replaced by new employees. Turnover intention measures whether employees of a company or organisation intend to quit their jobs or whether the organisation intends to fire personnel. Like turnover itself, turnover intention might be intentional or involuntary.

Currently, leaving a job can be quite expensive for the organisation. Therefore, it is not unexpected that top managers in contemporary organisations are focused on employee retention. Mitchell, Holtom, Lee, Sablisky, and Erez (2001) recently emphasised the reasons people stay rather than the methods by which they depart.

Review of Literature

Raharjo, K., Fiernaningsih, N., Nimran, U., & Arifin, Z. (2019) found that while work-life balance has no substantial impact on intention to quit, it significantly affects organisational citizenship behaviours, which in turn significantly affects intention to leave. The results show managers that fostering a work-life balance for workers is essential to building an environment where they feel comfortable and devoted to the business.

According to Lovy Sarikwal, Jaya Gupta(2013), High Performance Work Practices deployment in IT organisations is strongly correlated with employee Organisational Citizenship Behaviour. There is not much of a correlation between HPWP and OCB and Turnover Intentions.

Tsai, Y., & Wu, S. W. (2010) demonstrated a link between clinical nurses' intentions to leave the profession and their organisational citizenship behaviours and job satisfaction. Nurses' requirements can be met, and hospital administrators can encourage their organisational civic attitude, which will lower the intention of turnover.

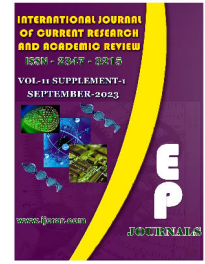


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Objectives of the study

- To find the impact of Quality of work life on Organisational citizenship behaviour among the employees of Information technology.
- To analyses the effect of quality of work life on turnover intention of information technology employees in Chennai city.
- To determine the relationship between organizational citizenship behavior of employees of information technology industries and turnover intention.

Hypothesis

H1: Quality of work life has no significant impact on organisational citizenship behaviour.

H2: Quality of work life has no significant effect on Turnover intention

H3: Organisational citizenship behaviour has no significant effect on Turnover intention.

Methodology

The research instruments were closed-ended questionnaires. In addition to questions on respondents' characteristics, the questionnaires also included items pertaining to the study's variables.

Data Collection

In this study, workers employed by information technology enterprises were the unit of analysis. The total number of research participants was found to be 101 employees. Convenient sampling was used to choose the respondents.

Reliability and validity

The scale items were tested for internal consistency of the scale using the Cronbach's alpha technique. Fifty four items for each loaded factor were checked for internal reliability of the



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instrument. All the factors depicted high internal consistency with values above .90 as values of alpha above 0.8 reflect high reliability.

Results and Discussion

Linear regression : Quality of work life and Organisational Citizenship behaviour

Linear regression analysis was conducted to assess the influence of Quality of work life on the Organisational Citizenship behaviour of Information technology employees (Total, N=101). Quality of work life acted as an independent variable and a dependent variable was Organisational Citizenship behaviour.

Table.1 Regression Model: Quality of work life and Organisational Citizenship behaviour

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.680 ^a	.462	.457	.34172

The above table shows the model overview of Quality of work life regression analysis and Organisational Citizenship behaviour among IT employees in the city of Chennai. The modified R square value displays the percentage of the variation explained by Quality of work life in Organisational Citizenship behaviour. The modified R square value is 0.462, which shows that the Quality of work life accounts for 46.2% of the Organisational Citizenship behaviour variance.

Table.2 ANOVA: Quality of work life and Organisational Citizenship behavior

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.935	1	9.935	85.080	.000
	Residual	11.560	99	.117		
	Total	21.496	100			

Table shows the results of ANOVA. Since $F = 85.080$, $p = 0.000 < 0.01$, it shows that model is significant at 1% level.



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Table.3 Regression coefficients: Quality of work life and Organisational Citizenship behavior

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	1.352	.301		4.494	.000
	Quality of work life	.640	.069	.680	9.224	.000

In order to determine whether Quality of work life is a relevant predictor of Organisational Citizenship behaviour, the t-value for each individual regression coefficient in the model is stated. Since $t = 4.494$, $p = 0.000 < 0.01$, it can be concluded that Quality of work life has a substantial effect on IT employees 'Organisational Citizenship behaviour and the null hypothesis is dismissed at the level of 1 percent.

Linear regression : Quality of work life and Turnover Intention

Linear regression analysis was conducted to assess the influence of Quality of work life on the Turnover Intention of Information technology employees (Total, N=101). Quality of work life of acted as an independent variable and a dependent variable was Turnover Intention.

Table.4 Regression Model: Quality of work life and Turnover Intention

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.571 ^a	.326	.319	.54575

The above table shows the model overview of Quality of work life regression analysis and Turnover intention among IT employees in the city of Chennai. The modified R square value displays the percentage of the variation explained by Quality of work life in turnover intention. The modified R square value is 0.326, which shows that the Quality of work life accounts for 32.6% of the Turnover intention variance.



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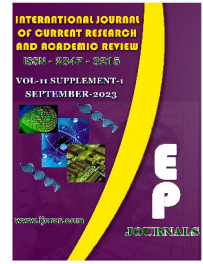


Table.5 ANOVA: Quality of work life and Turnover Intention

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14.236	1	14.236	47.795	.000
	Residual	29.487	99	.298		
	Total	43.722	100			

Table shows the results of ANOVA. Since $F = 47.795$, $p = 0.000 < 0.01$, it shows that model is significant at 1% level.

Table.6 Regression coefficients: Quality of work life and Turnover Intention

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.490	.481		1.020	.310
	Quality of work life	.766	.111	.571	6.913	.000

In order to determine whether Quality of work life is a relevant predictor of Turnover intention, the t-value for each individual regression coefficient in the model is stated. Since $t = 1.020$, $p = 0.000 < 0.01$, it can be concluded that Quality of work life has a substantial effect on IT employees' Turnover intention and the null hypothesis is dismissed at the level of 1 percent.

Linear regression : Organisational citizenship behaviour and Turnover Intention

Linear regression analysis was conducted to assess the influence of Organisational Citizenship behaviour on the Turnover Intention of Information technology employees (Total, N=101). Organisational Citizenship behaviour of acted as an independent variable and a dependent variable was Turnover Intention.



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Table.7 Regression Model: Organisational Citizenship behaviour and Turnover Intention

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.506 ^a	.256	.249	.57316

The above table shows the model overview of Organisational Citizenship behaviour regression analysis and Turnover intention among IT employees in the city of Chennai. The modified R square value displays the percentage of the variation explained by Organisational Citizenship behaviour in turnover intention. The modified R square value is 0.256, which shows that the Organisational Citizenship behaviour accounts for 25.6% of the Turnover intention variance.

Table.8 ANOVA: Organisational Citizenship behaviour and Turnover Intention

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	11.200	1	11.200	34.093	.000
	Residual	32.522	99	.329		
	Total	43.722	100			

Table shows the results of ANOVA. Since $F = 34.093$, $p = 0.000 < 0.01$, it shows that model is significant at 1% level.

Table.9 Regression coefficients: Organisational Citizenship behaviour and Turnover Intention

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.		
					B	Std. Error
1	(Constant)	.824	.511		1.612	.110
	Organisational citizenship behaviour	.722	.124	.506	5.839	.000

In order to determine whether Organisational Citizenship behaviour is a relevant predictor of Turnover intention, the t-value for each individual regression coefficient in the model is stated.



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Since $t = 1.612$, $p = 0.000 < 0.01$, it can be concluded that Organisational Citizenship behaviour has a substantial effect on IT employees' turnover intention and the null hypothesis is dismissed at the level of 1 percent.

Findings and suggestion

The study found that there is strong and positive relationship between quality of work life and organisational citizenship behaviour. It also identified that the quality of work life impact the turnover intention of the information technology employees of Chennai city. It study identified that there is a positive relationship between the organisational citizenship behaviour and turnover intention of the IT employees. The study suggested that the quality of work life can be improved by Flexible Work Schedules, Job Redesign, Opportunity for Development, Job Security, Employees participation in the management and Equitable Justice. If the quality of work life of the employees improves, in turn it will lower the employees' intention to leave the organisation. More over the organisational citizenship behaviour also plays a major role in employees' desire to leave the organisation. So it is the responsibility of the organisation to concentrate on quality of work life and OCB among their employees.

Conclusion

Since there are more options for employees to advance their careers at other industry as the number of Information technology companies is always growing, employees frequently decide to move from one organisation to another. Since employees are a business' most valuable asset, it is crucial for employers to keep their workforce by lowering employees' intentions to leave in order to withstand in this competitive market.

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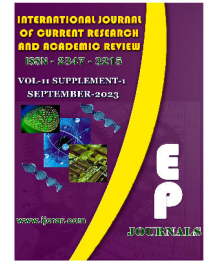


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Full Length Article

IJCRAR/FL/68

Role of Digital Marketing on Modern Entrepreneurship

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Abstract

“Players should never fight. A real businessman or entrepreneur has no enemies. Once he understands this, the sky's the limit.” —Jack Ma, Digital marketing is basically promoting the brand of business products using all forms of digital advertising mediums as a more interactive and informative alternative. This is in line with the availability of internet technology and enabling various marketing methods to be done digitally. Entrepreneurs are encouraged to use this mediums optimally to achieve more aggressive and innovative business quality. Determine preference of digital platform to promote their business factors of attracting customers for business in digital marketing, problems faced by the entrepreneur in digital marketing. Sample size 53 collected from entrepreneurs. Convenience sampling have been used for the study. Multiple linear regression and one way anova tools have been used for the study. Result of the study, preference of digital platform for their business have positive significant and problems faced by the entrepreneur in digital marketing has positively influenced in the digital marketing.

Keywords: Digital platform, Attracting customers, Modern entrepreneur.



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Introduction

“Ideas are cheap. Ideas are easy. Ideas are common. Everybody has ideas. Ideas are highly, highly overvalued. Execution is all that matters.” – Casey Neistat

Digital marketing is carried out by using electronic devices to promote and advertise your offered products or services. Mostly it is done through online activities by posting your ads on your website, social media, through text and emails, etc. Digital marketing gives websites the tools to effectively reach and engage with their target audience as more and more people turn to the internet.

Nowadays, technology is becoming more advanced than it was in previous decades. We are accessing laptops, tablets, and smartphones. However, there are undoubtedly both many benefits and drawbacks to being exposed to modern technology. But for the majority of business owners, feels that it's a fantastic chance to grow their company.

Online marketing is important for the expansion of your business. Considering that there are more than 4.3 billion internet users, two billion of who shop online, there are numerous ways to connect with potential customers.

Definition of Modern Entrepreneurship

Modern entrepreneurship definition stands for mainly the entrepreneur who has a wide range of businesses and a majority of them are tech companies. Modern Entrepreneur is a symbol of innovation, resilience, and adaptability. A modern entrepreneur is not only a business owner but also a person who creates, disrupts, and brings positive changes.

Role of Digital Marketing on Business

In the contemporary business world, digital marketing is king. Digital marketing is crucial for a business to succeed, whether it is small or large-scale. Most of the people own smartphones, laptops, or desktop computer and they spend more than four hours per day for using their



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smartphones or laptops because there is an abundance of information available in online. People may earn money by creating blogs, taking online surveys, and many other activities. Although these aren't businesses, it's based on each person's unique talents are used to generate income. If thousands of users watch a video, it is considered to be popular. Business people want that their advertisement show next to the videos. Each party gains from this situation. The company is made more widely known, and the YouTube video uploader makes money and for writing blogs, the same procedure applies. Ads are typically clicked on more frequently and are shown on websites with higher traffic.

Types of Digital Marketing

Pay per click

In advertising strategy that customer paying to the company website. Every time their ad is clicked, the advertiser will pay the publisher.

Social Media

Businesses use Facebook, and Instagram platforms to create useful content that will help them promote their brands. Furthermore, it acts as an opportunity for customer interaction for business owners.

SEO

This marketing strategy requires companies to concentrate on boosting the traffic to their websites by raising the ranking of their websites. Growth of the brand improves with high website ranks on Google's SERP.

Content marketing

Concentrating on trying to sell their products to customers, this strategy enables businesses by providing useful content. Creating valuable content and attracting customers are the main goals of content marketing.



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Video marketing

The most common type of media found to be online video. It is a powerful piece of marketing content that will increase the number of customers who visits company. There are many ways to use video marketing, advertising about company, a product, give an insider's views of operation, sharing testimony and stories.

E mail marketing

One of the earliest types of digital marketing with a high return on investment. It involves sending targeted emails to potential customers or past clients.

Review of Literature

Bermeo-Giraldo, M. C., Valencia-Arias, A., Ramos de Rosas, J. D., Benjumea Arias, M., & Villanueva Calderón, J. A. (2022). This study aims to identify the factors that influence the use of digital marketing by SMEs in Medellín during COVID-19, proposing five factors that influence the use of these digital tools by 120 SMEs in Medellín, Colombia. The results identify the benefits perceived by customers, the perceived advantages of using digital tools, and business optimization as the key factors in predicting their acceptance and use. It is concluded that the most used digital marketing strategies are the content and web sites of Instagram and Facebook.

Omar, F. I., Zan, U. M. S. M., Hassan, N. A., & Ibrahim, I. (2020). this study aims to look at the digital media phenomenon which is seen as increasingly powerful as information and marketing channel agent as well as to test the impact of its usage on entrepreneurial performance. This study will consider the aspect of powerful digital marketing in the development of business performance among Small and Medium Enterprises (SMEs). Result of the study, digital marketing metrics have a positive impact on business performance and aid in the growth of the company towards a more efficient system.

Bizhanova, K., Mamyrbekov, A., Umarov, I., Orazymbetova, A., & Khairullaeva, A. (2019). This paper discussed about impact of digital marketing on modern entrepreneurship. Objectives of the

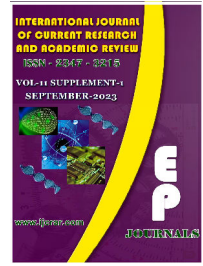


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study, firm's perspective to facilitate understanding of digital marketing and the use of social media, as well as its benefits and inhibitors and the second generation of internet applications enhances marketing efforts by allowing firms to introduce innovative forms of communication and co create content with their customers. Result of the study to improve engagement with digital marketing, marketers need to focus on relationship-based interactions with their customers. Girchenko, T., & Ovsiannikova, Y. (2016). Described, digital marketing, its primary features, and its advantages and disadvantages in comparison to traditional marketing. A variety of symptoms showing the state of the digitalization of the global economy are examined, including social media reviews. In the context of contemporary business processes, some of the key trends in the development of digital marketing are highlighted.

Objectives

To determine preference of digital platform to promote their business. · To know the factors of attracting customers for business in digital marketing. · To understand the problems faced by the entrepreneur in digital marketing.

Methodology

Table.1

<i>Sample size</i>	53 Respondents
<i>Sampling techniques</i>	Convenience Sampling
<i>Study area</i>	Chennai, Tamil Nadu
<i>Data collection</i>	Primary and Secondary data
<i>Targeted population</i>	Entrepreneurs
<i>Software used</i>	MS Excel, IBM SPSS Statistics Version 23.
<i>Statistical tools used</i>	Multiple Linear Regression and One way anova

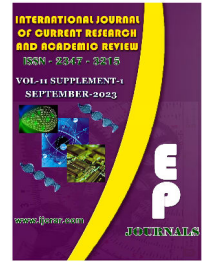


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Research Gap

In the past study examined, identified the factors that influence the use of digital marketing by SMEs in Medellín during COVID-19, the aspect of powerful digital marketing in the development of business performance among Small and Medium Enterprises (SMEs), firm's perspective to facilitate understanding of digital marketing and the use of social media, as well as its benefits and inhibitors, its advantages and disadvantages in comparison to traditional marketing.

In this study examined preference of digital platform to promote their business, factors of attracting customers for business in digital marketing and problems faced by the entrepreneur in digital marketing.

Analysis and Interpretation

Table.2 Demographic details

Demographic	Frequency	Percentage
Age		
21-25	6	11%
26-30	11	21%
31-35	10	19%
36-40	17	32%
Above 40 years	9	17%
Gender		
Male	27	51%
Female	26	49%
Designation		
Higher secondary	10	19%
Undergraduate	23	43%
Postgraduate	20	38%

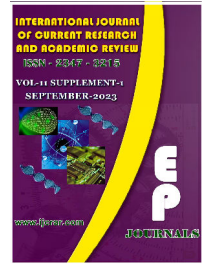


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Area of Residence		
Rural	5	10%
Urban	32	60%
Semi urban	16	30%
Types of Business	12	23%
Small		
Start ups		
Individual business		
Partnership	9	17%
Others	18	34%
	8	15%
	6	11%
Years of experience 2-4 Years	6	12%
5-6 years	8	15%
7-9 years	12	23%
10-12 years	20	38%
More than 12 years	6	12%

Source: Primary data

Interpretation

The above table 1 shows demographic details, majority of the respondent age of the respondent 36-40 (32%), 51% male (27), 43% of the respondents are undergraduate, 60% of the respondents are from urban, 34% of the respondents have individual business and 10-12 years of experience majority of the respondent.



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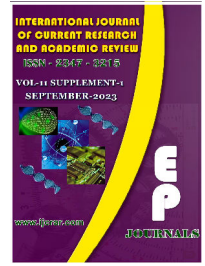


Table.3 Factors of attracting customers for business in digital marketing

<i>Factors</i>	<i>Respondents</i>	<i>Percentage</i>
<i>Endorsement</i>	13	25%
<i>Advertisement</i>	8	15%
<i>Tracking</i>	5	9%
<i>Discount</i>	20	38%
<i>Network facility</i>	7	13%
TOTAL	53	100%

Source: Primary data

R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin Watson
.735 ^a	.540	.491	.360	1.080

Interpretation

The above table 2 shows that factors of attracting customers for business in digital marketing Discount 38%, endorsement 25%, Advertisement 15%, Network facility 13% and Tracking 9%.

Multiple Linear Regression

Ho: Gender has no influence on the preference of digital platform to promote their business.

H1: Gender has influence on the preference of digital platform to promote their business.



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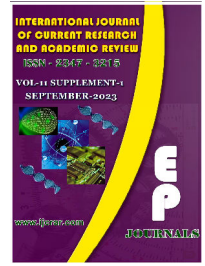


Table.4 Preference of digital platform to promote their business

Model Summary^b

Model 1

R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin Watson
.735 ^a	.540	.491	.360	1.080

a. Predictors: (Constant), Twitter, Youtube, Face book, Instagram, Snapchat

b. Dependent Variable: Gender

ANOVA^a

Model

Regression Residual Total

Sum of Squares	Df	Mean Square	F	Sig.
7.149	5	1.430	11.023	.000 ^b
6.096	47	.130		
13.245	52			

a. Dependent Variable: Gender

b. Predictors: (Constant), Twitter, Youtube, Face book, Instagram, Snapchat

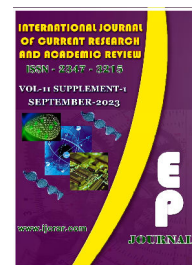


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Interpretation

Table 3 shows, Model reveals that R (multiple correlation coefficient) value was **0.735**. It measures the degree of relationship between Gender and Twitter, Youtube, Facebook, Instagram and Snapchat.

R Square (Coefficient of Determination) value was **0.540**. It means that about the variation in Gender is explained by the variation in the independent variables Twitter, Youtube, Facebook, Instagram and Snapchat.

Adjusted R-squared value was 0.491. It adjusts the statistic based on the number of independent variables in model. That is the desired property of a goodness of fit statistics. Durbin Weston (DW) statistic shows 1.080 indications no auto correction. F value was 11.023 and P value was significant at 1% level. Hence there is significant relationship between dependent and independent variables.

Table.5 Coefficients^a

Unstandardized Coefficients		Standardized Coefficients	T	Sig.
B	Std. Error	Beta		
.685	.227		3.016	.004
.055	.074	.078	.741	.462
.405	.079	.683	5.132	.000
-.259	.058	-.618	-4.474	.000
.419	.131	1.184	3.205	.002
-.219	.145	-.558	-1.508	.138



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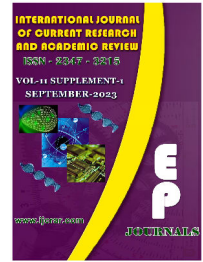
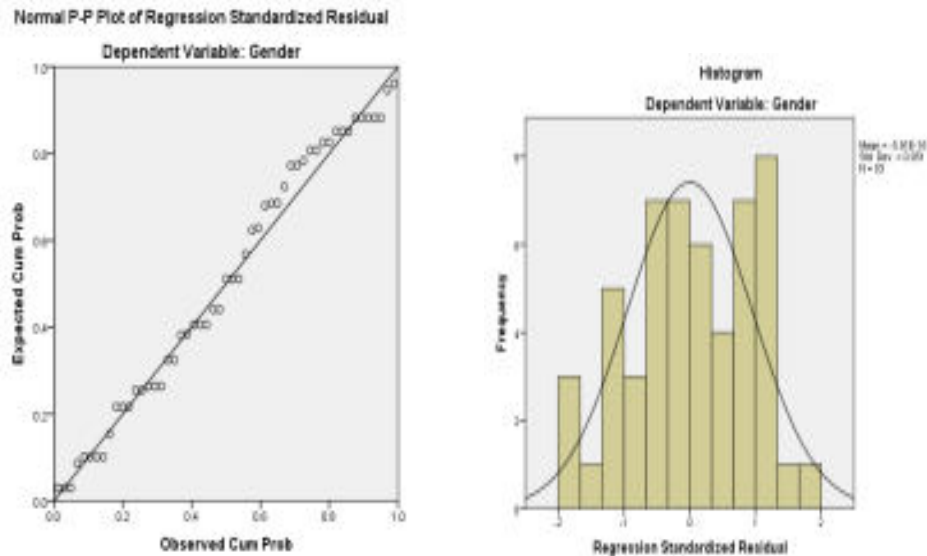


Fig.1 Dependent Variable: Gender



Estimated Multiple Regression Equation

$$Y = 0.004 + 0.055X_1 + 0.405X_2 - 0.259X_3 + 0.419X_4 - 0.219X_5$$

Where

X1= Facebook

X2= Youtube

X3= Instagram

X4 = Snapchat

X5 = Twitter

The coefficient of X1 shows that 1 increase in the value of price would rest in 0.055 (55%) increase the preference of digital platform to promote their business, other variables being held constant. The coefficient value is significant at 5% level and the t-statistics of Facebook also accounted for significant positive variation in dependent variable that is preference of digital platform to promote their business.



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The coefficient of X2 shows that 1increase in the value of price would rest in 0.405 (40%) increase the preferences of digital platform to promote their business, other variables being held constant. The coefficient value is significant at 1% level and the t-statistics of Youtube also accounted for significant positive variation in dependent variable that is preferences of digital platform to promote their business.

The coefficient of X3 shows that 1increase in the value of price would rest in 0.259 (25%) decrease the preferences of digital platform to promote their business, other variables being held constant. The coefficient value is significant at 1% level and the t-statistics of Instagram also accounted for significant negative variation in dependent variable that is preferences of digital platform to promote their business. The coefficient of X4 shows that 1increase in the value of price would rest in 0.419 (41%) increase the preferences of digital platform to promote their business, other variables being held constant. The coefficient value is significant at 1% level and the t-statistics of Snapchat also accounted for significant positive variation in dependent variable that is preferences of digital platform to promote their business.

The coefficient of X5 shows that 1increase in the value of price would rest in 0.219 (21%) decrease the preferences of digital platform to promote their business, other variables being held constant. The coefficient value is significant at 1% level and the t-statistics of Twitter also accounted for significant negative variation in dependent variable that is preferences of digital platform to promote their business.

Problems faced by the entrepreneur in digital marketing

Ho: Age has no influence on the problems faced by the entrepreneur in digital marketing. H1: Age has influence on the problems faced by the entrepreneur in digital marketing.



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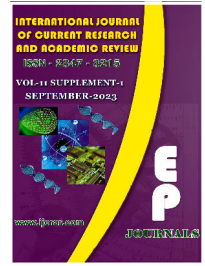


Table.6 Problems faced by the entrepreneur in digital marketing

ANOVA

	Sum of Squares	Df	Mean Square	F	Sig.
Fund raising	Between Groups	4	3.418	8.433	.000
	Within Groups	48	.405		
	Total	52			
Hiring right	Between people	4	4.322	17.975	.000
	Groups	48	.240		
	Within Groups	52			
Customer loyalty	Between Groups	4	2.794	3.597	.012
	Within Groups	48	.777		
	Total	52			
Customer security	Between Groups	4	5.015	33.849	.000
	Within Groups	48	.148		
	Total	52			
Competition	Between Groups	4	6.276	34.159	.000
	Within Groups	48	.184		
	Total	52			

1% level of significance

Source: Primary data

Statistical tools used: One way anova



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Interpretation

The p value of variables namely Fund raising, Hiring right people, customer security, customer loyalty and competition are less than 0.01, at the 1% level of significance. Hence null hypotheses are rejected for these variables. It concludes that there is a significant different between these variables and age of the respondents.

Suggestions for the Study

The modern entrepreneur is an inspiration for change and advancement in today's world. To deal with the complex challenges of the business, they combine passion, innovation, and purpose. People can create their own paths, have a positive impact, and influence the future by adopting entrepreneurship. The entrepreneurial journey can be enriching and transformative, regardless of your goals—whether you want to start a startup, run a social enterprise, or make breakthroughs in your industry.

Conclusions

The continued success of today's businesses depends on digital marketing. The growth in your company, you must expose your brand to a wider audience. In digital marketing entrepreneurs faced problems due to funding, Hiring right people, customer loyalty, competition and customer security, modern entrepreneur gone through this challenges and surviving in the digital era. There are platform to promote their products or services in digital marketing and has positively significant. Factors discount 38% attracting customers in digital marketing and problems faced has also positively significant with the age. Modern entrepreneurs indicate a strong sense of social responsibility by placing a strong emphasis on sustainability, moral behavior, and community involvement in all of their efforts.

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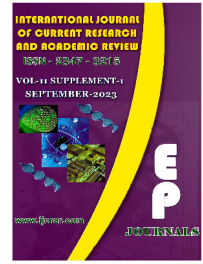


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Full Length Article

IJCRAR/FL/69

Neuromarketing Influence towards Customer Satisfaction on Quality of Branded Products with Reference to Chennai City

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Abstract

To analyze the customer satisfaction process in Chennai city, towards the customer response while making use of branded products, and how the effect of neuromarketing operates. It is a psychological method to ascertain people's preferences, behaviour, and response to the quality of any given product. The body of knowledge surrounding neuromarketing has grown significantly worldwide in recent years. Many people in Chennai are still unaware of their own feelings over the goods they genuinely want. This study will assist in examining how consumers respond to their desired goods after utilizing it without having an in-depth knowledge of it. Additionally, to determine how their preferences alter in response to the quality of branded products. The outcome will demonstrate how neuromarketing will work.

Keywords: Marketing, Neuromarketing, Customer Satisfaction, Quality, Brand.



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Introduction

Customer satisfaction is an index of how consumers feel about your brand. It can be affected by a wide range of variables, including perception, product quality, etc. The degree to which a company's goods and services meet up to consumer expectations can be used in marketing to measure customer happiness. The study aims to find the level of customer satisfaction towards company's branded goods, services, and talents can be used to gauge customer satisfaction. Information about customer satisfaction, such as survey results and ratings, can assist a business decide how to best enhance or price its goods and services. The five pillars of customer satisfaction are people, place, product, price, and promotion.

Customer satisfaction is crucial because it shows whether your target audience likes of what you're doing. According to research, useful customer satisfaction increases customer retention, increases customer lifetime value, and boosts business reputation.

Customer satisfaction is the degree to which customers are pleased with the goods, quality, services, and abilities of a business. It's a great predictor of client loyalty and repurchase intentions. Making a consumer happy will therefore improve the likelihood that they will buy from the same brand again. To understand how ads affect consumer buying behaviour and brand loyalty, this study considers a mediator between brand awareness and the moderating effect of perceived quality. The results show that there is little association between online advertising and customer satisfaction. However, when brand recognition is included as a criterion, the correlation between internet advertising and customer satisfaction grows. Neuromarketing combines marketing with the sciences of neuroscience and psychology. The practice of neuromarketing involves analyzing a customer's behaviour and to learn more about what they prefer and how they make decisions based on their level of satisfaction.

Review of Literature

Sambo *et al.*, (2022)¹ The evaluation of how product quality affects customer loyalty happiness is the major goal of this endeavour. The research design for the study was survey based. Sample size is 264 members of the Adama Beverages Ltd. Utilising linear regression analysis, the data



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obtained. To gather the data from the respondents, questionnaires were modified. The study's findings showed that product quality is a key factor in determining customer satisfaction and that a decline in customer loyalty may be caused by differences in the firm's product quality and consumers' levels of satisfaction with the product quality.

Budiono, S., *et al.*, (2021)² aim to explain consumer satisfaction on products from the Apple, US brand in Indonesia. Since Apple US Brand has a reputation for using technology to improve products in accordance with consumer desires, psychologically, product and brand quality are thought to play a role in consumer satisfaction.

Urszula Garczarek-Bak¹ *et al.*, (2021)³ consider in this study represents the first effort to confirm the viability of forecasting sales of well-known and lesser-known brands based on psychophysiological responses to retailer television advertisements evaluated by neuromarketing techniques. Brand familiarity also influenced the buying decision. 19 responded with accurate and trustworthy data were included in this study the quantity of a specific brand's selected products can be interpreted as an estimate of its future market share in comparison to rival brands.

Therefore, analysing EDA responses to video commercials may aid in determining the status and potential of the market. The research's management ramifications concern the efficacy of neuromarketing research and the substance of brand marketing communication. it may serve as evidence that the market is viable.

Elena Gurgu, *et al.*, (2019)⁴ this study aims to relate to the ability of neuromarketing to understand consumers' thoughts, now the marketing and PR experts are aware of the limitations of conventional market research techniques. Our article's goal is to demonstrate how neuromarketing contributes to an accurate knowledge of consumer needs, wants, and emotions. The kind of sample depends on the customer, and the optimal sample size is at least 40. Although there are many misunderstandings, expectations, obstacles, and boundaries connected to the human brain, neuromarketing should be approached cautiously. Brands should communicate with their customers, and individuals should be involved in the branding process. This communication must be evident to the customer, as evidenced by the company as return.



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Letizia Alvino, et al (2018)⁵ says that psychological mechanisms of people connected to decision-making and consumer satisfaction are also examined using traditional techniques and neuromarketing research, which uses marginal utility theory as an economic criterion. Consumer behaviour is an aspect of human behaviour influenced by subjective and objective elements. It is heavily influenced by cognitive and affective aspects (Stroe & Iliescu, 2104) and has a high subjective load. These characteristics are simple to assess and identified as tools for neuromarketing research. We recommend that using the MU theory, Neuromarketing should concentrate on an interdisciplinary strategy for giving a broad perspective of consumers' behaviour and decision-making processes.

Murali, S., et al.,. (2016)⁶ says in his study that it impossible to undervalue the importance of customers in any organisation, and keeping and gaining new consumers are every company's top priority. Customer happiness cannot be viewed as a separate corporate function because it is so essential. Posselt and Gerstner (2005) say that more the customer satisfaction (CS) will eventually increase in greater customer loyalty (CL) and increased customer retention (CR). It has become clear that numerous service activities, including responding to customer inquiries and complaints, determining the requirements and expectations of clients, providing good quality and services, and developing interpersonal relationships between the customers and product.

Statement of Problem

The brands purchased by the customers are satisfied with the quality which is analysed through this survey in Chennai city. The study thus also aims to prove how the customers are satisfied by using new marketing techniques. Neuromarketing uses techniques that help retain the consumer's minds it helps create brand awareness and leads to building brand image.

Objectives of the Study

- To study the customer preference towards branded products in Chennai city.
- To ascertain the customer preference for the quality of the product.
- To analyze the neuromarketing influence towards customer satisfaction level towards the quality of the product.



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Scope of the study

- The scope of this study is to know the customers' satisfaction towards the brand, quality satisfactory level, consistency etc.
- Also, we can have input and ideas to improve customer satisfaction to meet customer expectation in the near future.

Statistical tools used

- Percentage Method Weighted Average Method Chi-Square Analysis

Limitations of the study

- The study is confined to 150 customers in Chennai city.
- The responses provided by participants served as the sole basis for the analysis performed in this study.

Data analysis and interpretation Percentage method

Table.1 Gender of Respondents

Gender of Respondents	Number of Respondents	Percentage (%)
Male	92	61.3
Female	58	38.7
Total	150	100

Source: Primary Data

Interpretation

From the above (table1), 61.3% of the respondents are Male and 38.7% of the respondents were Female. The majority 61.3% of the respondents are Male.



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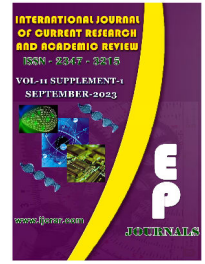


Table.2 Rating of Customer Satisfaction on Branded Products

Rating for Customer Satisfaction	Number of Respondents	Percentage (%)
Excellent	56	37.3
Good	48	32
Satisfactory	30	20
Poor	10	6.7
Very poor	6	4
Total	150	100

Source: Primary Data

Interpretation

From the above (table2) 37.3 % of the respondents gave Excellent rating, 32% of the respondents gave Good rating, 20% of the respondents gave Satisfactory rating, 6.7% of the respondents gave Poor rating and 4% of the respondents gave Very Poor rating based on survey. Mostly 37.33 % of the respondents gave Excellent rating on customer satisfaction of branded products.

Weighted Arithmetic Mean

Table.3 Rate The Satisfaction Level

Factor	H.S (5)	S (4)	N (3)	N.S (2)	N.S.A (1)	Weighted score	Weighted average	Rank
Brand awareness	40	31	25	20	34	473	31.53	I
Consistency	31	22	19	30	48	408	27.2	IV
Affordability	22	18	27	49	34	395	26.33	V
Perceived Quality	42	12	37	21	38	449	29.93	II
Accessibility	31	19	28	29	43	415	27.67	III

Source: Primary Data

S= Satisfied H. S= Highly satisfied N=Neutral N. S= Not satisfied

N.S. A= Not satisfied at all

Interpretation



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- Most of the customers were satisfied with the reliability of its brand awareness. Some customers are not satisfied with affordability and consistency.

Chi-Square analysis

Null Hypothesis

Ho- There is no significant difference between the age of the respondents and their perception about neuromarketing.

Alternative Hypothesis

Ha- There is a significant difference between the age of respondents and their perception about neuromarketing.

Table.4 Observed Frequency

Age Group	Positive Perception	Neutral Perception	Negative Perception	Total
20 - 30	20	18	15	53
30 - 40	30	15	12	57
40 - 50	10	10	6	26
Above 50	6	4	4	14
	66	47	37	150

Source: Primary Data



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Table.5 Expected Frequency

Age Group	Positive Perception	Neutral Perception	Negative Perception	Total
20 - 30	23.48	16.66	12.86	53
30 - 40	26.78	19.02	11.20	57
40 - 50	9.44	6.68	9.88	26
Above 50	6.30	4.64	3.06	14
	66	47	37	150

Source: Primary Data

Calculated value of Chi-Square Test = 13.304

Degree of Freedom @5% Level of Significance = 12.59

The calculated value is greater than the table value, therefore the hypothesis is rejected.

There is a significant difference between the age of the respondents and their perception about neuromarketing.

Findings and Conclusion Findings

- Majority 61.3 % of the respondents were Male.
- Mostly 38 % of the respondents were employees.
- Mostly 40 % of the respondent’s monthly income 10000 – 25000.
- Mostly 40 % of the respondents are using brand products.
- Mostly 42 % of the respondents said they are fully satisfied with the quality branded products.

Conclusion

A company can determine whether its operations are successful and, if so, continue them by monitoring and measuring consumer satisfaction. For the purposes of developing better marketing strategies, ad campaigns, and brand building, neuromarketing proved useful in this survey for determining the degree to which consumers were satisfied with the quality of branded



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goods. Longer customer lifetime value is a result of customer happiness. However, if your clients are happy with the brand's reputation and product quality, they'll probably continue doing business with you for a longer period, making further purchases that will increase your chances of generating revenue. By maintaining high customer satisfaction, you can cut down on customer turnover, boost customer lifetime value, and make sure that consumers stick with your company for many years to come.

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Full Length Article

IJCRAR/FL/70

A Study on Impact of Artificial Intelligence in E-Commerce

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Abstract

With the development of information and communication technologies, artificial intelligence is becoming increasingly popular. This paper focuses on the impact of artificial intelligence in e-commerce. Artificial intelligence is a way of making a computer controlled robot or software think intelligently in the Similar manner the intelligent humans think. E-Commerce is now adopting various technology to identify patterns based on the buying and selling of goods and services using the internet and the transfer of money and data to execute these transactions. The literature review reveals the main research topics, styles and themes that have been of interest to IS scholars. Proposals for future research are made based on these findings. The result and suggestion that artificial intelligence applications can generate and predict the accurate forecast of the E-Commerce. The bibliometric analysis revealed that research on AI in e-commerce focuses primarily on recommender systems. The aim is also to evaluate the importance of artificial intelligence and its use in the context of e-commerce based on available studies on this issue.

Keywords: E-commerce, Internet, Buying and selling of goods, AI- Artificial intelligence.

Introduction

The modern information age brings along new possibilities, software, and technological innovations usable in marketing and shopping. Artificially intelligent systems constantly work on the background of popular products and services such as Netflix, Amazon, flipkart and,



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naturally, Google. In the past few years, though, AI has paved its way deeper into marketing, helping brands to enhance every step of the customer journey. Moreover, tools previously available to enterprise level companies have become affordable and accessible to medium- and small-sized businesses.

New technologies force companies to be more creative. Technologies help increase the efficiency, quality, and cost-effectiveness of services provided by businesses. E-commerce had come up with new opportunities and experience to the customers. It is not just a flexible platform for purchase and sale of goods and services but it had reached an extra mile.

The effectiveness of information and communication technologies depends on several factors, such as investment in human capital and an appropriate combination of e-commerce solutions. One sector where the digital transition and importance of e-commerce are particularly pronounced is retail, where digital tools, such as Websites, replace (to a certain extent), or complement physical commerce.

Now, ecommerce businesses rely on AI to grow their company, maintain global operations, and meet customer demands across multiple channels. Ecommerce businesses have implemented AI across various business functions and will continue to find new and innovative applications for AI in ecommerce as adoption increases and the technology advances.

AI-based predictive analytics in ecommerce enables data-driven decision making through the analysis of customer behavior, sales patterns and market trends. This approach can enable businesses to recognize growth opportunities and enhance their performance holistically.

Review of Literature

Electronic commerce

Electronic commerce (e-commerce) can be defined as activities or services related to buying and selling products or services over the internet (Hollsopple & Singh, 2000; Kalakota & Whinston, 1997). According to Ullman, "E-commerce includes all commercial transactions carried out online.



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This category includes any Web site displayed on computers, tablets, as well as mobile phones, which is intended to generate revenue”.

Artificial Intelligence

Artificial intelligence (AI) is the latest of such technologies. It is transforming e-commerce through its ability to “correctly interpret external data, to learn from such data, and to use those learnings to achieve specific goals and tasks through flexible adaptation” (Kaplan & Heinlein, 2019. p. 15).

Studies have reported that AI provides opportunities to reinvent business models (Duan, Edwards, & Dwivedi, 2019), change the future of work (Schwartz *et al.*, 2019), performance improvements (Wilson & Daugherty, 2018), and even enhance human capabilities (Dwivedi, *et al.*, 2021).

AI in E-commerce

AI in e-commerce can be defined as using AI techniques, systems, tools, or algorithms to support activities related to buying and selling products or services over the internet. AI in e-commerce is an essential condition for advancing knowledge by providing the background needed to describe, understand, or explain phenomena, to develop/test new theories, and to develop teaching orientations in this research area (Cram *et al.*, 2020; Paré *et al.*, 2015)

Objective of the Study

1. To analyse the present situation of the application of artificial intelligence technology in the field of e-commerce.
2. To explain how artificial intelligence technology, people, and processes should be managed to successfully create value.
3. To discuss machine learning and artificial intelligence applications in e-commerce, corporate management, and finance.
4. To present changes caused by artificial intelligence, contrasts with the industrial revolution, the impact on developed and developing countries.



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Scope of the Study

The scope of the study is to find out impact of artificial intelligence in e-commerce. A sincere attempt has been made to include all the aspect relating to the study. For this purpose analysis of artificial intelligence in e-commerce how to impact now a days.

Types of AI Technology Used in Ecommerce

AI is not a singular technology; it encompasses various models. There are four leading AI technologies used in e-commerce:

Natural language processing (NLP)

Natural language processing focuses on enabling computers to interpret and generate natural human language.

Machine learning (ML)

Machine learning uses statistical techniques, including algorithms, to enable computers to learn from data and make predictions or decisions without being explicitly programmed. Deep learning models—such as transformers and large language models (LLMs) like OpenAi's ChatGPT—layer algorithms to understand data better.

Computer vision (CV)

Computer vision is a field of artificial intelligence that enables computers to interpret information from images and videos.

Data mining

Data mining is the process of discovering data to inform AI algorithms and systems.



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Applications of AI in E-commerce

From helping customers find the right products to price matching, you can apply AI across all your ecommerce business operations and processes. Here are the seven main use cases:

Personalized product recommendations

Personalized product recommendations use data from past customer behavior, browsing history, and purchase history to suggest products.

For example, NLP-based AI can understand online shoppers' language and images to match them with desired products. AI-powered features like "People also purchased" or "Customers also viewed" can suggest complementary products based on size, color, shape, fabric, and brand.

Chatbots and virtual assistants

Chatbots and virtual assistants can act as customer service representatives for your e-commerce business, helping field customer queries and facilitating online shopping by providing tips. They use AI, NLP, and, most recently, generative AI to understand and respond to customer requests.

Fraud detection and prevention

AI can assist in fraud detection and prevention by analysing data, detecting anomalies, and monitoring transactions in real time. The technology can spot unusual transactions, such as high-value transfers, multiple transactions within a short time frame or from unfamiliar locations, and flag them for further investigation.

For example, if a user suddenly makes a large purchase from an unfamiliar location, the machine learning model can flag it for fraud if it doesn't align with their data profile.

Generative AI

Generative AI is an artificial intelligence system that generates text, images, or other media based on prompts.



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For example, a copywriter can write a marketing email and run it through a generative AI tool to customize it for various customer segments. Marketers can also prompt generative AI to give feedback on their brand messaging and positioning to ensure it aligns with targeted customer personas.

AI Changing the Ecommerce Industry

AI tools offer retail businesses the analytical insight and data they need to understand their customers, make more informed business decisions, deliver a better customer experience, and optimize their operations. As a result, artificial intelligence in ecommerce helps stores maximize their offerings, boost conversion rates, and increase sales.

Role of AI in E-Commerce

AI is used in ecommerce marketing to help ecommerce businesses understand their customers and identify new purchasing behaviors and trends. It also allows companies to create more targeted ads, marketing campaigns, and offers. Marketers use generative AI tools to scale their content production and ensure their messaging aligns with the company's target audience. Lastly, marketers use AI to retarget potential customers with an omnichannel strategy to encourage them to purchase goods and services.

Benefits of Using AI in E-commerce

AI offers several benefits to ecommerce businesses:

Increased sales

AI can help you create a more efficient sales process by gathering and analyzing customer data to personalize your sales funnel. With more data, you can engage with the right prospects with the right message at the right time.

Better and more personalized customer service

AI can analyze customer feedback and big data from multiple touchpoints to measure customer interactions. E-commerce websites can use this data to deliver a seamless Omni channel customer



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experience. Collecting customer data helps you identify shoppers' preferences so you can create custom offers that encourage them to make a purchase.

Reallocation of time and resources

AI can help you automate tasks and processes like emailing, order fulfilment, customer service, and payment processing. Automations help you reduce labour costs and improve operational efficiency so you can spend less time on maintenance and more time innovating.

Sales and demand forecasting

Particularly in a world during and after COVID-19, you'll want to plan your inventory on both real-time and historical data. Artificial intelligence can help you do just that. A recent McKinsey report suggests that investment in real-time customer analytics will continue to be important to monitor and react to shifts in consumer demand that can be harnessed for price optimization or targeted marketing.

Challenges of Using AI in Ecommerce

While AI has several benefits in ecommerce, it can also present challenges:

Data privacy

AI algorithms rely on consumer data to make personalized recommendations and predictions. Collecting this data raises concerns about privacy and data protection. AI also presents a security risk for companies around proprietary intellectual property, leading to accidental leaks and breaches.

High initial investment

Implementing AI can be costly. It involves an investment in infrastructure, talent, and maintenance. Additionally, AI solutions might not always yield a positive return on investment (ROI).



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Potential for poor-quality customer service

Because AI customer service relies on chatbots, you may fail to offer the same support and empathy as a human customer service representative. Done poorly, AI customer service can cause friction, customer dissatisfaction, and a poor reputation.

Findings

- Artificial intelligence will become an important driving force for the transformation of e-commerce.
- The key artificial intelligence capabilities generated include forecasting, planning, and learning. They are not independent—they interact and coevolve with human capabilities to create business value.
- Artificial intelligence can help people excel in their high sales and customer relationships in the e-commerce business.
- Chatbots can help consumers find products, check order status, compare products, and connect them to the customer support service staff.
- Integration of artificial intelligence in e-commerce companies can help create sophisticated solutions and will impact transactions, customer retention, satisfaction, and efficiency.
- Future trends in artificial intelligence are the development of advanced automated systems, integration of neurostimulators, and nanochips into the brain, smart devices connected to artificial intelligence systems.

Suggestions

- AI have to provide good quality customer services to avoid friction, customer dissatisfaction, and a poor reputation.
- AI have to take safety measures to protect the consumer data.
- To introduce a new machine learning and AI salutations which results retailers to improve product selection and user experience while optimizing logistics.
- AI solution have to be always yield a positive return on investment.



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Conclusion

According to Forrester, India is the fastest-growing ecommerce market. AI will have a significant effect on the way e-commerce businesses attract and retain customers. AI revolution in e-commerce will create plenty of new data science, machine learning and engineering. AI based e-commerce will also generate IT jobs to develop and maintain the systems and software that will be running those AI algorithms. But the confluence of AI and e-commerce may impact people lacking in-demand skill set face unemployment in coming years. E-commerce giants are currently focusing aggressively on artificial intelligence technologies and optimizing their trading channels to improve competition. Intelligent robot support campaign from Alibaba and Amazon. E-commerce giants have established their own goods in the hardware market as well. Artificial intelligence strategies have joined this fast paced course, with mature technologies, by being more commonly used, having a rising effect on variables such as user engagement and e-commerce sales satisfaction for consumers.

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Full Length Article

IJCRAR/FL/71

A Study on Impact of Digital Marketing on Consumer Buying Behaviour

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Abstract

The buying behavior of consumer is changing at a faster rate in the customer oriented market environment. Consumer behavior differs when it involves the merchandise, price, features, quality, packaging, buying behavior, status, generation, age of the customer etc. The changing preferences of the present day youth affects the buying pattern with trends and fashion. In the highly competitive market and technology advancement with the usage of internet it has shifted the traditional market to digital marketing strategies. Today digital marketing has a greater scope of expanding their business in the future as customers are much more satisfied by doing online shopping as they find digital marketing much safer than traditional marketing. Digital marketing provide opportunity to the customers to have a look on the information of the product provided by the company and can able to do comparison accordingly, so that they are able to enjoy right to choose and can place order at any time 24/7 at any place. With the updated technologies and increase in the usage of internet engagement, interconnectivity of consumers is increasing day by day as a result of which consumer behavior changed and organization should understand the behavior of consumer. This research study analyzes the impact of digital marketing on consumer buying behavior. As a result, digital marketing has positive impact on consumer buying behavior, traditional marketing soon should be shifted to digital marketing.

Keywords: Consumer behavior, Millennials, Digital marketing, Digitalization.

Introduction

New developments in technology have brought both challenges and opportunities for existing businesses and created fertile ground for new ventures to emerge. Technology controls



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everything we do. Businesses all over the world have been adopting technology related strategies to enable them to maximize customer networks.

The advancement in technology has seen the transformation of marketing from the more traditional forms, to digital marketing where communication of the marketing content is delivered through digital mediums.

In marketing, the transformation to digital marketing has enabled business to deliver products or services quickly to the customer and get customer feedback immediately. Digital marketing is also known as e-marketing, web-marketing and online-marketing. It helps to identify the right prospects for their products and service. It includes the promotion of product and service by using various forms of the electronic medium.

The main purpose of digital marketing is to attract the prospects and existing customers and also allow them to interact with the brand through digital media. The uses of the internet and information and communication technology have changed the way of doing business and the way of marketing.

Digital marketing is using electronic devices or the internet for marketing. This style of marketing helps creates, promote, and manage brands. Businesses employ search engines, social media, email marketing, and their own websites to engage current and potential customers. Digital marketing allows you to precisely target your customers at a lesser cost. It also boosts sales and consumer loyalty.

Digital marketing and the digital era have changed customer behavior. Digitalization plays an important role in today's competitive market as it involves exploring business model using digital technologies which reduces cost and expand business globally.

It not only benefited to customers but it also reduces the tension of organization as there is no fear of wear and tear or theft of goods as there is no fixed location of shop. It also ensures quality and reduces fraud as there is transparency in the business and there is highly competitive market so customers are free make choice.

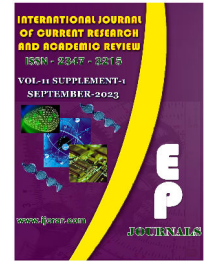


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Review of Literature

Digital Marketing

Numerous definitions of digital marketing have been developed as a result of extensive research on the subject of internet marketing. The Digital Marketing Institute (DMI) defines digital marketing as “The use of digital technology to create integrated, targeted, and measurable communications that help to obtain and retain customers while building deeper relationships with customers”.

Digital marketing is both a means of communication and a means of dissemination. Studies showed that online buying delivers a different more convenient experience to customers owing to its convenience of use and pleasure it creates, moreover, it has many significant features like the product presentation and the product qualities.

Jahng et.al (2000) Digital Marketing has changed the perceptions of online buyers, because of its flexibility and variety of offers at the click.

Kamlesh K Bajaj, Debjani Nag (2016) Digital marketing was largely seen as the vehicle to propel and accelerate these changes. Now a days business and economics feel accepted that digital marketing is here to stay, new methods are tried and tested along with the novel methods for exploiting the internet to make business survive in highly competitive market place. With the new opportunities internet has created global digital economy. Through the process of consolidation it has graduated from new technology to a medium technology.

Digital marketing transforms the paper transactions into electronic transactions which makes organization much easier.

P.Sathya (2015) in their study on Digital Marketing And its Impact. The purpose of digital market is to understand the customers need and allows the customers to mix the product with virtue of digital media. Digital market allows customers to keep eyes on the information provided by the organization related to the product to the customers, it ensures transparency. Today almost every



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customer depend on digital market as it saves their time and most of them are most satisfied while shopping online. Online shopping is safer for customers today the traditional shopping, each and every group of customers are aware of digital market today. Because of the availability of wide variety of products from all over the world customers feel that online shopping is more easy and less expensive as it eliminates channels in between.

In the promotion of digital market, technical advancement is improving day by day. Digital marketing collect feedback of customers very easily and revert back quickly towards the problems of customers and also work on the suggestion provided. In the present market, digital market have greater future as it has benefit for both customers and sellers.

Digital Marketing on Consumer Buying Behavior

Andrew T. Stephen (2015) in their study on the role of digital marketing in consumer behavior. Technology has become part of trillions of people today. Social media has become crucial part in the growth of usage of internet, as number of hours youth spent time on social media is almost double from last decades.

In short today people are more attracted towards internet and social media. By using internet, consumer search information provided by organization and makes comparison among others and then finally makes purchase decision and also share their experience with others. So it is very important today for the marketers to understand consumer behavior in digital market and shift to the digital marketing channels. Consumers use mobiles and mobile apps which play very important part of online shopping as consumers can search information by using their smart phones at any time and at anywhere.

A. Sathish and A. Rajamohan (2002) in their study Consumer behavior and buying behavior marketing, a general approach of consumer is taken. A consumer's buying behavior is seen as the sum of his interactions with his environment. Buying behavior studies are a component of the broader behavioral concept called psychographics." Harold W. Berkman and Christopher Gilson define buying behavior as "unified" patterns of behavior that both determine and are determined by consumption. The term "unified patterns of behavior" refers to behavior in its broadest sense.



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Objectives of the Study

1. To focus on the basic comparison between traditional and digital marketing.
2. To analyze the relationship between consumer buying behavior and trust, perceived value and positive views.
3. To study the role and effectiveness of digital marketing on consumer behavior.
4. To show the various advantages of digital marketing to the customers.
5. To study potential for development of digital marketing in future.
6. To examine the various digital marketing platforms that could influence consumer behavior.

Need of the Study

Digital platforms have brought astonishing changes in the way in which the marketer markets the product and the way in which the customers are buying the same. Buying behavior of a private influences many factors, and these factors invariably affects the marketer to match the requirements of the purchasers generally and youth especially. So it's realized that there's a requirement to review Digital Marketing and its impact on buying behavior of the youth.

Traditional marketing vs. Digital Marketing

Marketing is an art and science of exploring, creating and delivering value to satisfy the needs of a target market at a profit. Marketing can be done through traditional as well as modern ways. Traditional marketing refers to any type of promotions, advertising, campaign that has been in use by companies for years. There are various methods of traditional marketing such as newsletters, billboards; flyers and newspaper print ads, broad cast, magazine and direct mail.

Digital marketing or modern marketing is the marketing of products or services using digital technologies. The digital marketing can be done through internet, mobile phones or any other digital medium. It includes platforms like social media, blogs, pop ups, e mails and business networking sites. Traditional marketing is costlier than digital marketing. Thus, it shows us that digital marketing helps us in reaching vast audience at a lower cost and even at a faster pace.

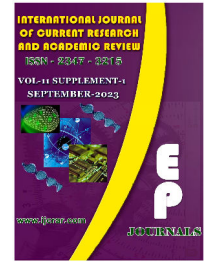


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Factors that are driving the evolution of Digital Marketing in today's times

There are primarily 4 factors that are driving the evolution of Digital Marketing in today's times

Technology

With the usage of new technology in the digital marketing customer needs can be easily assessed. Social media is one of the biggest example of technology today, you can easily assess large number of customers at a time and discover and showcase the product in less time. By using marketing software one can easily track everything, for instance:

- You can easily define which social media bring most interaction with the customers.
- Track best time in a day to publish a blog post.
- Which area getting more customer attention and adopting that accordingly.
- Most searched keyword can be easily tracked and target that only.

Story telling

Today almost every business man uses various ways to promote and differentiate the business from others. How to grab the attention of the customers and engage them? Content decided by the organization takes in the form of story that the audience can enjoy and easily communicate with the message you want to give for your brand building. Various opportunities to create remarkable content are: showing online videos, quizzes and polls. Story telling also helps to build emotional relationship with the viewers and also helps to build the loyal customers.

Storytelling drawn from four key elements:

A beginning and an end

In story telling create the situation for the customers so that they invest in the storytelling then create tension and get the response from the customers.



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Emotions

Connecting emotionally with the storytelling build the emotional memories and pull the customers towards the product and also become loyal customers and they also build powerful connections with the brand.

Authenticity

Story which represent your brand should be true this help the audience to build confidence.

Relatability

Story must have good connection with the customers and they must be interested in it.

First Mover Advantage

First-mover advantage (FMA) is the advantage gained by the initial ("first-moving") significant occupant of a market segment. It may be also referred to as technological leadership. A market participant has first-mover advantage if it is the first entrant and gains a competitive advantage through control of resources. With this advantage, first-movers can be rewarded with huge profit margins and a monopoly-like status.

Not all first-movers are rewarded. If the first-mover does not capitalize on its advantage, its "first-mover disadvantages" leave opportunity for new entrants to enter the market and compete more effectively and efficiently than the first-movers; such firms have "second-mover advantage."

It also allows company to build strong brand recognition and product in the market and loyalty towards your product before other new company entrance.

Various Advantages for first mover in the market:

- Build brand loyalty and impression in the eye of customers.
- Trap new customers.

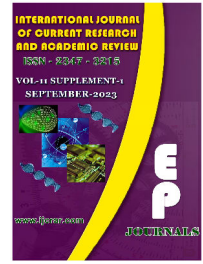


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- Establish product as per the industry standard.
- Technology leadership
- Control strategies and scarce resources.

Mobile Focused Digital Marketing

Things which affect the digital marketing

- Website should be mobile friendly.
- Create more new videos.
- Create paid campaigns
- Live streaming to build good relationship with audience.

Advantages of Digital Marketing

Global reach

A website allows you to find new markets and trade globally for only a small investment.

Lower cost

A properly planned and well-targeted digital marketing campaign can reach the right customers at a much lower cost than traditional marketing methods.

Trackable, measurable results

Measuring your online marketing with web analytics and other online metric tools makes it easier to establish how effective your campaign has been. You can obtain detailed information about how customers use your website or respond to your advertising.

Personalization

If your customer database is linked to your website, then whenever someone visits the site, you can greet them with targeted offers. The more they buy from you, the more you can refine your customer profile and market effectively to them.



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Openness

By getting involved with social media and managing it carefully, you can build customer loyalty and create a reputation for being easy to engage with.

Social currency

Digital marketing lets you create engaging campaigns using content marketing tactics. This content (images, videos, articles) can gain social currency - being passed from user to user and becoming viral.

Disadvantages of Digital Marketing

Highly reliant on Internet

Digital marketing highly depends on internet. Internet facility available only with good internet connections. We have become increasingly dependent on the Internet for things we need to maintain our normal life. If this trend continues, as most expect it will, we may not be able to survive so easily without the Internet.

Lack of trust

Customer lack trust on online advertisements some consider it fraud. This is one of the major drawbacks of digital market as when customers search for a particular product of a particular company many related competitive products appear on the home page of the same market strategies. This confuse the customers as many option is available to them and they find cheaper product of good quality.

Harm the image of brand

In the digital marketing duplicacy in the product increases as many product of the same kind is available. This results in customer start ignoring the branded products and go for the cheaper products.



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Beneficial for only consumer goods

This is one of the practical drawback of the digital marketing as the industrial goods and pharmaceutical goods cannot be marketed through digital channels.

Lack of Digital literacy in the world

There is lack of awareness in many parts of the country, people living in the remote areas still not aware of the digitalization.

Unaffordable smartphones

When we talk about digital market first thing which come is there should be availability of smartphones. Lack of affordable smartphones results in utilization of the digital market technologies.

Increase in cybercrime in India

There is no specific measure of security for the cybercrime present in India. India is more prone to the cybercrime.

Problem of connectivity

India has thousands of villages but with no proper electricity supply, digitalization are far away from these areas. Due to which these villages remain unconnected with digital market.

Problem of down server

Problem of down server are always there in post digital and pre digital India.

Low internet speed

With the increase in the usage of internet problem of low internet speed is very common today. For instance- Earlier Airtel was said to be world fastest network but after introducing 4G internet speed and increase in usage of internet speed of internet became slow.



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Findings of the Study

The factors which generally influence the buying behavior of the youth includes, lifestyle, attracting the opposite sex, purchasing power, family background, employment status of the youth, intervention of Western culture, educational qualification etc.

The digital shopping is getting popular among the young generation as they find it easier, time saving and convenient.

Using mobile internet and lots of more other factors account for a growing digital marketing industry in India.

The main crucial identified factors are time saving, the simplest price and convenience. People compare prices in digital stores then review all feedbacks and rating about product before making the ultimate selection of product and decision.

From the age of 18 to 33, digital shopping is being more used as there is more influence of the internet generation, and digital shopping has become an emerging trend among this age group to most of the digital shoppers are employed therefore they have the necessary independence to shop digital as most of them have different levels of income.

The markets of the present day also do lot of research to understand the youth and their buying behavior pattern, so that they can match to the requirement of the youth segment. Buying behavior is a changing factor and that too it is changing at a faster rate, so most of the products which is of recent innovation becomes obsolete too quickly.

Suggestions of the study

1. Marketers need to understand the accessibility of the digital facilities to the youth segment, before launching any product digitally.
2. Marketers need to conduct pre market survey to identify the need of the consumers especially in digital marketing.



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3. Consumers need to be aware of Digital shopping and there is a need to create a proper awareness.
4. As most of the studies revealed that the customers are risk averse and hence they need to be taught how to handle risk associated with Digital platforms.
5. The study ultimately suggests the readers and users to be aware of all the digital shopping portals and make use of their utility to the maximum extent with utmost care and caution.

Conclusion

It is very important to know the psychology of the consumers in the dynamic environment. Ever changing buying behavior of the consumers in the digitalized world should be understood properly to make the business sustainable. The revolutionized economy possesses many threats and challenges which are to be faced by the marketers today. People should be made more aware regarding the advantages of digitalized marketing. More efforts should be laid down to make digital marketing safe so that there is an increase in the market size. The digitalization has brought positive change in behavior of consumers. The greater change can be seen in big cities and among working couples due to lack of time it is convenient for them to do buying, payments at any time anywhere. Also digitalization gives rewards to consumer in form of coupons, gift vouchers, discount, cash back, cash discount which motivates them to use digital transactions. At last to create awareness and increase the usage of digitalization there is need to have promotional campaigns, roads shows, workshops among consumers.

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Full Length Article

IJCRAR/FL/72

Applications of Blockchain in Asset and Wealth Management

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Abstract

A Blockchain is a public ledger to which everyone has access but without a central authority having control. It is an enabling technology for individuals and companies to collaborate with trust and transparency. With blockchain technology in financial sector, the participants can interact directly and can make transactions across the internet without the interference of a third party. Such transactions through Blockchain will not share any personal information regarding the participants and it creates a transaction record by encrypting the identifying information. In Blockchain there are multiple shared copies of the same data base which makes it challenging to wage a data breach attack or cyber-attack. One of the best know applications of blockchains are the cryptographic currencies such as Bitcoin and others, but many other applications are possible. Blockchain technology is considered to be the driving force of the next fundamental revolution in information technology. Many implementations of blockchain technology are widely available today, each having its particular strength for a specific application domain.

Keywords: Blockchain, Bitcoin, Cryptographic currency, Blockchain applications.

Introduction

Blockchain is a shared, immutable ledger that facilitates the process of recording transactions and tracking assets in a business network. An asset can be tangible (a house, car, cash, land) or intangible (intellectual property, patents, copyrights, branding).



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Blockchain is a decentralized, distributed and often public, digital ledger consisting of records called blocks that are used to record transactions across many computers so that any involved block cannot be altered retroactively, without the alteration of all subsequent blocks.

Purpose of Blockchain

The purpose of blockchain is to share information amongst all parties that access it via application. Access to this ledger in terms of reading and writing may be unrestricted or restricted.

Blockchain Asset Management

Blockchain Asset Management is an innovative approach to managing digital assets using blockchain technology. It leverages the key features of blockchain such as decentralization, immutability, transparency and security to create a highly efficient and reliable system for managing assets. These assets can range from cryptocurrencies to tokenized securities and other forms of digital rights or property. The main purpose of blockchain asset management is to enhance trust, transparency and efficiency in the management of digital assets. Given the rise of the digital economy and the increasing relevance of digital assets, blockchain asset management offers a transformative solution to traditional asset management methods, paving the way for a new era of digital finance.

How Blockchain Asset Management Works

At the heart of blockchain asset management is distributed ledger technology, where the asset ledger is held and updated by all participants, not just a centralized authority. His decentralized approach ensures that everyone has access to the same information simultaneously, increasing transparency and trust.

Blockchain technology plays a critical role in record keeping and verification. Each transaction involving a digital asset is recorded on the blockchain and timestamped, forming an immutable

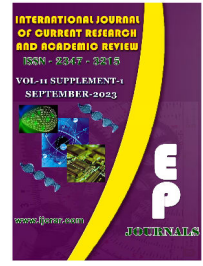


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record that is nearly impossible to alter or delete. This ensures integrity and authenticity, greatly reducing the chances of fraudulent activities.

Blockchain can be Used in Asset Management

Blockchain for digital assets revolves around the creation of unique digital representations of assets that go beyond traditional financial instruments, and which enable you to trade any kind of asset with more liquidity and speed, at lower cost.

Benefits of Blockchain in Asset Management

Blockchain increases trust, security, transparency and the traceability of data shared across a business network and delivers cost savings with new efficiencies.

Blockchain for business uses a shared and immutable ledger that can only be accessed by members with permission.

- Transparency and Trust
- Efficiency and Cost Reduction
- Security and Fraud Prevention
- Accessibility and Financial Inclusion

Drawbacks of Blockchain Asset Management

- Technological Challenges and Scalability Issues
- Regulatory and Legal Challenges
- Economic and Market Risks

Architecture of Blockchain Asset Management Systems

Peer to Peer Network

Blockchain asset management systems are built on a peer to peer network where all participants hold a copy of the entire blockchain.



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Cryptography and Security Measures

Cryptography is used to secure transactions and control the creation of new units in a blockchain asset management system.

Blockchain Mining and Validation

Mining, in the context of blockchain, is the process of validating new transactions and recording them on the global ledger. This system serves as the basis for consensus and trust in the blockchain network.

Evolution of Blockchain Asset Management

Origins and Early Applications

Blockchain asset management has its origins in the creation of Bitcoin and the underlying blockchain technology.

Current Trends and Developments

The technology is now being applied in various industries and sectors, from finance to supply chain, real estate and even art and music.

Future Prospects and Predictions

The future of blockchain asset management looks promising. It's expected to evolve with technological advancements and the ever increasing acceptance of digital assets. The potential for blockchain to revolutionize asset management by driving more secure, transparent and efficient operations is being recognized by an increasing number of institutions and individuals alike.

Blockchain Wealth Management

Blockchain is important to the wealth management industry because of two important capabilities.



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- They can act as a digital wrapper around any asset
- They allow the exchange of those assets on decentralized networks.

Impact of Blockchain in Wealth Management

Blockchain is most likely to improve asset management as it allows automated fund launch and seamless stakeholder management featuring digitized assets. The best thing about wealth management is that it is able to transform several processes.

It includes storage of documents, assets and data and offers an indestructible backlog to track both ownership and information. There are not many regulations for wealth management and people expect some change here. Blockchain in wealth management allows access to more open and inclusive business networks.

Apply Blockchain to Wealth Management

Allows Open Collaboration

Blockchain enables the users to create a system which features technology and it also processes third party providers and internal systems. Which tend to encircle around a single truth with regards to investment activities.

Build Wealth and Transaction Transparency

As transactions on a blockchain are immutable, it leads to an accurate, unchangeable record for experts to use and analyze the trades.

Incorporates Consistency

The blockchain technology claims to offer consistent records by ensuring there are no confusions as the blocks are verified by the nodes. Blockchains are most likely to benefit from investment banking.



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Benefits of Blockchain in Wealth Management

Better Security

The best part about using blockchain technology is that it offers improved data security. Besides providing better security methodologies. The software also provides and immutable record of all transactions. It distributes the transaction records across various nodes, so the odds of a data breach are removed.

Enhanced Speed

Besides being secure, blockchain technology is also fast. A perfectly designed asset management blockchain can now offer real time performance in tracking the wealth.

Client Onboarding

As blockchain technology is a highly regulated software, so potential onboarding clients isn't a time consuming process anymore. It just takes a few days to validate client identification, marital status, occupation, political ties, asset ownership, wealth sources, citizenship and political relations. The software doesn't inherit the process thoroughly. Still, it offers the structure for developing the solutions which can do it quickly.

Managing the Portfolio

The portfolios that are built on blockchain technology are most likely to be benefited by organized data structures. The software chooses to accelerate communications between all the concerned parties.

Supporting Regulatory Compliance

The software is based on three factors, including speed, transparency, and traceability. After every transaction, almost all blocks become a part of the audit trail, which offers the details of the transactions.



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Cons of Blockchain in Wealth Management

The software is not familiar to the market

It is the main reason there is a job in this sector as if there would be no risks, no one required experts to manage their assets. While the threats affect the viability of the career and people aren't excited to accept them either.

Cannot Process Large Volumes of Data

The automated technology has proved to be healthy and fast. It is also more flexible as compared to other systems. But some of the critics argue that there are a plethora of transactions. That needs to be handles with more excellent reliability and security. The blockchain is most likely to handle only seven transactions per second.

The Software doesn't hold experience under smart contract security:

There has been no verifiable breach, but some critics argue that so far. Some significant losses do occur. Hence the reason is enough to delay widespread adoption by the majority of financial sectors.

Quite expensive to replace legacy systems and promises

Blockchain technology threatens to bring some radical changes to the financial organizations. But it is not easy to meet the cost challenges until sufficient use cases emerges.

Conclusion

The Bitcoin is the first successful implementation of blockchain. Today the world has found applications of blockchain technology in several industries, where the trust without the involvement of a centralized authority is desired. So, blockchain is most likely to bring in more applications in the future. So, welcome to the world of blockchain.

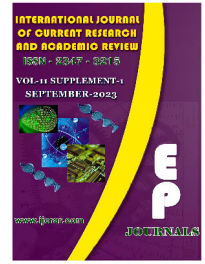


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Full Length Article

IJCRAR/FL/73

Blockchain Application in Asset Management and Wealth Management in India and Asian Countries

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Abstract

Blockchain is considered the most popular institutional technology in the banking sector after a country's central bank. Though Blockchain is appreciated by everyone the researchers are still in the process of finding to use it to its whole. This study talks about the applications of Blockchain which is in general in the context of Asian Countries. In Addition, it concentrated on the chain application of Asset and Wealth Management in India. This paper explores the implementation aspects of entrepreneurs using blockchain technologies for their asset management which will benefit the shareholders in the Industry. This research uses a theory-driven approach by analyzing the concepts of Asset and Wealth Management by blockchain and explaining how those concepts fit into the practical implementation in a Country. Blockchain is important to wealth management as it can work on decentralized networks, This paper talks about the strong potential of blockchain in wealth management to disintermediate many centralized business processors within the financial service industry.

Keywords: Blockchain, Financial Instrument, Core benefits, Asset Management, Evaluation, Benefits, Wealth Management.

Introduction

Blockchain technology is a decentralized ledger system that has increasingly popular in recent years. The blockchain is to share information amongst all the parties that are using it through a



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social media application. Blockchain is a system for storing records for transaction using digital currencies(bitcoin) that is accessed by a linked device.

The introduction of blockchain was made in 1991 and it became popular among Asian countries in 2009. In the talk of asset management in blockchain DLT Distributed ledger Technology a person's asset ledger is held up and updated by all the participants in their accounts not just a centralized authority. Blockchain is the protocol for exchanging value over the internet without any intermediary. Blockchain is seeing a lot of challenges within India majorly in the banking, insurance, and card industries.

However, some of the business aggregates have evinced interest in exploring blockchain for improving their business processors across their subordinates and business partners as well.

Blockchains are used in wider cases like underwritings, claims processing, customer onboarding, trade finance, and even trade settlement and commercial papers issuance and trading.

Blockchain in India

Blockchain applications are researched by many Indian players in the areas of trade finance, cross-border payments, bill discounting, Supply chain financing, and mainly in the digital identity area. Some of the commercial banks of Indian business corporations and even the stock exchange are among the pioneers in exploring blockchain in India.

Trade Finance

Blockchain in trade finance benefits global business by

- Reducing their operational cost
- Improving their efficiency
- Making trustless payments by offering high-security
- Making both the transparency and traceability in the transaction



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Cross Border Payments

Cross-border payments are financial transactions that occur between two different individuals who are located in different boundaries. Those transactions include may the transfer of funds or assets from one boundary to another which is through a financial institution(Banks) or any other financial institution. In simple it is a financial transaction between the promisor and the promisee who are located in different countries which may involve a wholesale or retail payment as well as remittances and require the conversion of one country's currency to another.

The benefits of blockchain and cryptocurrencies for Cross border payments:

Cost Reduction

There is an elimination of intermediaries and associated fees, which results in cost savings for an individual or a business.

Magnify Transparency and Traceability

The transparency of Blockchain access enhances visibility and traceability for cross border transactions which reduces the risk of fraud and develops trust between the parties

Greatest Financial Deepening

Blockchain is based on cross-border payments and has the potential to provide access to financial services for the unbanked and underbanked population, therefore fostering the greatest financial deepening.

Simplification on Complaints

It provides the situation integration of policy and regulatory complaints measures such as Anti-money laundering (AML) requirements and knows your customer(KYC), helping the Streamline Account compliances.



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Improved Security

Cryptographic encryption and consensus mechanisms are built into blockchain technology which provide robust security for cross-border payments. Blockchain minimizes the risk of/eliminates the risk of tampering or unauthorized access.

Elimination of Time Consumption

With the influence of decentralized networks CB payments using Blockchain technology can be carried out and settled in real time, acutely reducing the transaction time.

Bills Discounting

Bill Discounting is also known as invoice discounting, it is a trading activity where the seller sells some goods to the buyer who will make the payment as per the agreed credit period. If the buyer needs money before that he/she can approach the financial institution or some NBFC and sell that invoice to them. The financial institution gets the invoice verified by the buyer and then makes payment to the seller on behalf of the buyer. However, they make some deductions called discounts as their commission. Since the seller gets payment on a discount this transaction is called bill discounting.

Blockchain Invoicing

The application of blockchain on the invoicing system will allow for seamless payments made automatically from the customer to the business's digital wallet. Transactions are easy to track and monitor and the entire transaction history can be downloaded or exchanged from the blockchain.

Supply Chain Financing

It is a financing solution where a supplier can receive payment before their invoices. It aims to lower the cost for buyers and sellers. It requires a cloud-based platform to which the buyer and



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supplier can have access. To be short SCF is working capital finance to dealers, and vendors who have a business relationship with large firms to optimize the working capital requirements of both.

Blockchain in Supply Chain Finance

Blockchain-driven chain finance has shortened the transaction process compared with traditional SCF mode. It provides real trade data that can't be pampered with and also improves the efficiency of capital operation.

Digital Identity

Digital identity is the one-to-one relationship between a human and their digital present. Digital identity contains certain unique identifiers that allow system services and applications through who or what they are interacting with.

Blockchain Digital Identity

Many of the current digital identity management systems have downsides including the risk of data breaches, a bad user experience with people having to maintain so many accounts, and a lack of control of user data. Blockchain identity management enhances data security the fastest authentication process that prevents identity for and reduces cost. It creates an auditable trail of records and improves accessibility to identity.

Asset Management

Asset management firms manage and invest funds for their large institutional clients, like global corporations not for profit organizations, etc.... It is the practice of raising the total wealth over time by obtaining and maintaining trading and trading investments that have the potential to grow in value. This professional performs those services of others.

Blockchain Application In Asset Management

Blockchain technology plays a crucial role in record-keeping and account verifications. Each transaction including a digital asset is recorded on the blockchain and timestamped. Asset



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management is considered a growing sector in blockchain. The main goal is to increase efficiency, and cost reduction, enhance security, and create better transparency within asset tracking.

Evolution of Asset Management in the Application of Blockchain

Origins and Early Application

Earlier it was limited to managing bitcoin and other cryptocurrencies, but later the potential of BC applications in the usage of asset management was found and was quickly recognized.

Current Trends and Development

The technology of blockchain is currently being applied in various sectors like industries and businesses, from the supply chain to trade finance, real estate [as it is a widely used field currently], and even in the fields of arts and music. With the rise of decentralized finance (DeFi), tokenization, and Non-Fungible Tokens (NFTs). Currently, blockchain is reupdating the way we can manage and interact with assets in the digital realm.

Prospects and Predictions

The expectations of the evolution of blockchain with technological advancements and the ever-increasing acceptance of digital assets. The evolution of blockchain in asset management is expected to drive more secure, transparent, and efficient operations which is recognized to be increasing by several institutions and individuals.

Architecture of Blockchain

Peer To Peer Networks

Blockchain peer-to-peer networks were built to make its users have a copy of their ledger copy that's their entire blockchain copy. This architecture provides the underpins of the decentralized network of the system. Ensuring that no single has exclusive control access over the asset records.

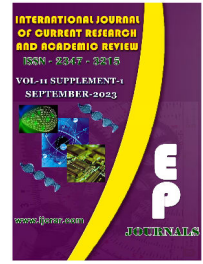


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Cryptography and Security Measures

To secure transactions and control the new units in a blockchain asset management system. It protects the identity of the participants and provides a high level of security for digital assets. It ensures the integrity of the transactions.

Benefits of Block Chain Application

- Transparency and Trust
- Efficiency and cost reduction
- Security and fraud prevention
- Accessibility and Financial Inclusion

Wealth Management

Wealth management is a financial service that provides investment advisory that combines all other financial services to fulfill the needs of prosperous clients. It provides information about the clients' wants and specific situations then adapts personalized strategies that implement the range of financial products and services for those.

Blockchain in Wealth Management

Wealth management is an extensive service that includes everything from a particular person to an estate, college savings, retirement, investments, and many more.

Decentralised

Decentralised Network

A decentralized network architecture distributes their works among several ones instead of depending on a single central server. a decentralized network is a network configuration where multiple authorities serve as the centralized hub for participants.



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Capabilities

Blockchain can act as a digital wrapper around any asset as it has decentralized networks as an application for wealth management. Blockchain allows its users to exchange digitally wrapped assets.

Reasons for the decentralized exchange of digital assets

The exchange is distributed among the users of the blockchain which has a strong potential to disintermediate centralized business processors within the financial services industry. cryptocurrency has guided a new asset class. Initial coin offerings (the company seeking to increase its money to create new coins) have paved the way for its investors to invest in the asset class without using any other aid from the banking system.

Conclusion

Blockchain technology creates permanent unchangeable records of every transaction. The applications of blockchain technology are widely implementable in several industries where there is trust without the inclusion of centralized authority. Though blockchain is working in a decentralised network still provides transparency and enables better management. It improves efficiency and traceability.

The blockchain can contain data like payment due dates amounts and client information. It provides strong support for comprehensively and accurately finding the total amount, increase, and decrease of assets ensuring the consistency of assets between accounts and accounts, accounts and reality.

With the unique characteristics of cryptocurrencies, the Implementation of effective strategies, and the leveraging of technology an investor can navigate the frontier with confidence. By this, we conclude our paper that there are many pros and cons in the application of blockchain but we still appreciate them. In the future, if there is any implementation of blockchain in Asian countries or India it will be more viable.



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Full Length Article

IJCRAR/FL/74

Employment Opportunities in Telangana- With Special Reference to Drone Industry

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Abstract

Telangana state formed in the year 2014 on June 2nd. Being Young State of India Telangana achievements in the case of Infrastructure development and Technology Advancement is tremendous as compared to other states. The biggest challenge for any state is to provide employment avenues. Telangana unemployment rate is in march 2023 is 5.23% whereas Labour force rate is 49.57% with the Employment to 15,866,073 Persons. Telangana state took a tremendous step by releasing Drone Framework 2019. The implementation of a supportive drone policy and the development of a robust drone ecosystem in Telangana will have a significant impact on employment opportunities and economic prosperity in the state. With the help of Atal Innovation Mission (AIM) and Telangana ASK, the state has designed many courses to fulfill the Industry requirement. The Main Objective of this paper is to identify the role of Telangana with regards to employment Opportunities in Drone Industries and to identify the number of Institutes and courses providing Drone Related Training to the youth of Telangana for extending employment platforms. Data has been collected from Government Official websites and Portals, research papers and Articles published in the various platforms.

Keywords: AIM, TASK, Employment Opportunities, Covid- 19, Financial assistance.

Introduction

Telangana Became the first state among all to get the permission from DGCA for using Drone in medical supplies during the Covid- 19. As well as it has released the Drone Framework in the year 2019 which comprises the basic pillars to develop the drone Industry in the state.

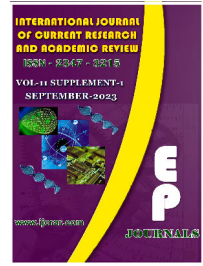


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There are in total 25 Drone Startups in Hyderabad Telangana which are getting financial assistance by way of incentives from the government of Telangana. State not only providing Financial assistance but also creating the various pool of employment by encouraging the Drone Industry in the state. The use of Drone is now not limited to defense purposes but now spreading its way to other industries also.

The major use of Drone was done by the State of Telangana by using Marut Drones for Medical supplies, Using Drone For agricultural purpose, Hosted an International Conference related to Drone, Conducted Hackadron-2018, Using of Drone to assist the Police Department and What not. State showed that it is trying hard to get a place Globally in case of Advancement of Technologies and its beneficial opportunities.

Right from 2017 till now the state has shown the tremendous progress in the field of Drone Industry

Review of Literature

(Panagariya, 2007) in his Paper "Why India lags behind china- how its bridge the gap" suggest four specific reforms, three for industry and one for IT, necessary to achieve the transformation to a modern economy.

Husain Rahman 2022 "Global drone revolution and related regulatory framework: A critical review" Journal of Statistics & Management Systems

Discussed the PLI schemes and anticipate the drone market of India to register \$ 40.7 billion and also discussed about several relaxatons provided by Indian Governement for the Development of Drone Industry.

(Giones *et al.*, 2017) in the study "From Toys to Tools- the Co- evolution of technology and entrepreneurial development in the Drone industry" argue that further steps are needed to develop drones from nice toys to professional tools—from photography and filming applications to inspection services and large cargo logistics. For innovation managers and entrepreneurs



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(Umar, 2020) “aimed to investigate the safety-related applications of drones considering technical features and barriers and enablers for safety-related tasks. Design/methodology/approach A mixed research approach using both qualitative and quantitative methods was adopted to achieve the aims and objectives of this research.

Need of the Study

The Drone industry is growing worldwide and simultaneously India also playing a major Role to boost the drone Industry in the Country. Every state of India Looking for UAV utilisations in their various perspectives. Where Telangana heading all the state in case of Drone industry’s Development and Placement. By providing encouragement to Drone Industries it is also creating a huge platform for the Talent and Placing an opportunities to become self-reliance with technological perspectives. Providing Entrepreneurial Platform and Job opportunities side by side. Hence the need was felt to understand the Telangana Government strategies to develop the Talent hub in the state.

Economic Prosperity and Employment Opportunities

Telangana state is looking for Economic Growth and Prosperity by opening various paths for the development of Job Opportunities in the state. By encouraging Drone Industry Telangana state offers various job platforms and Investment avenues.

Pooling Investment from the National and International avenues for the growth and development of the Drone Industry in the state. Already hosted an international Exhibition and Conference Conducted by Ministry of Civil Aviation and Airports Authority of India (AAI) along with the Federation of Indian Chambers of Commerce and Industry (FICCI) in Hyderabad Telangana From 12 to 15 March 2020.

Creating Direct and Indirect Job Opportunities in the field of Drone Industry like drone manufacturing, operations, and maintenance to software development, data analysis, and piloting, the drone industry has the potential to generate employment across various sectors.



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Drone technology suppliers, training centers, and service providers will emerge, further expanding employment opportunities.

Basic Pillars of Drone Framework of Telangana-2019

The ministry of IT & Electronics and Commerce, Telangana has released the framework based on the following basic parameters required to the growth of any industry in the country

The 3 Basic pillars of Drone Framework-19 are

1. Infrastructure
2. Talent Pool
3. Incentives

By including above important parameters, the Telangana government is creating ample job opportunities for the youth of the state. The aim of Telangana state to become the digital Telangana and T- hub, encouraging the various technological advancement in the state. To adopt the growth parameters, the state assured the proper training and recruitment for the development of the drone industry.

Various Courses and program conducted by the State

Telangana Government felt the need to reduce the gap between Practical and Knowledge Application, and to step ahead towards its goal to become the Digital Telangana, has introduced and reformed the various Courses, modules and Diploma & Program with collaboration of Atal innovation Mission and Telangana Academy of Skills and Knowledge.

The knowledge partners of Curriculum designs are:

1. Atal Innovation Mission
2. Telangana Academy of Skills and Knowledge
3. Telangana state aviation academy

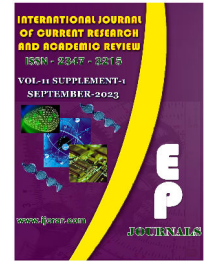


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Major player in the field of Drone training

There are many Private players and academies which are providing various Drone pilot training in the State but in this paper we have discussed only about the Telangana Drone academy which is a state enterprise.

Drone Academy- A Government of telangana Enterprise

The TSAA is home to one of the largest airspaces in the country for drone training, with a flight area of 280 acres and a runway of 920 meters, and a diverse set of facilities.

This is one of the Aviation academies in Telangana (TSAA) which is approved by DGCA to officially run the drone and drone related training and certification courses and Modules and is now engaged in providing different types of Drone Pilot Trainings. Courses provided by the academy are designed for 5 days.

The RPA pilot training is also open for enterprise clients, government bodies, law enforcement agencies, and corporates.

The Certificate courses are:

- a. Drone Survey and Mapping
- b. Mining
- c. Site assessment
- d. Aerial Photography
- e. Agricultural
- f. Drone Assembly and Repairs

The above courses which are provided by Telangana drone academy, fully approved by the DGCA and after completion of any course the trainer will get an authenticated certificate and valid license for the use of drones.

Fee structure: Starts from 3000 INR till 1 lakhs INR depending upon the course



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Duration of the Course: 5 days

Maximum entry in each Batch: 20 Trainees

Eligibility to get the Certificate: Clearance of Theory and Practical exam conducted by the academy after completion of 5 days Training

Learning outcomes

The important learning outcomes of the course are:

1. Knowledge about UAV or Drone
2. Identification of DGCA restrictions and regulations
3. Learning of Electronic and Non Electronics Components
4. Learning of Solo field Flying
5. Training of Drone Flights
6. Training of Flight Simulator
7. Achievement of Certification

Eligibility Criterion for Drone Courses in Telangana Drone Academy

1. Minimum qualification of the Interested candidates must be SSC and Above
2. Age of the Interested Candidate must be More than 18 years
3. Should compulsory have the Knowledge of English
4. Interested candidate must be an Indian Citizen
5. Interested Candidate must be Mentally and Physically fit to fly Drone

Career Opportunities

After successful completion of course one can apply for license and can become the authorised license holder for using Drone. Using a drone without the permission and license is a punishable offense.



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There is an immense number of chances after getting the license of Drone. The following are the scope of the employment after successful completion of drone Certificate Course

- 1. Drone Pilot:** Drone pilots operate unmanned aerial vehicles (UAVs) for various purposes, including aerial photography, surveying, agriculture, and more. To become a drone pilot, you may need to obtain a drone pilot license in some countries.
- 2. Aerial Photographer/Videographer:** Aerial photographers and videographers use drones to capture stunning aerial footage and images for various industries, including real estate, film and television, and advertising.
- 3. Drone Technician/Engineer:** Drone technicians and engineers are responsible for building, maintaining, and repairing drones. They ensure that the UAVs are in working condition and may be involved in customizing drones for specific purposes.
- 4. Data Analyst/Processing Specialist:** Drones collect large amounts of data through sensors and cameras. Data analysts and processing specialists are needed to process and analyze this data for industries like agriculture, environmental monitoring, and infrastructure inspection.
- 5. GIS (Geographic Information Systems) Specialist:** GIS specialists use drone data to create detailed maps and geographic information systems. They play a crucial role in applications like land surveying, urban planning, and disaster management.
- 6. Drone Software Developer:** Developers in this field create software and applications to control and manage drones, analyze data, and enhance their capabilities. Knowledge of programming languages like Python and C++ is often required.
- 7. Research and Development (R&D) Engineer:** R&D engineers work on improving drone technology, developing new features, and enhancing drone performance. They may also explore innovative applications for drone technology.



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8. **Regulatory and Compliance Specialist:** As drone regulations continue to evolve, specialists in this field help companies navigate the legal and regulatory aspects of using drones. They ensure that operations comply with local and international regulations.

9. **Drone Instructor/Trainer:** With the increasing demand for skilled drone pilots and technicians, there is a need for experienced professionals to provide training and certification courses to aspiring drone operators.

10. **Drone Sales and Marketing:** Companies in the drone industry require sales and marketing professionals to promote and sell drone products and services. Knowledge of the industry and its technology is essential in this role.

11. **Emergency Response and Search and Rescue:** Drones are used in emergency response situations for search and rescue missions, disaster assessment, and surveillance. Professionals in this field operate and manage drones for critical tasks.

12. **Environmental Monitoring Specialist:** Drones are used to monitor wildlife, track environmental changes, and conduct research. Specialists in this area collect and analyze data to support environmental conservation efforts.

13. **Precision Agriculture Specialist:** Drones are employed in precision agriculture to monitor crops, optimize irrigation, and assess plant health. Specialists help farmers make data-driven decisions to increase crop yield and reduce resource usage.

14. **Drone Logistics and Delivery:** Companies like Amazon and UPS are exploring drone delivery services, creating opportunities for professionals involved in logistics, route planning, and operations.

15. **Security and Defense:** The defense sector uses drones for surveillance, reconnaissance, and security purposes. Jobs in this sector include drone operators, analysts, and engineers.



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Incentives to encourage Drone Start ups in the State

Start ups are one of the back bones of the financial systems in any Country, which requires proper encouragement and Motivations by the Central and State Government.

Which ultimately come up with the great entrepreneurs of the Country or State

Telangana government it its Drone Framework has discussed about the types of Incentives which are provided to the Drone Startups and MSMEs in the State

The following incentives are mentioned in the Drone Framework 2019:

- 100% Reimbursement of SGST: 100% Reimbursement Of GST is provided by the Government to Micro and small enterprises, where Production is Maximum INR 50 Millions for the Period of 7 years from the Date of Commencement of Commercials
 - For Medium, Large and MEga companies the Reimbursement is limited to the investment made in Plant and Machinery it can claim for the period of 10 years from the Date of Commencement of Commercials
1. 25% Investment Subsidy: Investment subsidy is provided to the first 25 eligible companies in MSME, up to Maximum of INR 30 Millions and Subsidy up to maximum of INR 7.5 Millions to the first 50 Micro and Small eligible companies. For Drone/ anti drone service providers and IT solution Drone Services subsidy is limited to INR 5 Millions for Fresh Investment and One time subsidy limited to up to INR 10 Millions to the companies according to the operations conducted for last two years
 2. 30% Subsidy on Lease rentals: Making land available at affordable costs and Providing the subsidy of 30% on Lease rentals up to 10 years to the eligible companies to attract companies in the Drone Industry. Drone/ anti drone service providers and IT solution Drone Services 30% subsidy is announced for Building Office Space, Incubators and Co- working space as per the eligibility norms.



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3. 100% Reimbursement of Stamp duty: Reimbursement of 100% of stamp duty for purchasing land for specific units to the companies.
4. 100% Reimbursement of Exhibition stall rent: rental cost limited to 9 sq.mt. of space and delegate registration charges at conferences/exhibitions will be reimbursed 100% up to a maximum amount of INR 1.5 million per annum for participation in single or multiple events in the notified national/international exhibitions.
5. 100% Reimbursement of Internet Bandwidth Charges: This Incentive is limited up to Amount of INR 5,00,000 per annum for the period of Three Years to the drone/anti-drone service providers and drone monitoring solution providers
6. Grant for Research and development Project : Providing a Grant up to an amount of INR 1 million to the drone/anti-drone service providers and drone monitoring solution providers for undertaking Research and Development initiatives.
7. 50% Subsidy on Pilot Training Fee: Telangana aviation academy provides 50% Subsidy on the Pilot Training Fee to the Students or Graduates belonging to Poor Economic Background.

Finding and Suggestions

The study found that Government of Telangana is providing Incentives for the development of start-ups in the state which will lead support to make in India Project of Central Government. State also has introduced various courses, modules, Certifications and Diplomas to fulfil the requirement of drone pilots in the different uses of Drone. However during the data collection through websites of Academy and other sources, the number of Students participated for these courses are only 70+. This is very less. The government can make effort to develop the awareness about the courses and its benefits among the youth.

Another suggestion is to provide affiliation to private institutions for the development of more courses and availability of courses to every area so that more number of Drone pilots can be trained.



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There is need of more promotion of such courses among the youth, so the state government should focus on more Training and Awareness program with the collaboration of State Education Ministry

Conclusion

The drone industry is dynamic and continually evolving, offering diverse job opportunities across various sectors, from entertainment and agriculture to defence and technology. As technology advances and regulations change, new roles and opportunities are likely to emerge within the industry.

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Full Length Article

IJCRAR/FL/75

Fintech Innovation in Asia: A Comparative Analysis

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Abstract

The Asian continent has observed a thoughtful conversion in the financial technology (fintech) segment, with various countries initial as global frontrunners in innovation. This abstract provides a glimpse into the comparative analysis of fintech innovation in India, China, Singapore, and Indonesia, leveraging secondary data and statistical tools.

Keywords: Fintech Innovation, Digital Transactions, Smart phone users.

Introduction

Financial technology, or fintech, has rapidly transformed the financial services landscape worldwide.(Feyen *et al.*, 2021) The financial technology (fintech) industry has witnessed remarkable growth and innovation in recent years, reshaping the financial landscape across the globe. Asian countries, including India, have emerged as hotspots for fintech innovation.

In recent years, India and several Asian countries have emerged as hotspots for fintech innovation. This article aims to provide a comparative analysis of fintech innovation in India and select Asian countries, leveraging secondary data and statistical tools. By examining key indicators and trends, we aim to shed light on the evolving fintech ecosystems in these regions.



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Fintech Landscape in Asia has emerged as a global fintech hub, driven by factors such as a young and tech-savvy population, rising smartphone penetration, and supportive regulatory environments. The fintech ecosystem in Asia encompasses various segments, including digital payments, lending, wealth management, and blockchain technology (Setiawan *et al.*, 2021).

Objectives

- To understand technology adoption
- To Identify success Factors
- To Assess Fintech Ecosystems

Table.1 Lecture Review

Autor Name & Year	Country	Factors	Findings
(Fintech in India, n.d. 2016)	India	Payments and alternative lending in the Indian fintech market, Investment in fintech startups in India, Indian fintech ecosystem Government, and regulatory bodies	The paper provides an overview of the fintech ecosystem in India, including the evolution of fintech, the Indian fintech ecosystem, government and regulatory bodies, accelerators and incubators, and human resources.
(Sartika <i>et al.</i> , 2021)	Indonesia	Human Resources, Digital Finance and Payments, Communications Infrastructure, Technology, Internet Development, and Government Regulations	It highlights the positive impact of robust telecommunications infrastructure, emphasizing broadband availability, speed, and affordability. Government support through regulations is deemed crucial for FinTech development.
(Chen <i>et al.</i> , 2022)	China	China's financial sector and other emerging markets.	How fintech development affects financial risks in 's major commercial banks. It uncovers a U-shaped

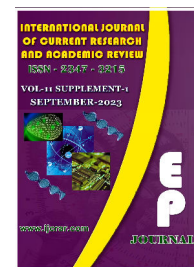


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			relationship: as fintech evolves, risks first rise and then fall. This highlights fintech's dual nature, offering opportunities and risks
(Feyen <i>et al.</i> , 2021)	Not Specified	Digital transformation of financial services, nonbanks, policies for financial service and competition	The digital transformation of financial services has complex implications for market structure, public policy, and regulatory considerations.

Research Methodology

The research design section Descriptive method used to investigate the Innovation of Fintech in Asian Countries (India, Indonesia, China, Singapore). This study adopts a mixed-methods research approach. It combines quantitative analysis of Innovation of fintech data with qualitative insights from Secondary data through the Global index, article, journals, and selected countries Websites. Sample size is India Smartphone users and Digital Transaction of 5 Years

Fintech Innovation landscape has been significantly influenced by five key fintech innovations.

India (Ministry of Electronics & IT. (2023)).

QR Code

QR codes have simplified payment processes by allowing customers to make transactions by simply scanning a code. This has expanded digital payment adoption among businesses and individuals, reducing the reliance on cash and improving financial inclusion.

NFC Card

Near Field Communication (NFC) technology embedded in cards enables quick and contactless payments. This innovation promotes secure and efficient payment methods, making it easier for businesses to accept digital payments and enhancing customer convenience.



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24/7 Banking Services

Fintech has ushered in round-the-clock banking services, allowing businesses to conduct transactions and access financial information at any time. This accessibility boosts productivity and supports businesses that operate outside traditional banking hours. (Ministry of Electronics & IT, 2023)

Video KYC

Video KYC solutions utilize video calls to verify the identity of customers remotely. This innovation streamlines the onboarding process for businesses, reducing paperwork and expediting customer verification while maintaining robust security measures.

AEPS

AEPS leverages the Aadhar biometric system, providing a secure and efficient way for individuals, including those in rural areas, to access financial services. This innovation promotes financial inclusion by enabling basic banking transactions without the need for physical bank branches.

China (Zhou *et al.*, 2022)

Strong Mobile Penetration

China's high mobile penetration rate, with a large population actively using smartphones, provided a fertile ground for fintech adoption. The ubiquity of smartphones allowed fintech companies to reach a broad user base quickly.

Digital Payment Ecosystem

China's rapid transition to digital payments, led by platforms like Alipay and WeChat Pay, eliminated the need for physical cash and made digital financial services easily accessible to the masses. The convenience of mobile payments played a pivotal role in fintech success. (Zhao *et al.* 2022)

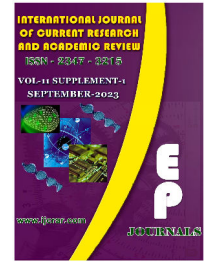


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Regulatory Support and Innovation Sandbox

The Chinese government adopted a supportive stance towards fintech innovation, introducing regulatory sandboxes to encourage experimentation while maintaining oversight. This approach allowed fintech startups to test new concepts and business models within a controlled environment.

Integration of Finance and Technology

Leading Chinese tech giants, such as Alibaba and Tencent, ventured into fintech by leveraging their extensive user bases and technology infrastructure. This integration of finance and technology helped bridge the gap between traditional banking and digital services.

Data and AI

Fintech companies in China harnessed the power of big data and artificial intelligence (AI) to offer personalized financial products, credit scoring, and risk assessment. This data-driven approach improved the efficiency and accuracy of financial services.

Singapore (Bredt, 2019)

Regulatory Support and Innovation-Friendly Environment

The Monetary Authority of Singapore (MAS) has been proactive in fostering a supportive regulatory environment for fintech. Initiatives like the FinTech Regulatory Sandbox and the Payment Services Act have created a conducive space for experimentation and innovation.

Strong Financial Infrastructure

Singapore has a well-developed financial infrastructure, including a robust banking system and efficient payment networks. This provides a solid foundation for fintech companies to build upon.



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Talent Pool

Singapore's diverse and skilled workforce includes professionals in finance, technology, data science, and cybersecurity. The availability of talent makes it easier for fintech companies to hire and grow their teams.

Access to Capital

Singapore is home to numerous venture capital firms, angel investors, and corporate innovation labs. Fintech startups have access to a variety of funding sources, which is essential for growth and expansion.

Global Connectivity

Singapore's strategic location and strong international connectivity make it an ideal base for fintech companies looking to expand across Asia and beyond. The presence of major financial institutions and multinational corporations further enhances this advantage.

Indonesian (Sartika *et al.*, 2021)

Mobile-First Population

Indonesia has a large and increasingly mobile-first population. The widespread use of smartphones and mobile internet connectivity has enabled fintech companies to reach a broad user base quickly and offer mobile-based financial services.

Government Support and Regulation

The Indonesian government has shown support for fintech innovation through regulatory frameworks like the Regulatory Sandbox and the Electronic Know Your Customer (e-KYC) system. These initiatives promote a conducive environment for fintech experimentation and growth.

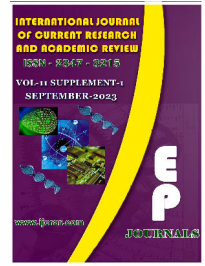


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Financial Inclusion Focus

Fintech companies in Indonesia have prioritized financial inclusion. Services like digital payments, peer-to-peer lending, and microinsurance have helped bridge gaps in financial access, especially in underserved and rural areas.

Youthful and Tech-Savvy Population

Indonesia has a large, young, and tech-savvy population. This demographic is open to adopting new technologies, making it an ideal market for fintech services and products.

Strong Ecosystem and Investment

The fintech ecosystem in Indonesia has been bolstered by local and international investors. Venture capital firms and corporate investors have shown interest in supporting Indonesian fintech startups, providing them with necessary funding for growth and development.

Table.2 Smartphone Users in Asia Continent Countries

	Smartphone users (in Millions)				
	2018	2019	2020	2021	2022
India	374.83	345.9	439.42	606.57	659
Indonesian	73.1	83.9	160.23	178.96	187.7
Singapore	4.89	5.05	5.26	5.42	5.57
China	782.3	851.2	911.9	911.7	1015.2



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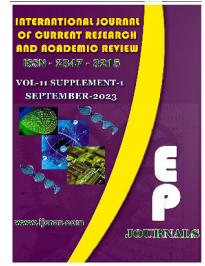
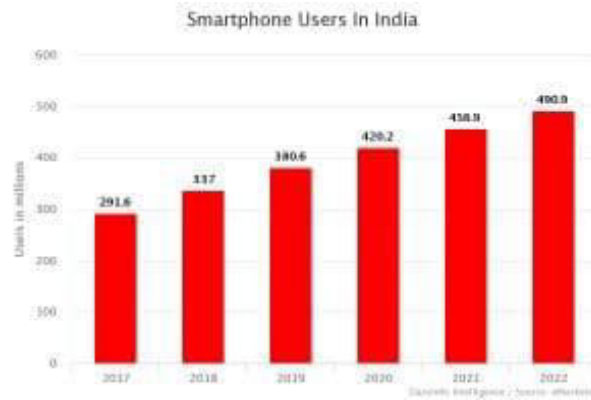
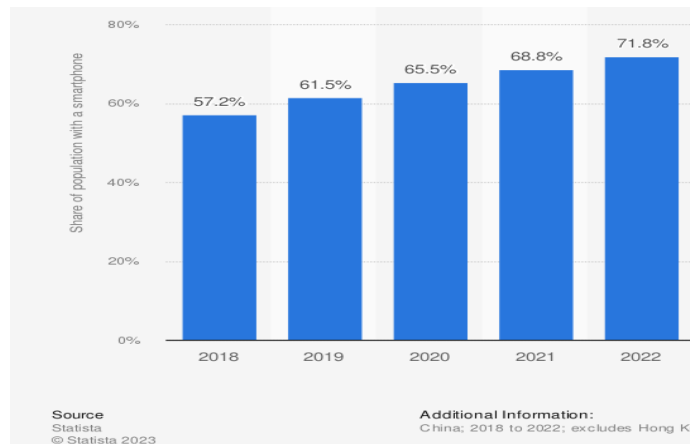


Fig.1 India Smart Phone users



Source: eMarketer

Fig.2 China Smart Phone users





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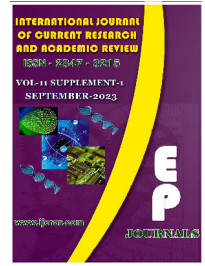


Fig.3 Singapore Smart Phone users

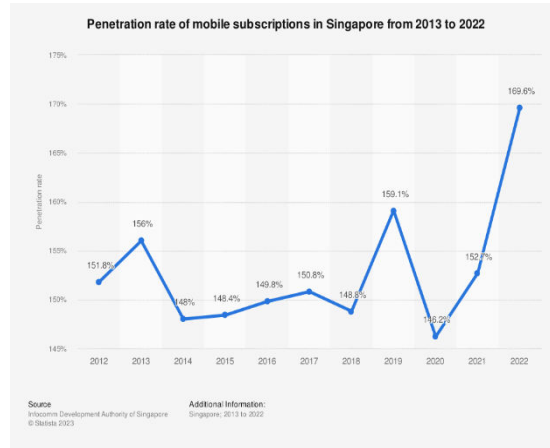
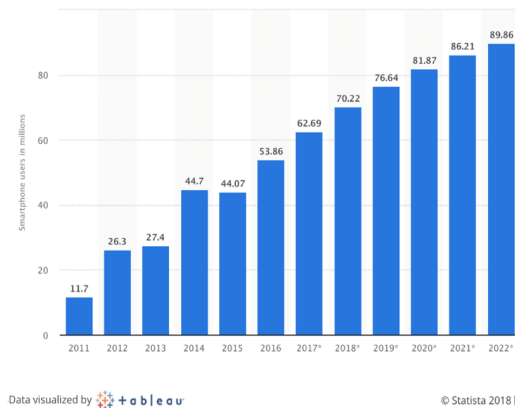


Fig.4 Indonesia Smart Phone users



Banks and payment firms have harnessed AEPS to provide cash withdrawal services in remote rural regions where the installation of ATMs would not be cost-effective (Bazarbash, 2019). Utilizing micro-ATM devices or compact point-of-sale (PoS) terminals equipped with biometric

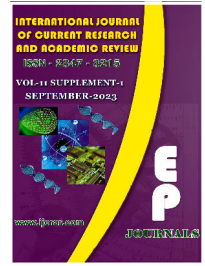


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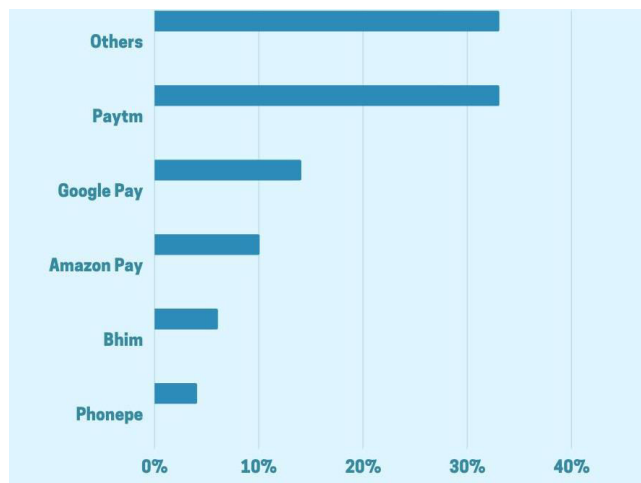
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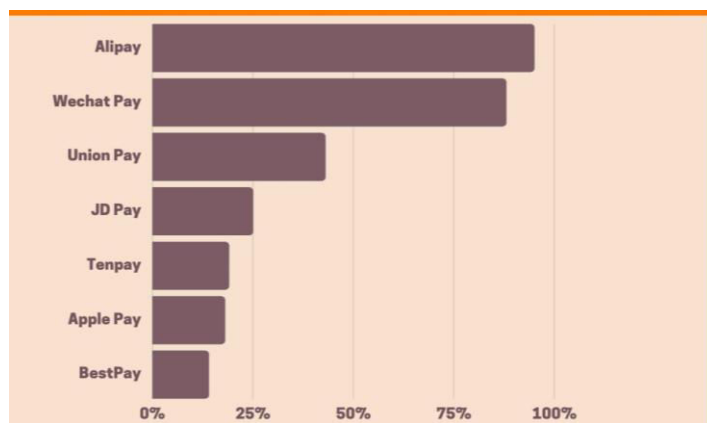
readers, residents in rural areas can conveniently access cash from their bank accounts instantly (Kumar Shetty Manel Srinivas *et al.*, n.d.).

Fig.5 Digital Payment Application Users in India



Source: startup talky

Fig.6 Digital Payment Apps Popularity in China



Source: startup talky



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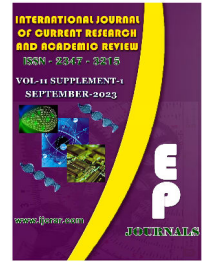
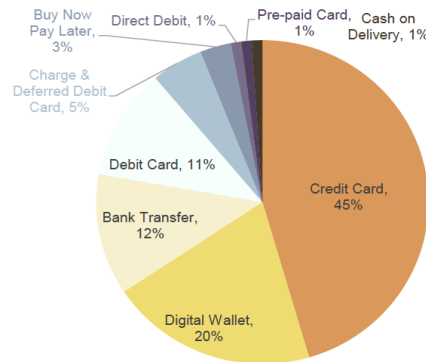


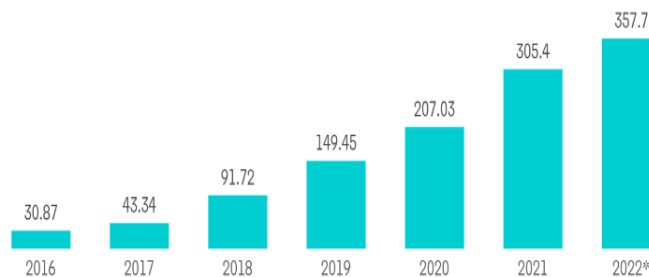
Fig.7 Singapore E-Commerce Mix by Payment Method



Sources: 2021 Global Payments Report, FIS (<https://worldpay.globalpaymentsreport.com/en/>)

Fig.8 E- Money Transaction in Indonesia

Electronic Money Transactions, Value in IDR Trillions, Indonesia, 2016-2022



Source: Bank of Indonesia



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Table2: Descriptive Statistics

	Mean	Std. Deviation	N
Phone user in India	485.143999999999950	140.195342754315500	5
D-money User in IND	48.580	26.4786	5

Table 3: Correlations

		Phone user in India	D-money User in IND
Phone user in India	Pearson Correlation	1	.914*
	Sig. (2-tailed)		0.03
	Sum of Squares and Cross-products	78618.937	13566.05
	Covariance	19654.734	3391.512
D-money User in IND	Pearson Correlation	.914*	1
	Sig. (2-tailed)	0.03	
	Sum of Squares and Cross-products	13566.049	2804.468
	Covariance	3391.512	701.117

*Correlation is significant at the 0.05 level (2-tailed).

Phone user in India Mean is 485.14 and Standard Deviation: 140.2 D-money User in IND Mean is 48.58 Standard Deviation is 26.48. The correlation coefficient measures the strength and direction of the relationship between two variables. In this case, we are interested in the correlation between "Phone user in India" and "D-money User in IND".

Pearson Correlation Coefficient between Phone user in India and D-money User in IND: 0.914, Significance (2-tailed) 0.03 Sum of Squares and Cross-products for Phone user in India 78618.94 Covariance between Phone user in India and D-money User in IND is 19654.73 Pearson Correlation Coefficient between D-money User in IND and Phone user in India: 0.914 Significance (2-tailed) 0.03 Sum of Squares and Cross-products for D-money User in IND 13566.05 Covariance between D-money User in IND and Phone user in India: 3391.51



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Correlation Analysis

- The Pearson correlation coefficient between phone users in India and D-money users in India is 0.914, which is very close to 1. This indicates a strong positive correlation between the two variables.
- The p-value (significance) is 0.03, which is less than 0.05 (the chosen significance level). Therefore, we can conclude that the correlation is statistically significant.
- The positive correlation suggests that as the number of phone users in India increases, the number of D-money users in India also tends to increase, and vice versa.
- The covariance values further support the strong relationship between these two variables.

Conclusion

Fintech innovation is a dynamic force that is reshaping the global financial landscape. As our comparative study has shown, different regions are adopting fintech solutions at varying paces and with distinct emphases. In Asia-Pacific, the rapid adoption of fintech is driven by a combination of factors, including large unbanked populations, government support, and a thriving tech ecosystem. This region has seen remarkable success in digital payments, peer-to-peer lending, and blockchain technology, but it also grapples with regulatory concerns and data privacy issues. In conclusion, fintech innovation is a global phenomenon, but its trajectory varies from region to region. What is clear is that fintech is here to stay, and its impact will continue to transform how we access and manage financial services. Governments, regulators, and industry players must collaborate to create an enabling environment that fosters innovation while safeguarding consumer interests and financial stability. The future of fintech promises exciting opportunities and challenges, making it a space worth watching closely in the coming years.

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Full Length Article

IJCRAR/FL/76

A Study on Self-Employed Women Entrepreneur in Chennai City

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Abstract

The aim of this paper is to address the hard-working self-employed women entrepreneur in Chennai city to know their working nature, need, challenges and the motivating factor for carry out their business. Although there are several entrepreneurs are existing but this paper focuses on the unestablished women entrepreneurs who all are self-employed. The Sample size is 65. The method used in this study is One Sample T test, Independent Sample T test/Two sample T test, Paired Sample T test, One Way ANOVA and Multiple Linear Regression were used. Through the results it has been shown that there is a significant difference that existing at 0.05% level.

Keywords: Society, self-employed women entrepreneur, financial decision, work environment.

Introduction

Self-employed women entrepreneur has a visionary to achieve their dreams by themselves and freedom to take financial decision. Through this process they can inspire and motivate millions and trillions of people in the society. They also have strong willpower & attitude to face the challenges and also have the courage to challenge the obstacles to achieve their ambitions.

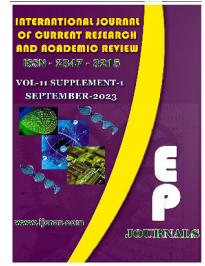


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Generally, as a women need to fight for each and every opportunity also chance to prove themselves to the society that their can have their own dream to achieve it. They also have huge responsibility as a daughter, mother, wife and daughter-in-law and also towards to the society.

Self employed women entrepreneur has her own boss they have their flexible hours and favorable work environment. They proved to the society that they can balance their professional work as well as personal life. They have the special talent to create employment opportunities in order to boost the economy. They are also liable to pay tax. Instead at being at home, they are trying to stand on their own to meet their own and family expenses. Nowadays financial stability has a huge power to gain respect from others. So, self employed women entrepreneur is someone has a power to change the society. Their concept is that if you believe yourself the world will automatically believe you. Their created a positive impact in the working nature of job and taught the society that they can be treated equally and with respect. It is not easy being a self-employed women entrepreneur but still they are chasing their dreams with passion and they do not give-up easily. As a woman they have lot of health issues, depression, mood swings, stress and financial instability etc., but instead of giving reasons to not to achieve their dreams as a self-employed women entrepreneur has made their own wings of dreams to fly in the sky and has no limit to achieve it. They are fabulous like wonder women and also carry a positive attitude, patience and hard-working skill to make their dream possible every day. So, self-employed women entrepreneur has a hope on themselves that they can contribute towards the future to change the society. The only profession that makes others to inspire, to feel value, to motivate and to make their contribution towards the society is self- employed women entrepreneur.

Review of Literature

Lindstrom., S, Ansio., H & Steel, T (2022) Meaningfulness and self-integrity at work amongst older, self-employed women entrepreneurs, International Journal of gender and entrepreneurship. The Aim of this research is to identify a meaningfulness and self-integrity at work among older, self-employed women entrepreneurs. The approach was used as thematic analysis over 55 years old self-employed women in Finland. The results shows that the self-integrity in self-employed women entrepreneur was repeatedly experienced and shows the contrast to male gender.



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Kavita Sangolagi., Mallikarjun Alagawadi, (2016) Women Entrepreneurs, international journal of advanced in engineering technology, management and applied science. The study expresses the need for growth of women entrepreneurs and challenges faced by them. Women entrepreneurs are essential in order to control over poverty and unemployment. The women entrepreneurs in this study focuses on the Roti Makers working in Karnataka State. Hence, the family support is essential for them to achieve it.

Ms. Yogita Sharma, (2013) Women Entrepreneur in India, IOSR Journal of Business and Management. The study focuses on the women entrepreneurship in India. There major problems, factors influencing them, success stories of women entrepreneurs and steps taken by the government. This study is based on secondary data and also study has made to create an awareness of women entrepreneurship in India.

Muhammad Adeel Anjum., Nausheen Khan., Hina Naz., Syed Ali Raza., Sehrish Fatima (2012) Problems and Prospects of Women Entrepreneurs: A case study of Quetta- Pakistan, International Journal of Business and Social Science. The study describes the problems and prospects of women entrepreneurs in Pakistan. The sample of 100 entrepreneurs has respondents of this study. The method used as descriptive statistics and rank method. The results identified the problems of women entrepreneurs based on the opinion of the respondents.

Rebekah Bennett and Susan Dann, (2000) The Changing Experience of Australian Female Entrepreneurs, Gender, Work and Organization. The study experienced the changing nature of Australian female entrepreneurs. The several prior research has done in this context to address the changing nature of female entrepreneurs in United Kingdoms and United States. The results shows that characteristics and shifts in nature of behaviors are identified among them.

Research Gap

From the existing literature review the gap has been identified that no study has done in the Chennai city of Self-employed women entrepreneurs. So, this study has done to fill the gap from the existing literature review.

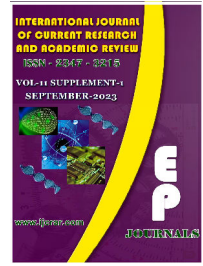


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Objectives of the Study

- To know the need of self-employed women entrepreneur
- To assess the challenges faced by self-employed women entrepreneur
- To analyze the motivating factor of self-employed women entrepreneur

Research Methodology

The sample size is 65. The method used in this study is One Sample T test, Independent Sample T test/Two sample T test, Paired Sample T test, One Way ANOVA and Multiple Linear Regression were used.

Analysis and Discussion Paired Sample T Test

Null Hypothesis

There is no significant difference between qualification and the need of self-employed women entrepreneur. Result shows that Null hypothesis is rejected and alternate hypothesis is accepted significant @ 0.05%.

Table.1 Paired Samples Test

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Qualificati on - needofself employedw omenentre Preneur	-1.369	.977	.121	-1.611	-1.127	-11.294	64	.000



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Two Sample T Test/Independent Sample T Test

Null Hypothesis

There is no significant difference between family structure and the challenges faced by self-employed women entrepreneur. Result shows that Null hypothesis is rejected and alternate hypothesis is accepted significant @ 0.05%.

Table.2 Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Challenge s faced by self employed women	Equal variances assumed	31.980	.000	- 6.000	63	.000	-2.364	.394	-3.151	-1.576
Ntrepreneur	Equal variances not assumed			- 14.162	54.000	.000	-2.364	.167	-2.698	-2.029

One Way Anova

Null Hypothesis

There is no significant difference between nature of jobs and years of experience. Result shows that Null hypothesis is rejected and alternate hypothesis is accepted significant @ 0.05%.

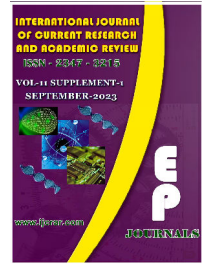


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Anova

Table.3 Nature of Job and Years of Experience

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	54.462	2	27.231	70.346	.000
Within Groups	24.000	62	.387		
Total	78.462	64			

One Sample T Test

Null Hypothesis

The sample mean is not significantly different from the hypothesized population mean. Null hypothesis is rejected and alternate hypothesis is accepted significant @ 0.05%.

Alternate Hypothesis

There is a significant difference between sample mean to hypothesized population mean.

Table.4 One-Sample Test

	Test Value = 4					
	T	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Income Level	-13.443	64	.000	-1.846	-2.12	-1.57



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Multiple Linear Regression

Null Hypothesis

There is no significant prediction of motivating factor of self- employed women entrepreneur by age and martial status. Result shows that Null hypothesis is rejected and alternate hypothesis is accepted significant @ 0.05%.

Table.5 ANOVA^a

	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	104.533	1	104.533	258.597	.000 ^b
	Residual	25.467	63	.404		
	Total	130.000	64			
2	Regression	108.473	2	54.236	156.204	.000 ^c
	Residual	21.527	62	.347		
	Total	130.000	64			

Dependent Variable: Motivating factor of selfemployed women entrepreneur

Predictors: (Constant), Age

Predictors: (Constant), Age, Martial status

Limitations of the Study

- It is limited to women has an entrepreneur
- It is limited to Chennai city.
- The sample size is limited to 65 data from the respondents.

Scope for Further Research

The scope of this further study indicates that the sample size needs to be increased, comparative study can be done like Male entrepreneur vs Women entrepreneurs success, the area of the research study can be broad.



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Conclusion

It is based on the women entrepreneurs who all are self-employed but still there are unrecognized to the world. This paper has made in the context to make self-employed women entrepreneur known to the world and the purpose is to establish the self-employed women entrepreneur and to test the significant relationship between the variables present in the study.

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Full Length Article

IJCRAR/FL/77

A Study on Entrepreneurship and the Rise of Modern-Day Influencer Marketing in Chennai

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Abstract

Influencer marketing has steadily grown in importance to entrepreneurship and, in comparison, has become a more reliable source of income. Influencer marketing was predicted to increase significantly over the following five years, exceeding 25%. The study's goals are to examine the development of influencer marketing in Chennai, paying particular attention to important trends, platforms, and business strategies. It also aims to offer advice and best practises for entrepreneurs and influencers in Chennai who want to get the most out of influencer marketing. Both primary and secondary sources of data were used to get the data for this investigation. In the primary data collecting approach, questions based on this subject were created, and interviews were held to get replies. For the secondary data gathering approach, the content of numerous research papers, journals, and articles was examined. 324 people, from a range of ages and educational backgrounds, make up the sample size. Demographic information, social media platforms, and influence marketing advice are all included in each inquiry. In this study, the Likert five-point scale is also employed. Among the tools used to interpret data are percentages, T tests, and ANOVA. As a dynamic and successful method of reaching consumers in the digital era, influencer marketing is being embraced by Chennai's business community. Entrepreneurs who can adapt and innovate within the influencer marketing arena will probably prosper in Chennai's cutthroat business environment as this trend continues to develop.

Keywords: Entrepreneurship, modern times, influencer marketing and awareness.



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Introduction

To enter the world of business with passion, entrepreneurship is the combination of being independent, having the ability to manage one's own plans, working wherever and whenever it is necessary, wanting to adhere to the goal, taking risks, making innovations, and thinking outside the box. Modern marketing techniques and new technical developments support entrepreneurship's growth and effectiveness.

Influencer marketing is the practise of promoting brands, raising awareness, and selling products or services with the aid of a person who has the ability to communicate effectively and reach the desired audiences. Strong influencers work, speak on behalf of the company or item, and spread their ideas among social media users. Today, a lot of individuals use influencer marketing, one of the more sophisticated strategic techniques, to contact clients through social media influencers. In order to survive in this cutthroat entrepreneurial era, it has become an essential approach that everyone must be aware of. Influencer marketing has steadily grown in importance to entrepreneurship and, in comparison, has become a more reliable source of income. Influencer marketing was predicted to increase significantly over the following five years, exceeding 25%.

Examining The Literature

According to Rajath Venkatesh Merin Meleet and Nagaraj G. Cholli, influencer marketing affects entrepreneurship more than conventional marketing techniques. It is due to the rise in social media usage in the present day and age. The potential of influencers, who already have a sizable following on social media, can be used by businesses and entrepreneurs to provide personality to their products or brands, according to Zdenka Kadekova and Maria Holiencinova. Mary Kay Ash emphasised how leadership and entrepreneurship are genuinely connected through influencer marketing. Christian Rudeloff and Julius Damms came to the conclusion that influencer marketing offers business owners the chance to deepen their engagement with their followers on social media. According to Janusz Wielki, influencers strengthen the value of a brand or product and maintain the trust of their followers, which encourages entrepreneurship and business growth. When compared to other marketing tactics, influencer marketing provides a high return on investment, according to O. L. Vyatkina.



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Need for the Study

The importance of entrepreneurship and influencer marketing can be measured in terms of their contributions to the local economy, including the creation of jobs and income. This study might throw light on new marketing trends that can aid organisations in adapting and thriving as Chennai's marketing environment is constantly changing. Finding the resources and support networks that are accessible for startups and entrepreneurs can be made easier by investigating the Chennai entrepreneurial ecosystem. This study can be helpful in understanding how contemporary influencers affect customer behaviour, which can lead to the development of novel marketing approaches and increased brand engagement.

The report might assist entrepreneurs make wise judgements by pointing up unexplored company potential in the influencer marketing sector. To conduct this study, it is essential to gather data on local entrepreneurs, influencers, marketing strategies, and consumer preferences.

Gaps in the Research

The factors that influence consumer trust and engagement with influencers are examined in the Innovation and Technology Adoption Investigation of how entrepreneurs in Chennai use technology and creative strategies to collaborate with influencers and in the Consumer Behaviour and Influence Study of consumer behaviour patterns in response to influencer marketing campaigns by Chennai-based entrepreneurs.

Objectives of the Research

- Analyse the development of influencer marketing in Chennai, concentrating on important trends, platforms, and commercial tactics.
- To assess the effects of influencer marketing efforts on companies, including improved consumer engagement, sales, and brand awareness.
- To offer advice and best practises for influencers and business owners in Chennai who want to get the most out of influencer marketing.
- Make predictions regarding the direction of entrepreneurship and influencer marketing in Chennai based on the findings.



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Hypothesis

- A surge in entrepreneurial chances and activities in Chennai is favourably associated with the development of contemporary influencer marketing.
- The rise of influencer marketing in the current era benefits entrepreneurship by giving small local firms a targeted and affordable promotional channel that boosts brand awareness and sales.

Designing Research

According to the report, influencer marketing is more successful than conventional advertising strategies in Chennai. The information gathered for this study was derived from primary sources. In the primary data collecting approach, questions based on this subject were created, and interviews were held to get replies. 324 people make up the sample.

Demographic information, social media platforms, and influence marketing advice are all included in each inquiry. In this study, the Likert five-point scale is also employed. Among the tools used to interpret data are percentages, T tests, and ANOVA.

Table.1 Sampling Size

S. No	Zones	No. of questionnaires Issued	No. of questionnaires Collected	No. of questionnaires Fully completed
1	Thiruvottiyur	75	71	71
2	Manali	46	44	43
3	Madhavaram	32	30	29
4	Tondiarpet	40	35	33
5	Royapuram	90	89	87
6	Thiru. Vi. Ka. Nagar	67	63	61
	Total	350	332	324

Source: Primary Data

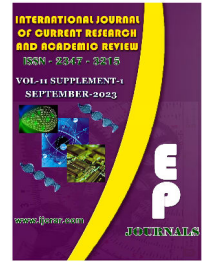


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Analysis and Interpretation

Table.2

Gender	No. of respondent	Percentage
Male	222	69
Female	102	31
Total	324	100

Source: Primary Data

According to this data, men made up 69% of the respondents, thus demonstrating that men are more engaged than women in influencer marketing, which fuels entrepreneurship.

Table.3

Age	No. of respondent	Percentage
Less than 30 years	59	18
31 years - 40 years	110	35
41 years - 50 years	125	38
Above 50 years	30	9
Total	324	100

Source: Primary Data

People between the ages of 41 and 50 make up the majority of all age groups engaged in influence marketing, which promotes entrepreneurship.



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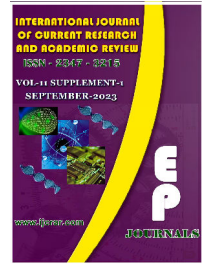


Table.4

Education qualification	No. of respondent	Percentage
Schooling.	209	65
UG level	27	8
PG level	12	4
Above PG level	76	23
Total	324	100

Source: Primary Data

According to the information above, education is cited by the majority of respondents as a factor in marketing's ability to influence the growth of entrepreneurship.

Table.5 Impact of Influencer Marketing on Age of the Respondents

Impact of Influencer Marketing	Ages of Influencer Marketing Entrepreneur				Total
	Less than 30 Years	Years 31 - 40	Years 41 - 50	Years > 50	
To perceive the impact of influencer marketing on consumer behaviour	0 (0%)	0 (0.0%)	3 (23.1%)	10 (76.9%)	13 (100.0%)
Influencer marketing is more effective than traditional advertising methods	49 (19.8%)	92 (37.2%)	86 (34.8%)	20 (8.1%)	247 (100.0%)
To believe influencer marketing has gained popularity	10 (15.6%)	18 (28.1%)	36 (56.3%)	0 (0.0%)	64 (100.0%)
Total	59 (18.2%)	110 (34.0%)	30 (9.3%)	30 (9.3%)	324 (100.0%)

Source: Primary Data



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According to the above table, consumers over the age of fifty make up 76.9% of those who are influenced by marketing to consumers. The age range of forty-one to fifty has a distribution of 37.2% who feel influencer marketing is more effective than conventional advertising techniques, and the age range of thirty-one to forty has a distribution of 56.3% who believe influencer marketing has become more popular.

Table.6 Impact Of Influencer Marketing On Marital Status Of The Respondents

Impact of Influencer Marketing	Marital status		Total
	Married	Unmarried	
To perceive the impact of influencer marketing on consumer behaviour	13 (100.0%)	0 (0.0%)	13 (100.0%)
Influencer marketing is more effective than traditional advertising methods	198 (80.2%)	49 (19.8%)	247 (100.0%)
To believe influencer marketing has gained popularity	61 (95.3%)	3 (4.7%)	64 (100.0%)
Total	272 (84.0%)	52 (16.0%)	324 (100.0%)

Source: Primary Data

From the above table, it can be seen that 95.3% of married influencer marketing entrepreneurs believe that influencer marketing has become more popular, while 100% of married influencer marketing entrepreneurs believe that influencer marketing has an impact on consumer behaviour and 19.8% of unmarried influencer marketing entrepreneurs believe that influencer marketing is more effective than traditional advertising methods.



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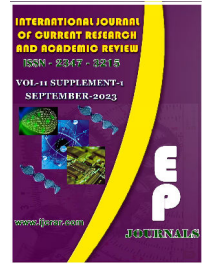


Table.7 Scaling Of Influencer Marketing Ideas For Entrepreneurship

Scaling	Social media platforms	Most commonly engage with from influencers	Purchase based on an Influencer's recommendation	Total
Strongly Agree	201(62%)	204(63%)	164(51.06%)	569(59.69%)
Agree	123(38%)	107(33%)	151(46.8%)	381(38.27%)
Neutral	0	0	9(2.13%)	9(0.71%)
Disagree	0	0	0	0
Strongly Disagree	0	13(4%)	0	13(1.33%)
Total	324	324	324	972
Percentage	100	100	100	100

Source: Primary Data

According to the aforementioned statistics, 62% of them have strongly agreed (SA) on social media platforms. Then, 63% of them also strongly agreed (SA) with the statement that they mostly engage with influencers. Finally, 51.06 % of them strongly agreed (SA) with the purchase decision made based on an influencer recommendation level.

Findings & Suggestion

- Startups are growing in a variety of industries, including technology, healthcare, and e-commerce, in Chennai. The city's favourable business climate and accessibility to educational institutions attract many young entrepreneurs.
- Influencer marketing was becoming more popular in Chennai, particularly in the fashion, beauty, and culinary sectors.
- Influencer marketing has become increasingly popular as a result of the popularity of social media sites like Instagram and YouTube, which allow businesses to work with local influencers to reach their target audience and increase brand awareness. Influencers from Chennai were using their online platforms to advertise goods and services.



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- Businesses were often choosing local influencers with a strong regional following to connect with the Chennai market. Some also partnered with national-level influencers for broader exposure.
- Some challenges faced in influencer marketing included finding the right influencers, measuring ROI effectively, and maintaining authenticity in influencer partnerships.
- Consumers over the age of fifty make up 76.9% of those who are influenced by marketing to consumers. The age range of forty-one to fifty has a distribution of 37.2% who feel influencer marketing is more effective than conventional advertising techniques, and the age range of thirty-one to forty has a distribution of 56.3% who believe influencer marketing has become more popular.
- 61% of them have strongly agreed (SA) on social media platforms. Then, 63 percent of them also strongly agreed (SA) with the statement that they mostly engage with influencers. Finally, 56.62 percent of them strongly agreed (SA) with the purchase decision made based on an influencer recommendation level.
- People between the ages of 41 and 50 make up the majority of all age groups engaged in influence marketing, which promotes entrepreneurship.

Conclusion

The entrepreneurial scene in Chennai has undergone a considerable shift towards the use of digital marketing methods, with influencer marketing emerging as a potent instrument. Businesses of all sizes are realising how efficient influencer collaborations are at reaching their target demographic. In Chennai, influencer marketing is not just for one business. It has uses in many different industries, including fashion, cuisine, technology, and more. This adaptability and growth potential are highlighted by its versatility. Influencer marketing is being used by business owners in Chennai to target both domestic and international customers. This shows how influencer programmes are scalable and have the power to cross regional boundaries. Influencer marketing in Chennai is valued for its authenticity by consumers. Genuine partnerships over overtly promotional content tends to help entrepreneurs create deeper and more enduring connections with their audience. According to the survey, business owners are increasingly assessing the effectiveness of influencer marketing efforts using data analytics and performance metrics. Continuous optimisation and improved ROI are made possible by this data-driven



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methodology. Influencer marketing in Chennai is effective, but it also confronts problems like influencer fraud, escalating expenses, and the need for clear laws. Entrepreneurs must carefully avoid these obstacles. According to the survey, influencer marketing in Chennai is predicted to develop further. It is probably going to continue to be a crucial part of contemporary marketing techniques in the city as more business owners realise its potential and improve their methods. As a dynamic and successful method of reaching consumers in the digital era, influencer marketing is being embraced by Chennai's business community. Entrepreneurs who can adapt and innovate within the influencer marketing arena will probably prosper in Chennai's cutthroat business environment as this trend continues to develop.

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Full Length Article

IJCRAR/FL/78

Entrepreneurship in Emerging Markets and the New Economy: Navigating Challenges and Opportunities

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Abstract

This research paper explores entrepreneurship in emerging markets within the context of the new economy. It examines the complex interplay of digitalization, innovation, regulatory frameworks, market conditions, adaptability, resilience, and strategic innovation that defines the entrepreneurial landscape in these regions. Digitalization, a hallmark of the new economy, has empowered entrepreneurs in emerging markets to access broader markets and innovate their business models. However, it also presents challenges, such as cyber security risks and the digital divide. Innovation is critical for entrepreneurs in these markets to thrive. They must balance local needs with global trends, often through collaborations with research institutions and incubators. Regulatory frameworks significantly impact entrepreneurial activity. Successful environments offer tax incentives, streamlined registration processes, and intellectual property protection. Market conditions in emerging economies are marked by volatility and uncertainty. Entrepreneurs must adapt, conduct market research, and form strategic partnerships to succeed. Resilience is key due to resource constraints, economic fluctuations, and geopolitical risks. Entrepreneurs need strategies for risk mitigation and contingency planning. Strategic innovation drives entrepreneurial success. Entrepreneurs leverage emerging technologies, sustainability practices, and market trends to create value and disrupt traditional industries. In summary, this paper provides a comprehensive analysis of entrepreneurship in emerging markets amid the new economy. It highlights the intertwined nature of digitalization, innovation, regulations, market conditions, adaptability, resilience, and strategic innovation. The insights aim to guide policymakers, investors, and entrepreneurs in effectively navigating challenges and seizing the abundant opportunities in these dynamic markets.

Keywords: Entrepreneurship, Emerging Markets, New Economy, Digitalization, Innovation.



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Introduction

In recent years, entrepreneurship has undergone a profound transformation, driven by the convergence of emerging markets and the new economy. Entrepreneurship has thrived in emerging markets, where consumer demographics are changing and the middle class is expanding. Moreover, digitalization, technological advancements, and disruptive business models have transformed the entrepreneurial landscape on a global scale at the same time.

Digitalization, as a cornerstone of the new economy, has revolutionized how entrepreneurs in emerging markets conduct business. The proliferation of the internet, mobile technology, and e-commerce has expanded their reach, lowered entry barriers, and prompted innovative business models. However, alongside these opportunities come challenges, such as cyber security risks and bridging the digital divide.

Innovation remains central to entrepreneurial success, particularly in the context of emerging markets. Entrepreneurs must balance the identification of local needs with alignment with global trends and technologies. Collaborations with research institutions, incubators, and accelerators have become increasingly critical for fostering innovation.

Market conditions in emerging economies are characterized by volatility and uncertainty. Entrepreneurs must navigate these conditions skillfully by understanding local market dynamics, consumer behaviors, and competition. Strategies for market entry, expansion, and adaptation are pivotal to achieving success.

Strategic innovation is essential for creating value and disrupting traditional industries. Entrepreneurs in emerging markets harness emerging technologies, sustainability practices, and market trends to drive their ventures forward.

Objectives

1. To examine the intricate relationship between entrepreneurship, emerging markets, and the new economy, providing a comprehensive understanding of this evolving landscape.



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2. To assess the impact of digitalization on entrepreneurial ventures in emerging markets, identifying both opportunities and challenges and exploring strategies to maximize digital potential.
3. To investigate the role of innovation in the success of entrepreneurs operating in emerging markets, focusing on practices, partnerships, and collaborative models that foster innovation.
4. To analyze the influence of regulatory frameworks on entrepreneurial ecosystems in emerging markets, highlighting effective policies that encourage entrepreneurship.

By addressing these objectives, this research aims to provide valuable insights for policymakers, investors, and entrepreneurs navigating the dynamic intersection of entrepreneurship, emerging markets, and the new economy.

Methodology adopted for data collection

Primary Data

Conducted interviews and made discussions with entrepreneurs, investors, and policymakers in emerging markets.

Secondary Data

Collected data from relevant sources such as government reports, industry publications, academic studies, and financial reports to provide a comprehensive overview of the entrepreneurial landscape.

Literature Review

The intersection of entrepreneurship, emerging markets, and the new economy has garnered significant attention from scholars and practitioners alike. This literature review provides a brief overview of key themes and findings in the field, laying the foundation for the research objectives.



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Digitalization has emerged as a transformative force for entrepreneurs in emerging markets. Scholars such as Choudhary *et al.*, (2018) have highlighted the positive impact of digital technologies on market access, cost reduction, and business model innovation in emerging economies. However, Avgerou (2018) also cautions that digitalization can exacerbate inequalities and create new challenges, particularly concerning cyber security and the digital divide.

Innovation is a critical driver of entrepreneurial success in emerging markets. Gupta and Saini (2020) emphasize the importance of frugal innovation strategies tailored to local needs, while Khanna and Palepu (2010) argue that collaborative models with research institutions and incubators can fuel innovation in emerging economies.

The regulatory environment significantly shapes entrepreneurial ecosystems in emerging markets. Djankov *et al.*, (2002) argue that ease of doing business, streamlined registration processes, and investor-friendly policies are vital for fostering entrepreneurship. However, Doh and Stumpf (2005) caution that entrepreneurs also face regulatory complexities and legal challenges. The unique market conditions in emerging economies present both opportunities and challenges for entrepreneurs. Peng (2003) discusses the importance of understanding local market dynamics, while Wurgler (2000) explores the impact of market volatility on entrepreneurial decisions.

Resilience is a critical entrepreneurial trait in emerging markets characterized by economic volatility and resource constraints. Sarasvathy (2001) introduces the concept of "effectuation," emphasizing the importance of adaptability and resourcefulness, while Shepherd and Patzelt (2011) explore risk-taking behaviors and risk mitigation strategies among entrepreneurs. Strategic innovation is a cornerstone of entrepreneurial success. Teece (2010) explores the concept of dynamic capabilities and their role in innovation, while Christensen (1997) discusses disruptive innovation strategies that have transformed industries.

Navigating Entrepreneurship in Emerging Markets within the New Economy

The convergence of entrepreneurship, emerging markets, and the new economy presents a captivating research matter that is both timely and of significant relevance in today's global



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business landscape. At its core, this research matter revolves around the fundamental inquiry of how entrepreneurs operating in emerging markets are effectively navigating the multifaceted challenges and seizing the abundant opportunities presented by the ever-evolving new economy. It seeks to uncover the intricate interplay of factors that contribute to the success and resilience of entrepreneurial ventures in these dynamic environments.

Digitalization and Entrepreneurship

The digital revolution has permeated virtually every aspect of modern life, reshaping industries and markets worldwide. For entrepreneurs in emerging markets, this digitalization wave offers a dual-edged sword. On one hand, it provides unprecedented opportunities for market access, cost efficiency, and business model innovation. On the other hand, it brings forth complex challenges, including the need to address cyber security threats and bridge the digital divide. The research matter delves into how entrepreneurs harness digital technologies to enhance their competitive edge and drive growth while simultaneously addressing the associated risks and inequalities.

Innovation Strategies

Innovation is the lifeblood of entrepreneurial endeavors, particularly in emerging markets. These regions often present unique local needs and constraints, necessitating innovative solutions tailored to the specific context. However, staying globally relevant also demands alignment with broader technological and market trends. Entrepreneurs must navigate this delicate balance by adopting collaborative models and practices. These collaborations often involve partnerships with research institutions, incubators, and accelerators, which act as crucial enablers of innovation in emerging economies. The research matter explores the strategies employed by entrepreneurs to foster innovation and adapt to the evolving demands of the market.

Regulatory Frameworks and Entrepreneurship

The regulatory environment plays a pivotal role in shaping the entrepreneurial landscape in emerging markets. Governments and regulatory bodies can either encourage or inhibit entrepreneurial activities through policies such as tax incentives, streamlined registration processes, and intellectual property protection measures. The research matter includes an



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examination of the regulatory framework within which entrepreneurs operate, aiming to identify effective policies that facilitate entrepreneurship. It also considers the complexities and legal challenges that entrepreneurs may encounter and the strategies they employ to navigate such hurdles.

Market Conditions and Strategies

Emerging markets are often characterized by economic volatility, market unpredictability, and unique consumer behaviors. Entrepreneurs operating in these environments must possess a deep understanding of local market dynamics and a heightened adaptability to succeed. The research matter involves an exploration of how entrepreneurs adapt their strategies to meet the demands of these unique market conditions. It encompasses market research practices, product or service adaptation strategies, and the forging of strategic partnerships with local entities to ensure market relevance and competitiveness.

Resilience and Risk Mitigation

Resilience is a core entrepreneurial trait, particularly in regions marked by resource constraints, economic fluctuations, and geopolitical risks. The research matter delves into how entrepreneurs demonstrate resilience in the face of adversity and how they employ risk mitigation strategies to safeguard their ventures. It explores the experiences of entrepreneurs who have successfully weathered economic storms and emerged stronger, offering insights into their strategies for risk mitigation and contingency planning.

Strategic Innovation and Value Creation

Strategic innovation is the engine that drives entrepreneurial success in the new economy. It involves leveraging emerging technologies, sustainability practices, and market trends to create value and disrupt traditional industries. The research matter encompasses a thorough investigation into how entrepreneurs in emerging markets employ strategic innovation to achieve market success. It examines case studies of businesses that have successfully disrupted traditional industries through innovative approaches, shedding light on the strategies and practices behind their transformative journeys.

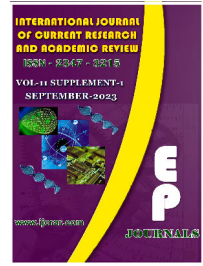


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In essence, this research matter underscores the need to unravel the complex interplay of digitalization, innovation, regulatory frameworks, market conditions, adaptability, resilience, and strategic innovation in the context of entrepreneurship in emerging markets within the new economy.

It aims to provide actionable insights and recommendations for policymakers, investors, and entrepreneurs seeking to thrive in these dynamic and transformative environments. By addressing these dimensions comprehensively, the research endeavors to contribute to a deeper understanding of the entrepreneurial landscape and inform strategic decisions, fostering sustainable and impactful entrepreneurship in emerging markets.

Findings

The research findings reveal that digitalization has significantly empowered entrepreneurs in emerging markets. Entrepreneurs leverage digital technologies for market access, cost-efficiency, and innovative business models. However, digitalization also poses challenges related to cyber security and digital inclusion, necessitating comprehensive risk management strategies.

Innovation emerges as a cornerstone of entrepreneurial success. Entrepreneurs in emerging markets employ frugal innovation strategies tailored to local needs while aligning with global trends. Collaborative models with research institutions and incubators are pivotal for fostering innovation and adapting to changing market demands.

The regulatory framework significantly influences entrepreneurial ecosystems. Effective policies, such as tax incentives and streamlined registration processes, facilitate entrepreneurship. Nonetheless, regulatory complexities and legal challenges persist, requiring entrepreneurs to navigate them adeptly.

Entrepreneurs in emerging markets display remarkable resilience in the face of economic volatility and market unpredictability. They adapt strategies, conduct extensive market research, and forge strategic partnerships to thrive amidst unique market conditions.



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Strategic innovation remains central to entrepreneurial success, enabling entrepreneurs to create value and disrupt traditional industries. Leveraging emerging technologies, sustainability practices, and market trends, entrepreneurs achieve market success and impact.

Conclusion

In conclusion, this research illuminates the intricate and interconnected nature of entrepreneurship in emerging markets within the context of the new economy. Entrepreneurs navigate a landscape shaped by digitalization, innovation, regulatory frameworks, market conditions, resilience, and strategic innovation. Policymakers, investors, and entrepreneurs must recognize the multifaceted challenges and opportunities within this dynamic environment.

Suggestions

Policy Enhancement

Policymakers should proactively enhance regulatory environments by offering tax incentives, streamlining registration processes, and strengthening intellectual property protection measures. These policies can provide a more favorable climate for entrepreneurial endeavors in emerging markets.

Digital Literacy and Inclusion

Bridging the digital divide and enhancing digital literacy are paramount. Governments and private sector entities should collaborate to increase internet penetration, provide digital skills training, and ensure equitable access to digital resources.

Incubation Ecosystems

The growth of incubators and accelerators should be encouraged in emerging markets. Governments can provide support, and private-sector partnerships can help nurture robust entrepreneurial ecosystems that foster innovation.



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Access to Financing

Access to financing remains a challenge for entrepreneurs in emerging markets. Financial institutions and investors should explore innovative financing models and support mechanisms tailored to these markets, including venture capital and microfinance.

Resilience Training

Entrepreneurship programs and training initiatives should incorporate resilience-building strategies. Equipping entrepreneurs with the skills to navigate economic fluctuations and geopolitical risks is essential for long-term success.

Sustainability Focus

Strategic innovation should incorporate a sustainability dimension. Promoting businesses that align with environmental and societal goals can lead to more responsible and impactful entrepreneurship. Incorporating these suggestions into policy frameworks, investment strategies, and entrepreneurial practices can unleash the full potential of entrepreneurship in emerging markets within the new economy. This, in turn, will contribute to economic growth, job creation, and innovative solutions to pressing societal challenges.

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Full Length Article

IJCRAR/FL/79

Difficulties and Challenges Faced by Successful Women Entrepreneur in India - A Conceptual Study

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Abstract

Women are a world's valuable resource who contribute a major role in our economic development. Women entrepreneurs are women who initiate and run their own businesses, contributing significantly to economic growth by creating jobs and raising GDP. This research aims to assist women entrepreneurs in identifying and pursuing professional choices in the business sector and fostering a favorable business climate. Women's entrepreneurship fosters gender equality by providing opportunities for economic independence and decision-making power. Their unique perspectives can lead to the development of products and services that serve a larger customer base. The findings of this research paper focus on how women participate diversely in various industries, challenges faced by women entrepreneurs, the impact of economic growth, factors influencing women entrepreneurs, motivations to entrepreneurship, networking, and success stories. The importance of women entrepreneurship in India is vast and varied, influencing not only the economic environment but also social, cultural, and gender dynamics. The Indian government has implemented programs and schemes to encourage and promote women-led companies, including monetary incentives, training programs, and credit. Successful women entrepreneurs act as role models and sources of inspiration for other women and girls in India. This study explores the dynamic environment of women entrepreneurship in India, highlighting its importance in promoting economic and social growth. It aims to contribute to a better understanding of this critical aspect and pave the way for a successful future where the entrepreneurial spirit recognizes no gender limits, boosting India's global competitiveness. The article aims to contribute to a better understanding of women's entrepreneurial spirit.

Keywords: Women entrepreneur, India, Economy, Business, Challenges.



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Introduction

The global entrepreneurship landscape is undergoing a significant transformation, with India emerging as a prime example. This research paper explores the unique challenges and opportunities faced by women entrepreneurs in India, focusing on their perseverance, invention, and societal impact. The GDP rate of women entrepreneurs varies by country and is influenced by factors such as the number of women-led firms, their size and scale, and the broader economic situation. The rise of women entrepreneurs stretches beyond economic engagement to larger topics of gender equality, empowerment, and inclusion.

In a world where women have traditionally been underrepresented in entrepreneurial jobs, their growing presence not only challenges established assumptions but also highlights the transformational power of entrepreneurship as a vehicle for change. Recognizing their significance, governments and institutions are progressively establishing laws and support systems to help women entrepreneurs realize their full potential, striving for a more inclusive, affluent, and equitable society. This research paper explores the role of women entrepreneurs in employment creation and economic development in India, examining how societal norms and cultural expectations influence their entrepreneurial journeys. It also explores the success elements and lessons learned from successful women entrepreneurs, the variations in journeys and difficulties in urban and rural settings, and the growing trends and possibilities for women entrepreneurs in the next decade, considering economic, technical, and sociological shifts.

Objectives of the Study

- Factors influencing to become a successful women entrepreneur.
- Challenges and difficulties faced by women entrepreneur.
- Contribution of women entrepreneurs in economic development.

Significance of this Study

Women's entrepreneurship contributes considerably to a country's economic growth by producing employment and providing new solutions. The significance of this study is to,



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- Elaborate how they contribute to the economy
- How they face the difficulties and challenges
- and providing solutions to overcome such obstacles.

Limitations of this Study

The primary drawbacks discovered include a lack of quantitative framework, an overreliance on interview and survey-based methods, and a lack of attention to direct surveys. Furthermore, further study on performance metrics for women entrepreneurs is required. These limitations emphasize the areas where more study is needed to acquire a better knowledge of the obstacles and possibilities experienced by women entrepreneurs in India.

Literature Review

The literature review sought to explore the concept of women entrepreneurship, the issues that women entrepreneurs face, as well as government measures and its development in India. Some of the literature reviews are listed below:

Dr. R Vasanthagopal and Santha S. Santha (2008) are authors of Women Entrepreneurship in India. This book investigates the many aspects of women's entrepreneurship in India as well as the experiences of other nations in this area.

Dr. Renuka Kamath(2014) list of the most successful women entrepreneurs in India. This book is a collection of life teachings from accomplished Indian women from many areas of life. It is an excellent resource for aspiring entrepreneurs and anybody aiming to attain their goals.

Gunjan Jain (2016) She Walks, She Leads: Women Who Inspire India This substantial book examines 24 notable Indian women achievers in six categories: business, philanthropy, entertainment, arts and media, and sports. Naina Lal Kidwai, Sudha Murthy, Kiran Mazumdar-Shaw, Sania Mirza, Indra Nooyi, Priyanka Chopra, Mira Nair, and Mary Kom are among the leaders profiled.



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Research Methodology

This research paper was written using secondary data. Secondary data was gathered from National and International Journals, newspapers, online news articles, Google Scholar published reports and writings from various websites concentrating on various elements related to government with an emphasis on the problem of Women Entrepreneurship. We also considered established papers and some data were collected from sources that already exist.

Challenges Faced By Women Entrepreneurs In India

They lack sufficient financial and credit-lending resources. tackling these issues is critical for promoting and assisting women entrepreneurs in India. Here are some of the challenges faced by women entrepreneurs:

1. Access to Finance is Limited

Access to funding is one of the most widespread difficulties for women entrepreneurs in India. Women frequently experience difficulties obtaining loans or investment capital for their enterprises owing to the absence of collateral, discriminatory lending policies, and established gender prejudices in financial institutions.

2. Gender Bias and Social Norms

Deep-seated cultural conventions and gender prejudices might hinder women from pursuing business opportunities. Stereotypes regarding women's duties as caretakers and homemakers might stymie their ambitions to become entrepreneurs.

3. Lack of business network

Women may have restricted access to professional networks and mentorship opportunities, which are critical for company success. This lack of networking opportunities may limit their access to key resources and expertise.



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4. Balancing Work and Family Responsibilities

Women frequently play numerous responsibilities, including those of company owners, homemakers, and caretakers. Balancing these commitments may be difficult, limiting their capacity to devote time and effort to their enterprises.

5. Legal and Regulatory Difficulties

Legal and regulatory impediments, such as costly registration procedures and requirements for compliance, can be disproportionately difficult for women entrepreneurs. Simplifying these processes could motivate more women to enter the professional world.

Mantra For Being A Successful Women Entrepreneur

India's women's entrepreneurship has grown significantly, with women establishing their own firms and transitioning from extended kitchen operations to the 3Es - Engineering, Electronics, and Energy. This growth is attributed to various factors, including increased knowledge and awareness. Some of the elements are listed below:

1. Opportunity

Women are being acknowledged in their industries and given opportunities to demonstrate their abilities. They will have more involvement with opportunities in the business sphere.

2. Social Dynamics

Raising awareness of social dynamics has given women a safe space to think about their mental health and cleanliness, among other things.

3. Government Support

Government measures in India have aided economic growth and fostered women entrepreneurship. Providing financial support by various schemes and policies encourage women to start up their business.

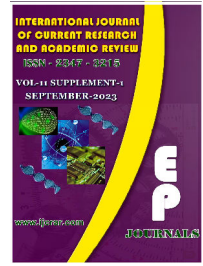


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4. Financial Independence

Women in India have become financially independent as a result of access to opportunities and education, giving them control over their life and improving their prospects of inclusion in corporate and business fields.

5. Social Media Networks

Social networks such as Instagram, Facebook, WhatsApp, and LinkedIn have given women more recognition in their areas and served as an open environment for business networking.

These elements have aided the emergence of women entrepreneurs in India, but there is still work to be done.

Opportunities and Support Mechanisms

Startup India is dedicated to empowering women entrepreneurs through various programs, supportive networks, and partnerships. Some of the supportive initiatives are.

Initiatives

1. Mudra Yojana

(Micro units development and refinance agency limited) Mudra assists women entrepreneurs with financial help through several loan programs like Shishu, Kishor, and Tarun, which cater to different phases of company growth.

2. Stand-Up India

This initiative intends to encourage entrepreneurship among women, Scheduled Castes (SCs), and Scheduled Tribes (STs) by offering bank loans ranging from Rs. 10 lakhs to Rs. 1 crore for the establishment of greenfield firms.



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3.The Annapurna Scheme

Annapurna scheme provides women entrepreneurs running food catering enterprises with collateral-free working capital loans of up to Rs. 50,000.

How to Overcome from the Challenges that are Faced by the Women Entrepreneurs in India

Women entrepreneurs can overcome these obstacles by doing the following:

- Look for mentorship opportunities from successful business owners.
- Attend business events and join relevant groups to expand your professional network.
- For marketing and networking, use technological resources such as social media platforms.

Successful Stories of Indian Women Entrepreneurs

1.Indra Nooyi

Indira Nooyi, a former PepsiCo CEO and successful corporate leader, is known for her entrepreneurial journey. Born in 1955 in Chennai. She was named one of the top CEOs in 2018 by CEOWORLD magazine, one of the "World's 100 Most Powerful Women" by Forbes magazine, and one of the most powerful women in business by Fortune from 2006 to 2010.

2. Aditi Avasthi

Aditi Avasthi is an Indian businesswoman best recognized for her work in educational technology. She is the creator and CEO of Embibe, an AI-powered educational technology platform. She was selected as a Young Global Leader by the World Economic Forum in 2021, being named 'Woman Of The Year' by Vogue in 2018, and being named one of the BBC's top 100 women in 2017.

3.Kalpana Saroj

Kalpana Saroj, India's first female entrepreneur and "Slumdog Millionaire," purchased the Kamani Tubes firm's troubled assets in 2001 and restored profitability. Born in 1961 to a Marathi



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Buddhist family. The Government of India awarded Kalpana Saroj the Padma Shri for Trade and Industry in 2013, She was named one of Forbes Asia's 50 Power Businesswomen in 2012.

Conclusion

Factors such as entrepreneurial education, social entrepreneurship, and cultural support can help close the gender gap. Overall, women's entrepreneurship is a significant area of study with significant implications for economic growth, societal inclusion, and sustainability. The study of women's entrepreneurship has gained significant attention, revealing the challenges women face in pursuing entrepreneurial careers.

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Full Length Article

IJCRAR/FL/80

A Family Business Performance in India - The Study Respect to Micro Industries or Small Industries - A Conceptual Study

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Abstract

A family business is an enterprise in which two or more members cooperate, managed and power. India have glorified and enhance history of family business. It recognized as one of the engine of the post industrial growth process. They estimated the total economic impact of family business to India GDP. The beginning of family business in India is drawn back to bazaar system in the ancient times. Family business are essential to nation-building since they boost a nation's GDP and significantly increase employment. This study explores the journey of family business in India highlights impact in Globalisation, Unemployment, Generation transition, Small business contribution, Factors influencing family business, challenges faced by family business, contribution of government or agencies that influence family business and Futuristic plans of family business, social media influence in family business. Family owned businesses are the backbone of country economy Independence, entrepreneurial and ambition led to the emerge of many new generation family business. An important part of the India economy is made up of family firms, which have particular characteristics that affect their profitability, strategy, and longevity. It investigates how innovation, sustainability, and family business practises interact. The younger generation within family businesses holds significant potential to contribute because they possess a distinct set of intrapreneurial abilities and a wealth of expertise. This next-gen cohort is in a prime position to stimulate expansion, ensure long-term viability, and establish globally prominent digital enterprises.

Keywords: Family business, challenges, Industrial growth, Economic impact.

Introduction

Family businesses in India's small and micro industries sector are integral to the nation's economy. Family business contributions to revenue generation, encompassing employment,



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entrepreneurship, and regional development. Family businesses within the micro and small industries sector are the lifeblood of India's economy. These enterprises contribute for various sectors, from manufacturing and textiles industries to food processing and retail. This contribute to economic growth of the nation. So many Small industries starts from local ventures and Functionally from illiterate people they begin the business with small resources or their own savings and they learn management via experience and many of them got succession. They expand their market and have direct interaction with consumers. It impels them to produce and give services according to their needs. In family business they have deep commitments to their business with loyalty, dedication etc. This led the business successfully. Family business firms face challenges: they have limited access to the formal finance, compliance burden, and need to adapt to the rapid changes in market conditions. Government helps them to do small business by introducing policies and acts to support their goals. They conduct programs to create a conducive environment for micro industries. Some family business members reach their sectors globally. While they face unique challenges, their resilience and potential for innovation continue to shape India's industrial landscape, making them a vital force in the country's ongoing economic growth and development. The 2023 Morgan Stanley report on India has forecasted a substantial economic upturn on family business, positioning the country to become the world's third-largest by 2027. Family businesses will give chief support ultimately to India's development.

Objectives of the Study

1. Factors influencing to run the family business.
2. To study the SWOT Analysis for family own business.
3. To Study futuristics perception of family business.

Significance

1. Government funds or finance will help to increase the level of family business in rural areas it will increase the small business like agribusiness, Textile industries.
2. Financial loans lead family business in loss because of over interest they are not trained for business properly. So may they get loss government need to regulate training program for rural people.

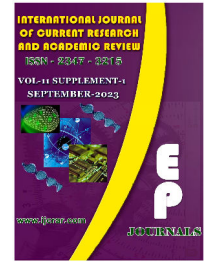


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Limitation of Study

This study doesn't contain primary data lack of direct interviews so it contains merits and demerits of Family business especially micro and small industries. These limitations underscore the areas where further research is required to gain a deeper understanding of the challenges and opportunities encountered by family businesses in India.

Research Methodology

This research paper relies on secondary data sources. These sources include information extracted from National and International Journals, newspapers, online news articles, published reports on Google Scholar, and content from various websites. The focus is on various aspects related to family business performance in India. We incorporated established research papers and collected data from pre-existing sources for family business.

Success for Family Business

Success for family business: Family engagement in a family business can give a number of benefits. It's crucial to understand and highlight these benefits when hiring younger employees. The tremendous incentive brought on by family ties is one major advantage. Success in a family business immediately benefits the family, giving each family member a special and individual incentive to achieve success.

According to research, family CEOs frequently exhibit stronger levels of intrinsic motivation than nonfamily CEOs, necessitating fewer rewards from outside sources. Or, to put it another way, their dedication to the company stems directly from their personal stake in its success. Family-owned companies undoubtedly frequently have distinctive traits and goals that set them apart from other firms. Those enterprises are run by family members.



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Economic Impact of Family Firm in India

Family businesses have drawn attention for a number of distinctive qualities that set them apart from other types of corporations. First off, they often have stronger long-term profitability. Their distinctive principles and methods are frequently to blame for their long-term financial success.

They generally choose to weather the storm and, in fact, frequently keep hiring, which includes being reluctant to fire workers even during economic downturns. Additionally, family-run firms usually show a great dedication to the areas in which they operate. They have a stronger propensity to participate in philanthropic and charitable activities, which benefits the social fabric in their community. This sense of obligation goes beyond purely financial considerations and is consistent with their main objective of leaving a lasting legacy.

The Effects of Globalization on Indian Family Business

Cultural Values

Family companies in India frequently place a high priority on cultural norms and traditions. In order to navigate globalization, it is necessary to strike a balance between these beliefs and the requirement for adaptability to various global marketplaces, which can be especially crucial given India's rich cultural diversity.

Resource Constraints

A large number of family businesses in India are SMEs with few resources. The regulatory environment in India may have an impact on partnerships, alliances, or the pursuit of foreign investments that are necessary for global expansion.

Market Entry methods

Family firms in India may choose market entry methods that play to their advantages and address the particular difficulties of functioning in the intricate business climate in India. Strategic alliances or collaborative ventures may fall under this category.

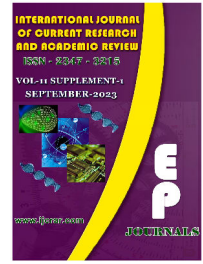


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Sustainability and social duty

Sustainability and social responsibility are becoming increasingly important in India. Family businesses might gain from adhering to these ideals because it will improve their reputation on a national and international level.

Factors Influencing For Family Business (Social, Economic Factors)

Cultural Values

The family's attitude to business operations, leadership, and succession planning can be influenced by cultural norms and beliefs.

Generational Differences

The direction and priorities of the company may be impacted by differences in attitudes, values, and aspirations across various generations within the family.

Work-Life Balance

It can be difficult to juggle family obligations with professional obligations, particularly when family members are highly involved in the firm.

Economic Factors

The income and profitability of a family business can be strongly impacted by economic cycles, consumer demand, and industry developments.

Competitive Landscape

The ability of a family firm to compete can be impacted by the level of industry competition and the existence of huge, global corporations.



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Succession Planning

Planning for a seamless transfer of ownership and management from one generation to the next is one of the biggest issues facing family businesses. Conflicts and a decline in business performance may result from failing to do this.

Market Competition

Family firms must contend with larger, non-family-owned corporations in competitive markets. It might be difficult to stay competitive in terms of innovation, efficiency, and marketing.

Adaptation to Change

Family businesses must adjust to shifting client demands, technological improvements, and market conditions. Growth can be hampered by a lack of flexibility or resistance to change.

Contribution of Government and Other Agencies Towards Development of Family Business

Access to Funding

Governments and organisations might offer financial assistance in the form of grants, loans, or subsidies to encourage the launch, growth, or modernization of family companies.

Training and Education

For the benefit of family business owners and staff, they can provide training programmes and workshops on business management, entrepreneurship, and industry-specific skills.

Review of Literature

For the past ten decades family business raises the economic level and decrease Unemployment so family business plays most important role in India. The literature review sought to explore the concept of Family business performance



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1."Kirchoff, J. F., & Kirchhoff, B. A. (1987). Smaller family businesses frequently utilize both paid and nonpaid family labor, especially during their initial stages."

2."American Family Business Survey" conducted by the Mass Mutual Financial Group in 2007, family-owned businesses often exhibit greater stability and optimism, even during periods of economic uncertainty. These businesses are perceived to have a better capacity to withstand economic challenges and contribute to economic stabilization compared to their non-family-owned counterparts (accessed October 8, 2011)"

3."Bhabra & Hossain, 2018; Wang *et al.*, 2019; Zheng *et al.*, 2017 This generally incorporates companies managed according to five fundamental and core pillars: human capital, social capital, financial capital, survival capital, and governance costs."

Conclusion

In conclusion, family companies have a long history in India that is intricately linked to the growth of the economy. These businesses have had a significant impact on the GDP of India, creating jobs, and encouraging an entrepreneurial spirit. There have been difficulties and changes during their transition from the ancient bazaar system to the modern period. Because of distinctive characteristics that influence their profitability and strategic decisions, family-owned enterprises have developed into the foundation of India's economy. Future innovation, sustainability, and worldwide prominence can all be greatly aided by the younger generation working within these family businesses.

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Full Length Article

IJCRAR/FL/81

A Study of Personality Traits and their Successful Entrepreneur

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Abstract

There are various factors responsible for the entrepreneurial success at the grass root level. Academicians and researchers have different opinions regarding the influence of different factors on entrepreneurial success. However, it has been confirmed by many research that personality traits play a significant role in attaining entrepreneurial success. Its aims to determine the level of successful entrepreneurs score on trait variables and the entrepreneurs level of success. A successful entrepreneur is someone whose is and achieves goals. Some people may define success as being happy and fulfilled, while others may define it as having status and accomplishments. The finding reveal that there is a significant relationship between successful entrepreneurs score on trait variables and their level of success. This finding will enrich the existing body of knowledge on entrepreneurship and help in the development of entrepreneurship.

Keywords: Entrepreneurial, personality, success, goals, status, knowledge.

Introduction

"Entrepreneurs are simply those who understand that there is little difference between obstacle and opportunity and are able to turn both to their advantage" - **Niccolo Machiavelli.**

There is a lot of connection between entrepreneurship and professional growth. Not everyone is born a prodigy to change the world. Each one different and nurturing the right skills among the



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budding younger generation will give them the power to create innovative ideas and emerge as successful entrepreneurs of tomorrow. So, what does it take to become an entrepreneur? Is it an inborn talent/intellect or a learned skill? Not all entrepreneurs are the same, because of their upbringing, social class, income brackets, geographic location, and exposure to the outside world. But still, they have a few things in common, which make them an enthusiastic personality and successful entrepreneur. There are a few specific traits present in all the successful entrepreneurs that make them stand out from the rest: passion, a strong sense of self, ready to take risks, resilience, highly adaptable and flexible, and confidence.

Objectives of the Study

Entrepreneurs must be able to balance nurture and growth in their businesses. They must also focus on creating a positive reputation and building relationships with clients, while cultivating a personal brand that stands out from the crowd. Additionally, entrepreneurs should always be thinking critically about their business strategy and have an eye on new opportunities to innovate and improve processes. They must be able to differentiate between objectives. The objectives should be specific, measurable, achievable, and realistic. There are four types of objectives that an entrepreneur can set: personal, business, financial, and performance objectives.

Review of Literature

Viral Acharya et al (2004) in a comparative study of Assam and Uttar Pradesh found that success of an entrepreneur was significantly related to self-efficacy and locus of control for both states. Melih Bulut (2005) revealed a number of factors including luck, hard work, good idea, and money which led to success. Sammy King-fai Hui et al (2006) observed that self-efficacy, locus of control, decision making, and risk attitude were responsible for the success of entrepreneurs.

Simon et al (2007) found no evidence to substantiate that entrepreneurs are more self-confident than non-entrepreneurs and overconfidence is bad for success in business. Success as an entrepreneur is primarily determined by the individual's smartness. According to Nandram S. & Samson S. (2007) the main determinants of a successful entrepreneur are found to be watchful to spot opportunities, persuasive, goal-oriented, self-confidence, creativity, courage, trustworthy,



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ambitious, capacity for empathy, perseverance & locus of control. Papzan et al (2008) found that there was a significant relationship between need for achievement, innovation, internal locus of control, marketing and lack of bureaucracy and success in Malaysia.

Some of The Skills and Character Qualities that Successful Entrepreneurs often Possess

This study doesn't contain primary data lack of direct interviews so it contains merits and demerits of Family business especially micro and small industries. These limitations underscore the areas where further research is required to gain a deeper understanding of the challenges and opportunities encountered by family businesses in India.

1. Outstanding leadership abilities

Not manufactured, but born, are leaders. Do you often find yourself serving as the go-to person? Do you ever find yourself being asked for your opinion or advice or to make choices on their behalf? Have you had managerial positions at any point in your career? A leader prioritizes the result above any discomfort necessary labour may cause along the way. But persistence isn't enough to make you a leader. A leader can gather a group of people toward a shared objective so that everyone in the team is motivated and works well together to achieve it. A leader may win the team's trust and respect by exhibiting good work traits and confidence. They can then create an atmosphere where these values can spread across the group. Nobody will follow a leader; they won't follow themselves.

2. Extremely self-driven

You already know leaders often have passionate personalities if you even learn a little about some of the most well-known business entrepreneurs in history. Nobody advances by being passive and hoping it finds them. People that are successful go out into the world and bring about change. Leaders appreciate a challenge and will go above and beyond to find solutions. They are often skilled at assisting their teams in changing with them by encouraging them toward new objectives and possibilities. They are able to seamlessly adapt to new environments without falling apart. You will discover that great businesspeople are often motivated by a larger vision or



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purpose than the immediate work and possess the capacity to think more broadly. In addition, they usually have strong convictions about the beliefs they promote, making it famously hard to change their minds.

3.A solid sense of fundamental morality and integrity

Because a globally accepted code of ethics supports the basic foundation of trade, business is viable. Cheaters and thieves may benefit in the short run but always pay the price in the long run. You'll discover that successful, long-lasting businesspeople uphold the most excellent standards of integrity because, in the end, if you can't establish your credibility as a businessperson and no one wants to do business with you, your company is out of business. Influential leaders acknowledge any mistakes they have made and give ways to remedy them while dealing with customers or managing a team, as opposed to lying, blaming others, or focusing on the issue itself.

4.The ability to take risk

Risk-takers and successful entrepreneurs have overcome one significant hurdle: they are not frightened of failure. That is not to argue that they charge carelessly. In truth, calculated decision-makers who can choose the best course of action in even the direst circumstances are what make businesses successful most of the time. They acknowledge, however, that even when they choose the best course of action, things don't always turn out as they had hoped and may still fail. Nothing ventured, nothing gained is precisely what the proverb means; do not be scared to try, put yourself out there, and give it your best shot. Again, there isn't a single prosperous businessperson sitting on his sofa and speculating.

5.Consistent innovators

The ongoing need to create new ideas and enhance established procedures nearly defines entrepreneurs. The majority of them began their businesses in this manner. Successful individuals enjoy change because many business ideas rely on improving goods, services, and strategies to



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attract business. They often depend on it to increase their effectiveness as leaders and, ultimately, the success of their enterprises.

6. Recognize your ignorance

Even while most successful businesspeople generally have strong personalities, the top ones have discovered that there is always something to be taught. When the answers to their inquiries provide them with the knowledge they can use to make changes, they seldom hesitate to ask. Successful business owners are self-assured but not so egotistical that their stubbornness prevents them from seeing the more comprehensive picture and ultimately making the most effective choices for the company.

7. A Spirit of competition

Entrepreneurs prefer a good challenge and a good victory. Since establishing a company is perhaps one of the most challenging obstacles a person may face in their lifetime, they would have to. The business has a never-ending battle for customers and a growing market share. Another difficulty is using all of this to concentrate on oneself and build a firm from nothing into a force that either generates a lot of revenue or is so successful that it is sold or bought for a profit.

8. Recognize the advantages of a robust peer network.

Entrepreneurs thrive on the thrill of both difficulty and success. The most successful people recognize that success requires a network of contacts, business partners, financial partners, peers, and resources. Influential people cultivate these connections and surround themselves with those who can contribute to their success. Any effective leader is only as good as their followers.

Entrepreneurs should always maintain a humble demeanor no matter how successful they are. They shouldn't exaggerate their accomplishments and should always seek to learn more, viewing obstacles and setbacks as opportunities for growth. Being an entrepreneur can be enjoyable but has its share of difficulties. Overcoming these issues shouldn't be too difficult if you have the right attitude, abilities, and personality traits. Don't be discouraged if you already have the



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abovementioned characteristics or skill sets. If you put in a little effort and practice, you can quickly become proficient in them.

Conclusion

It can be concluded from the study that higher the score of entrepreneur on trait variables, higher It will be the level of success. The variables responsible for very high traits are 'creativity', 'Innovativeness', 'dedication & hard-work', 'good planning', 'sincerity and commitment', & 'endurance'. The variables leading to high traits among entrepreneurs are 'self-efficacy', 'risk taking ability', 'ability to make, the decision', 'flexibility', 'goal oriented', & 'internal locus of control'. Further, the variable in serial 14 (i.e. individual smartness) is more consistent among all the entrepreneurs.

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Full Length Article

IJCRAR/FL/82

To Study on Role of Successful Entrepreneur

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Abstract

Starting a business requires careful preparation to succeed. The failure of business is often potentially detrimental to an efficient market economy. An understanding of how to start a business and why some companies succeed is crucial to the stability and the health of economy. The purpose of the study is to examine the entrepreneurs experiences of how to state their own company and what makes a company successful. There are five important categories that have a significant effect on how to start a successful business. The categories were "Motivation", "Business ideas", "Quality", "Knowledge" and "Business plan". According to entrepreneurs' experience, these five categories play a significant role in succeeding and overcoming challenges that may arise along the way.

Keywords: Business plan, Business idea, Entrepreneurship, Knowledge, quality, Motivation, Successful business, startups.

Introduction

The purpose of this study is to investigate entrepreneurs' experiences on how to start one's own business and what makes a company successful. This study will be useful and valuable for all beginners who want to know how to start their own business and become their own successful manager in work life but even for the research community as it investigates. The term entrepreneur was firstly applied to the business by the French economist CANTILLON in the 18th century.



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An entrepreneur is a creator or a designer who designs new ideas and business processes according to the market requirements and his/her own passion. To be a successful entrepreneur, it is very important to have managerial skill and strong team building abilities. Leadership attributes are a sign of successful entrepreneurs. Some political economists regard leadership, management ability, and team building skills to be the essential qualities of an entrepreneur.

An entrepreneur is an innovator or a creator who introduces something new to the firm or economy. It can be a new method of production, a new product, a new source of material, a new market or any other similar innovation. Thus, an entrepreneur is an innovator.

Definition of Entrepreneurship

1.Scumpeter J.A.

Entrepreneurship as defined essentially consists in doing things that are not generally done in the ordinary course of business routine.

2.Jean -Baptiste

Says, a French economist who first coined the word entrepreneur in about 1800, said:

“The entrepreneur shifts economic resources out of an area of lower and into an area of higher productivity and greater yield.”

Objectives of the Study

The main objective of entrepreneurship should be specific, achievable, realistic. The following are the two types of objectives:

1.Personal Objectives:

These are the goals that someone in a leadership position sets for themselves in relation to their role in the organization. These include:



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- Being an effective leader
- Setting a good example
- Developing a positive organizational culture
- Building a team/organization
- Creating an efficient organizational structure

2. Business Objectives:

- Profitability (increasing sales and/or reducing costs)
- Market share (increasing growth)
- Customer satisfaction (improving the product)
- Staff retention (creating a positive working environment) and so on.

Review of Literature

Timmons (1994):

Examined the six general characteristics of entrepreneurs i.e. commitment and determination, leadership, opportunity obsession, tolerance of risk, creativity and adaptability.

Carland (1996):

In their study suggests that entrepreneurs are not homogenous. They may well be characterized by need for achievement, preference for innovation and risk taking propensity.

Martin P. (1999):

The characteristics most frequently associated with the success of the entrepreneurs are Innovation, Creativity, Persistence, Self-confident, Positive attitude, Problem solving, Need for independence, and Enjoy taking risks.



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Desai (2001):

Revealed the important personality traits leading to the success are emotional stability, personal relations, consideration and tactfulness.

Sammy King et al (2006):

Observed that Self efficacy, Locus of control, Decision making and Risk attitude were responsible for success of entrepreneurs.

Simon et al (2007):

Found no evidence to substantiate that entrepreneurs are more self-confident than non entrepreneurs and overconfidence is bad for success in business. Success as an entrepreneur is primarily determined by the individual's smartness. Primarily determined by the individual's smartness.

Research Methodology

When the author began to research the topic of the thesis, she uncovered various previously conducted studies about the research area. The author came to the conclusion that these studies could be used as trustworthy sources for this specific research paper. Therefore, the author did not find it necessary for her to conduct primary research of her own. Instead, the author will utilize these previously conducted studies as an important part of the research of this paper. The prior studies used in the research paper will be from different cultures and time periods. Therefore, the research methods used in this specific paper will be based solely on secondary research.

The secondary research of this specific research paper will be carried out by using a variety of books, e-books and Internet articles, topics mostly concentrating on entrepreneurship. The books, e-books and Internet articles will be from different time periods in order to give the reader a more profound insight to the research area in question. Various authors will be cited to be able to conclude the research paper as accurately as possible.



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Conclusion

Entrepreneurs' experience of how to start a business and what makes a company successful mention five important categories that they consider important for a new beginner who wants to start their own business and succeed with it. The five categories are "Motivation" which according to entrepreneurs' experience is important to have throughout the process when starting a business. The second category is "Business idea" which is also a crucial factor to think about thoroughly before the person decides to start their business. "Quality" is the third category which, according to contractors' experience, is important to think about in order to impress both customers and defeat their competitors. Next comes "Knowledge" which is considered valuable to increase their knowledge of competitors and of the product itself to be manufactured or the service. "Business plan" is the last category that almost all entrepreneurs agreed that it is very useful to use to facilitate the process and make it easier to follow their goals. In summary, these categories show the way on how a person should start their own business and what people need to think about and emphasize in order to succeed and be successful.

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Full Length Article

IJCRAR/FL/83

A Study on Impact of Social Media in Current Generation in Madhavaram

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Abstract

This paper the details of usage of usage of social media has been taken into consideration. Now a day's there is tremendous increase in the usage of internet by the general people they are using face book, what's up, Instagram such sites which ultimately affects their working performance end its real impact is on the relationships that is personal as well as social. The detailed study of how the usages has been increased in the society has been taken into consideration. Stress has been increased in the minds of the people end they are more addicted of it. The respondents are teen age people. This paper helps to understand perception of current generation people.

Keywords: Social networking sites, face book, what's up, twitter end Instagram

Introduction

Social media means websites and applications that enable users to create and share content or to participate in social networking.

Knowledge is strength end power. We all recognize this saying but few understand the role social media played. It is the flow of information to add to their knowledge. In today's world, social media is a new forum that brings people to exchange ideas, connect with, relate to, end mobilize for seek advice, end offer guidance. Social media has removed communication barriers and



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created decentralized communication channel and open the door for all to have a voice participate. Although it has brought about many benefits, allowing us to easily connect with friends and family around the globe, allowing us to break down international borders and cultural barriers. It encourages creativity and collaboration with a wide range of commentators on a number of issues such as education, the economy, relationships... etc.

Review of Literature

Social media is widely used by the adolescence and current generation. Starting from face book in 2003, it has seen massive increase in its users who choose it for diverse purposes. It provides them with the chances of showcasing their hidden skills to the world face book, Instagram, twitter, you tube etc.

In modern time, social media has been used by current generation during their studies. It enables them to grasp different kinds of information from diverse sources students use it for enhancing their knowledge and to understand the concealed secrets. Furthermore, extensive and social media sites also leads to mental and psychological stress and this way, it affects their learning and understanding skills. To be more precise, there are examples where youngsters tangled themselves in online delinquencies just because of lack of knowledge and information. Those who indulge in activities that are considered wicked by humanity are a big threat not only for the person whom they are harassing, but also for themselves (S.kumar, & kumar,2019). There is also a need for parents to keep an eye on their children and teens. As social media allows liberty to its users, there are suspicions that they might indulge themselves in immoral or unlawful activities. For this, proper guidance and teaching is necessary and it should be started from home. The motive of positivity could only be achieved if youngsters have the understanding of good and bad.

A number of youngsters comprises of those who are homeless, below the poverty line or confronting with severe circumstances. For them, social media proves to be a blessing in disguise and enables them in various ways to form their career in a positive environment.



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Objectives of the Study

- To study the impact of social media marketing on consumer buying decision process.
- To measure the change in perception of the consumers through the content and engagement on social media.
- To understand how businesses can engage more customers to increase the brand value.
- To measure the positive influence of products and services social media advertising.

Limitations

- The study is confined to a small region of Chennai district.
- The data collected is totally primary data given by Chennai region respondents. There is chance for personal bias.
- Lack of accuracy can be reason for inappropriate conclusion or suggestions.
- Most the young people came for regarding social media handles as compared to elderly people.
- Elder people lacking knowledge about social media marketing and not able adapt for SSM as compared to their traditional marketing experience.
- Due to shortage of time and other constraints, the study has been limited 105 respondents only.

Scope

- The scope of the research is ultimately to understand many features, advantages of social media marketing.
- Understand the behavior of the consumer, factors affecting consumer behavior.
- Traditional method of marketing like radio, television are considered upstarts with questionable staying power.
- Many progressive business owners are dabbling in social media marketing.
- The long term benefit of an effective broad scope social media marketing campaign cannot be measured in days or weeks.
- Scope is concerned with the place of the research also, for that researcher has taken area in respect of Chennai district.



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Suggestions and Recommendation

- The study overall reveals both the positive and negative aspects of consumers on based of their experiences in social media marketing.
- Consumers experience in buying through social media marketing nowadays is positive as soul as the negative side is because of that fraudulent involved in some of the block post or social media marketing platforms.
- Some of the customers have also complaint about social media marketing flexibility for illiterate and elder generation people.
- Social media handles have a far reach with the younger generation as compared to elder generation so this can push to a situation for the elder people to deny buying products from online.
- Business nowadays widely welcoming marketing methods involving social media handles for innovative advertisements are supportive but understandable for consumers and being transparent is more important.
- Social media marketing has a positive side and a negative side it is businesses responsibilities to take care about the negative side for securing customers loyalty.
- There are various variables like education, occupation, income, gender, age and many more which affecting consumer behavior and social media too.
- There are different types social networking sites like twitter, what's up, you tube, and many more which affecting consumer behavior.

Conclusion

To summarize, despite the positive benefit of rapid information sharing, social media enables people to create false identities and superficial connections, causes depression. In this research, I have explored the harms posed by this uncensored and unmonitored new medium of communication which is exposes us all to a gradual breakdown of social cohesion the destruction of our traditional value systems, unless we take responsibility to ensure that our understanding of social media and its impacts are constantly evaluated with what's happening in the world.

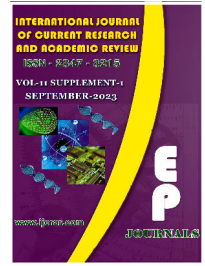


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Full Length Article

IJCRAR/FL/84

A Study on Logistics Management at Pvt.Ltd

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Abstract

Logistics generally detailed organisation and implementation of a complex operation. In a general business sense, logistics is the management of the flow of the things between the point of origin and the point of consumption in order to meet requirements of customers or corporations. The results the indicate that transporters are not happy with the approach of RSO officials. They are facing issues with regard to the condition of vehicles during transit, availability of the drivers and retention of the drivers. The condition of vehicles received from distant locations is found to is be bad. logistics is the support function of an organisation and it means having the right object, at the right place, in the right time. Logistics management involves planning, organizing, leading, coordinating and controlling the logistic activities of an organization.

Keywords: Logistics, Management, Transporters, RSO, warehouse

Introduction

The project provides the opportunity to understand the organisation very closely logistical competency is achieved by coordinating network design, information, transportation, inventory, and warehousing, material handling, and packaging. Work related to these functional areas is combined to create the capabilities needed to achieve logistical requirements. Business logistics is a relatively new field of integrated management study in comparison with the traditional fields of finance , marketing, and production. As previously noted, logistics activities have been carried out by individuals for many years. Business also have continually engaged in move store (transportation inventory) activities. The newness of the field results from the concept of



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coordinate management of the related activities, rather than the historical practice of managing them separately, and the concept that logistics adds value to products or services that are essentials to customer satisfaction and sales.

Review of Literature

This issue includes ten exceptional papers providing support to a multimedia concepts. This first three papers cover some of the hottest topics in our field today. The second three into the human element. We will briefly discuss each as a prelude to reading the manuscripts. Future research should consider different forms of improvisation and their effectiveness given diverse operational contexts. This is one of the first papers from African scholars that has been published recently in JBL. We are excited about seeing future work from these authors and other colleagues from this massively important and growing part of the world.

Employing a substantial set off eighty\four case studies, the authors find that participants at the BOP often lack access to the products and markets needed, limiting their ability to embrace sustainable development goals. An appraisal theory perspective, linking the rise of crowd sourced delivery to service quality, the author detail how dynamic delivery service portfolios have enhanced last - mile delivery.

Applying middle-range theorising reveals that customers exhibit higher appraisal levels of timeliness, price, and reliability of delivery services. The results support the use of crowd sources delivery as a tool to enhance customer experiences including opportunities for future segmentation.

Objectives of the Study

- To study logistics management at pvt ltd.
- To understand the concept and techniques to perform fundamental performances of pvt ltd.
- To know what are the factors that are affecting the process of manufacturing different products.

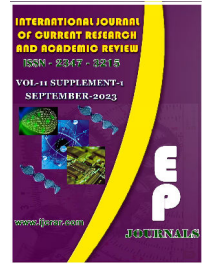


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- To point out the benefits and drawbacks of the future market of pvt ltd and gives suggestions for achieving market.
- To study materials flow at pvt ltd
- To do critical analysis of material flow and information flow related with material at pvt ltd.
- To suggest solution to make more effective logistics management at pvt ltd.

Rapid response

Rapid response concerned with a firm ability to satisfy customer's service requirements in a timely manner.

Minimum variance:

Variance is any unexpected event that disrupts system performance. Variance may results from any aspects from logistical operations. Delays in expected time of customer order receipt, an unexpected disruption in manufacturing, goods arriving damage at a customer's location, or delivery to an incorrect location-all result in a time disruptions in operations that must be resolved.

Minimum inventory:

The objectives is to reduce inventory deployment to the lowest level consistent with customer service goals to achieve the lowest overall total logistics caused.

Limitations:

- The time constraint was a major limitation to the study.
- The information collected solely depends upon the respondents answers and accuracy of information could vary
- Getting actual information from the respondents, company was difficult.
- As stipulated by the college regulations the study is undertaken for a period fifty days. This is very limited period.



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- It is not possible to obtain some confidential data from the organization.
- Limited time was available interviewing the respondents. As a result of this it was not possible to gather full information.

Findings:

- Proper material handling is not been done at workshop.
- Sometimes improper inspection of raw material is seen.
- Some dealers are wanting timely delivery if required products in their ship.
- Timely information regarding of raw materials is not observed.
- Hygienic conditions are sometimes not observed by workers.
- In some area with in maharashtra the brand is not known, so it is important to market the products in those regions.
- There is need of massive advertising television media, city cable and newspaper. Television media is most important for advertising. There is needed to show advertisement minimum one month on city cable for set the brand in customers mind.

Conclusion

After studying different parameters of consumer buying behaviour i.e. consumer's expectation about product, quality, and service, the researcher concludes that the products and services of company are outstanding. Its products have full potential to stand in market and face the competition by the players in the market. Company must develop the distributions channels in the cities with area wise dealers. Quality is the dominating aspects which influences consumer to purchase. Prompt availability of other brands and aggressive promotional activities by others influences the consumer towards them and also leads to increase sales. So the company should take aggressive promotional activities against the competitors. Researcher suggests that a weekly check up must be of the workers. If a worker is suffering from any communicating disease, he should be given medical treatment and should be allowed to take a medical leave.

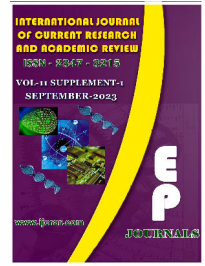


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Full Length Article

IJCRAR/FL/85

To Study on Entrepreneurship as a Solution to Unemployment

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Abstract

The relation between entrepreneurship and unemployment has been an interesting topic for research for quite some time. In the time of global research recession and mass layoffs different countries try to test themselves on the open market using various forms of subsidizing. It is important point that entrepreneurship does not constitute such as a social security as employment in large companies. Entrepreneurship is not just a mixture of ideas, desires for success and a trend away from employment, integration with the right business partners and the issues of obtaining the initials capitals, but largely also depends on the laws in each country and the infrastructure which this country offers. Countries with better entrepreneurial infrastructure (technology parks, university incubators, etc.) are definitely more open to competition and entrepreneurial activities than others

Keywords: unemployment, entrepreneurship, transition, culture

Introduction

Entrepreneurship is one way of solving the unemployment problem at least that is what we believe. When unemployed entrepreneurship has a refugee effect by which more people are pushed towards business ownership. We are basing our contribution on the Schumpeter effect by which the increase in the rate of entrepreneurship (business ownership) leads to greater levels of employment and economic growth. Based on the theoretical platform our hypothesis is that the unemployment rate and the entrepreneurship rate are reversely correlated. We suggest the



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development of entrepreneurial way of thinking and acting based on the promotion of entrepreneurial thought. We also suggest to the governments of different countries to promote entrepreneurial thought and establish entrepreneurial economies. Smaller companies, referring to entrepreneurs, its quickly respond to markets demands because they are not so rigorously stiff. In modern economies is entrepreneurship a legitimate if not a preferred choice for employment because it offers certain benefits that one could not have when employed in a large corporation or in the public sector.

Definition

When business owners make investments in their community, they contribute to boosting employment and the local economy. Entrepreneurship helps to develop a sense of pride in the community in addition to producing jobs and strengthening the economic.

Review of Literature

The Systematic Literature Review (SLR) method was adopted to conduct a systematic review.

Johnsen et al., 2017; Vallaster et.al.,2019:

Relevant literature with regards to entrepreneurial approach in solving unemployment were selected. SLR has long been used in the management and entrepreneurship fields. In contrast with descriptive and narrative reviews, SLR uses an explicit algorithm, as opposed to a heuristic, to perform a search and critical appraisal of the literature.

(Kraus et al., 2019):

Systematic reviews improve the quality of the review process and outcome by employing a transparent, reproducible procedure.

Kraus et al., 2019; Vallaster et al., 2019):

Following SLR guidelines, the review process for this study consisted of a three-stage protocol: data collection, data curation and data analysis and reporting.



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Objectives of the Study

- Provides proper and adequate resources for the unemployment people.
- Development of educational structure.
- Employee few services representative to deal with the unemployment issues.
- Provide part time working provisions for the works who want to gather experiences at their initial stages.

Entrepreneurship

Entrepreneurship is a complex phenomenon that spans a variety of contexts. The varied definitions in entrepreneurship literature reflect this complexity. Entrepreneurship, specifically, is defined as an “economic system” that consists of three components: (1) entrepreneurs, who desire to achieve their goals of economic survival and advancement; (2) the social constitution, that the entrepreneur’s right of free enterprise is granted; and (3) the government, that has the ability to adjust the economic institutions that can work to protect each individual entrepreneur and to stimulate entrepreneurs’ motive to achieve toward fostering of economic development and growth. It is further recognized that the entrepreneurial process should lead to economic growth with the creation of successful growing companies like Microsoft, Intel and Sun Microsystems among others.

Unemployment

Blanchard,2005:

The prevalence of unemployment is usually measured using the unemployment rate, which is defined as the percentage of those in the labour force who are unemployed. In the 1970s, European unemployment started increasing. It increased further in the 1980s, to reach a plateau in the 1990s. It is still high today, although the average unemployment rate hides a high degree of heterogeneity across countries.



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Sullivan & Sheffrin 2003:

Various types of unemployment are distinguished between economists, including cyclical unemployment, frictional unemployment, structural unemployment and classical unemployment. Some additional types of unemployment that are occasionally mentioned are seasonal unemployment, hard core unemployment, and hidden unemployment. Real-world unemployment may combine different types. The magnitude of each of these is difficult to measure, partly because they overlap.

Lee & Chang, 2008:

There are several explanations for high levels of unemployment rates. Unemployment is by theoretic also to economic development. From theoretical viewpoints there are two main hypotheses on the time path of unemployment. One hypothesis is 'natural' rate of unemployment or non-accelerating inflation rate of unemployment (NAIRU) hypothesis, which characterizes unemployment dynamics as a mean reverting process, which is therefore consistent with a stable inflation rate. The other hypothesis is the unemployment hysteresis that proposed that cyclical fluctuations will have permanent effects on the level of unemployment due to labour market restriction.

Relationship Between Entrepreneurship and Unemployment

The relationship between entrepreneurship and unemployment was an interesting researching subject to scholars now for some time. An alternative view suggests that entrepreneurship, by virtue of creating a new venture, contributes to the reduction of unemployment. The unemployed have a propensity to possess lower endowments of human capital and entrepreneurial talent required to start and maintain a new firm, suggesting that high unemployment is associated with a low degree of entrepreneurial activities.

New start-up firms provide employment opportunities in themselves and also create employment in existing. However, the low survival and growth rates of new firms suggest that their contribution to reducing unemployment would be limited. It is noted that a low rate of business start-



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ups may be a consequence of low economic growth levels, which correlate with higher levels of unemployment. Entrepreneurial opportunities are the result of the push effect of (the threat of) unemployment as well as the pull effect produced by a thriving economy as well as by entrepreneurial activities in the past. In addition to unemployment leading to more or less start-up activity, the reverse has also been claimed to hold. New-firm start-ups employees resulting in subsequent decreases in unemployment.

Suggestions:

Our research shows us that based on the data of the rates of unemployment and overall entrepreneurship in selected countries in the years 2007 and 2008 we cannot with a statistical significance neither confirm or refuse our H1 hypothesis which states that where there is a higher rate of unemployment, more people will transit into entrepreneurship. Based on the data of the rates of unemployment and overall entrepreneurship in selected countries in the years 2007 and 2008 we also cannot with a statistical significance neither confirm nor refuse our H2 hypothesis which states that where there is a higher rate of overall entrepreneurship there will be a lower level of unemployment. The basic limitation to our work was in the data collection and in the years chosen. Years researched which are 2007 and 2008 represent a transition period from a time of conjecture into a time of recession. The analysis was performed in a short period of time in which the two proposed hypothesis are not, at least in our research, statistically to be confirmed nor rejected.

Conclusion

Entrepreneurship is an always important factor in every countries economy. The same could also be said for unemployment which is not so much a problem for the economy (depending on the: social transfers, their part in countries GDP; tax collection and tax burden for the economy) as it is a social problem. In trying to solve the unemployment problem is entrepreneurship one of the options to at least reduce the unemployment rate and the social problems that come from it. The effect is obviously a more term than short term process. Maybe in a way our findings are specific for the time period that we have researched which is a transition from a conjecture to a recession period in which the overall entrepreneurial rate stopped rising or even began to fall because some



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entrepreneurs had to “close shop” and the unemployment rates did not yet begin to fall because of different actions that the governments took and because of the rigor caused by the legislation in the labour market.

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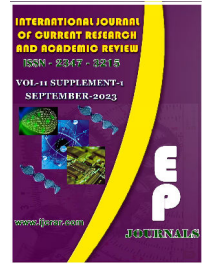


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Full Length Article

IJCRAR/FL/86

A Study on Job Satisfaction towards Vehicle Company

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Abstract

Job satisfaction is one of the important factors which have drawn attention on managers in the organization as well as academicians. Various studies have been conducted to find employee job satisfaction and the way it influences productivity in the organizations though there is no conclusive evidence that job satisfaction effects productivity directly since productivity depends on so many variables it is still prime concern for manager job satisfaction is the mental feeling favorableness which an individual as about his job. It is often said that "A happy employee is a productive employee. "job satisfaction is very important because most people spend a major portion of their life at the working place.

Keywords: Job satisfaction, Employee turnover, Job security, Job rotation

Introduction

Job satisfaction refers to employee overall feelings about the jobs. It is the state of wellbeing and happiness of person concerning performance in the work pace and its environment it can be an excellent determinant of productivity within a company. Employee job satisfaction is essential for organizations. Job satisfaction happens when employees feel like they have a stable job, room to grow in their career, and a good mix between work and personal life. This means that the employee his happy at work because the work meets the person's standards. Job satisfaction is defined as the level of contentment employees feel with their job. This goes beyond their daily



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duties to cover satisfaction with team members/managers, satisfaction with organizational policies, impact of their in job employees personal lives.

Definition

Blum and Naylor "Job satisfaction is defined as it is result of various attitudes the person hold towards the related factors and towards the life in general".

Review of Literature

Thornton (2000), examine that job satisfaction of librarians of Africans Descent employed at academic libraries holding membership in the association of research libraries. The main objective of the study was to examine the factors, already established, that contribute significantly to job satisfaction of librarians of Africans descent at ninety six U.S Academic libraries. A three part survive instrument was administered to collect the data. The survey identified the areas of job satisfaction and dissatisfaction for the group of librarians. The author found that 60 per cent of ARL librarians felt that diversity programs were in adequate. The study suggested to the organization that it is a time to take necessary steps to create work environment that attracts and enhances job satisfaction of librarians of African Descent.

Kanaujia and Srivastava (2003), discussed that the role of public libraries regarding the problems of illiteracy and educational facilities in developing countries as the library can provide a space for mass - education socially and also pointed out the need of legislation for efficient functioning of the public library initiation of library legislation.

Ashok kumar (2004), studied that the impact of 'IT' on legislation. The 'IT era' brings various changes in all sectors of development since information is the base for all developmental activities. He stressed that is necessary to revise the library legislation on certain areas like collection development management services.

Objectives of the Study

- To measure the employee job satisfaction level in organization.



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- To study the employee perception towards organization.
- To study the employees toward their work.
- To identify the factors that motivates the employees.
- To give a suggestion for the growth and perceptive of the company.

Factors of job satisfaction

1. Intrinsic aspects of job:

It includes all of many aspects of the work, which would tend to be constant for the work regardless of where work was performed.

2. Supervision:

This aspects of job satisfaction pertains to relationship of worker with his immediate superiors. Supervision, as a factor, generally influences job satisfaction.

3. Working conditions:

This includes those physical aspects of environment which are not necessary a part of a work. Hours are included this factor because it is primarily a function of organization, affecting the individuals comfort and convenience in much the same way as other physical working conditions.

4. Wage and salaries:

This factor includes all aspects of job involving present monitor remuneration for work done.

Discussion

- 1) Role of Employee organizational commitment are related to “
 - (a) employee behaviors and performance effectiveness.
- 2) Attitudinal, affective, and cognitive constructs such as job satisfaction.



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- 3) Characteristics of the employee's job and role, such as responsibility
 - (d) personal characteristics of the employee such as age, job tenure
- 4) The data from the survey was analysed and it was found that the companies are not well aware of the satisfaction.

Conclusion

For the above set of information, the level of employee satisfaction in an organization can be gauged to great extent. The organization can also make further improvements to the existing environment if required. The organization may need to consider some particular issues and matters in relation to job satisfaction and work performance of the employees. These include organizational structure, organizational culture, job design and job description, nature of supervision and leadership style, and organization policies and regulation etc. Most of the general employees are satisfied with the following aspects relationships with other employees, work itself, and overall company policies and regulations. On the other hand, majority of the general employees are dissatisfied with current organizational structure, payment system, career opportunities and level of involvement in decision making process.

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Full Length Article

IJCRAR/FL/87

To Study on Online Marketing and Strategies

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Abstract

Online marketing strategies are already widely used by the companies around the world and there are almost no new options for fostering competition. Online marketing inseparable part of the daily life. And here comes online marketing with almost unlimited possibilities and options, online marketing also called internet marketing or electronic marketing. The promote a brand and its product or service to potential. The growing importance of online marketing, including research of the state of the art through analysis of the data provided by numerous surveys. online marketing itself, basic strategies on the internet nowadays social media platforms, online marketing strategies and challenges, online content strategies. Business leaders of small retail organizations who want to increase revenue, remain competitive, overcome challenges associated with online marketing, and increase communication by implementing new technology might elect to agree with the strategies identified in this study. The implications for positive social change include the opportunity for small retail business leaders to increase revenue while providing more job opportunities to benefits employees' and the community.

Keywords: Online marketing, strategies, benefits of online marketing, content marketing

Introduction

Online marketing is a set of methodologies used for promoting products and services through the internet. Online marketing includes a wider range of marketing elements than traditional business marketing due to the extra channels and marketing mechanisms available on the internet. Online marketing can benefits as:

* Growth in potential



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- * Reduced expenses
- * Elegant communications
- * Improved customer service
- * Competitive advantage

Online marketing is also known as internet marketing, web marketing, digital marketing and search engine marketing SEM. The broad online marketing range varies to business requirements. Effective online marketing programs leverage consumer data and customer relationship management systems.

Online marketing implies packages of measures, which should lead internet users to web pages to buy or order certain products or services. So web presence is the main object of online marketing. In addition also arrangements outside the internet are included in online marketing. Online marketing connects organisation with qualified potential customer and takes business development to higher level marketing.

Definition

Online mailing is convenience to apply since graphics, videos and text can be created and transferred with just a click hammil, 1997. Normally, the kind of email are personalized as it include hotel's brand name, message and also link that lead customers to their website. It allows hoteliers to engage customers in formidable, personalized and mutually beneficial interactive relationships, increases conversions.

Objectives of the Study

- The primary goal of any marketing strategy is ultimately to increase revenue the Internet can improve the chances that potential customers find you online. A strategies like content marketing and social media marketing.
- Internet marketing objectives often include building a brand. A brand your logo and company name in the minds of consumers, known brands are typically trusted more by customers, especially when paired with positive associations.



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- Improve local number of searches that include both your industry and your town or city is undoubtedly lower than those that just specify a product or business type, generate much more qualified traffic.
- Every business owner wants visitors make purchases you are likely attracting or visitors have no intent of becoming a customer. The targeting specific persons aiming to business attract specific qualified increase the marketing.
- Manage online reputation in an age when anyone with a computer or smart phone can post their opinions about companies, products, and services for the whole world to see, it's important for businesses to maintain a solid online reputation. all it takes is a bit of respect and concern for your customer base. This department, their objective is simply to remove any negative associations with their company and show customers that they've seen the errors of their ways.
- Every industry has a few known individuals or companies that others look to as thought leaders. Stay at the forefront of new technologies and ideas and are often the first to share new information. Strategically position to give out great advice and information, often the influencer in your field.

Strategies

Online marketing strategy is about more than checking boxes. To really succeed, each effort must work in concert to move customer from knowing little or nothing about your brand to trusting and handing you their hard-earned amount.

Email marketing
Content marketing
Web design
Paid marketing
Search engine optimization

Benefits of Online Marketing:

Effective Digital messaging can be cheaper and more efficient to produce than print. It can duplicate faster, and it can be highly targeted to reach only the most relevant customer.

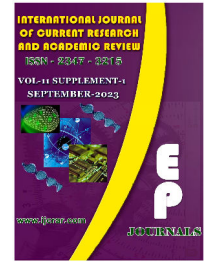


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Your customer can act on your messaging right away, giving you a quick turnaround on your investment.

It's easy to know whether your audience is clicking, opening emails, sharing, or making purchases. If you know what isn't working, you don't need to waste time and resources on it.

Online marketing allows companies to target specific audiences and customize their messages.

Digital methods can be automated and responsive to online consumer behaviour which means that an unlimited number of individual customers get timely, relevant, and personalized information.

The content you share online is a chance to demonstrate expertise and create brand recognition.

Many online marketing methods are inbound, which means that by creating accessible and appealing content, you can draw in the right customers rather than blasting and hoping it reaches those who are looking for it.

Content Marketing:

Content marketing is a marketing strategy used to attract, engage, and retain an audience by creating and sharing relevant articles, videos, podcasts, and other media. The approach establishes expertise, promotes brand awareness, and keeps your business top of mind when it's time to buy what you sell the products. A content marketing strategy establishes your brand as a thought leader, boosting trust among your audience by creating and distributing content in various ways. Content marketing is a type of inbound marketing that attracts customers.

Conclusion

The importance of marketing on the Internet is important for company. In fact, online marketing has become an important focus for most companies as they look to reach customers online and grow sales.



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Full Length Article

IJCRAR/FL/88

A Study on Marketing in the Metaverse

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Abstract

The widespread adoption of the Metaverse has generated significant discussions within the marketing community with the incorporation of virtual reality and augmented reality. Metaverse is revolutionizing traditional marketing and advertising techniques. In order to successfully and economically generate significant profit, it is helpful to look beyond the traditional methods of attracting new consumers. Marketers and business people have understood that the next generation of consumers will be more interested in the Metaverse. In this new digital world, virtual reality, 3D, and artificial intelligence can create engaging and impactful commercials for the younger generation. Several companies have begun collaborating strategically to launch their products in the Metaverse. This paper aims to connect all these factors together with the help of primary and secondary data. This paper seeks to explore the practice of the marketing in the Metaverse.

Keywords: Metaverse, marketing in metaverse, virtual reality, Traditional VS Metaverse marketing

Introduction

The phrase "Metaverse" is used to express the idea of a future iteration of the internet, made up of persistent, shared, 3D virtual spaces linked into a perceived virtual world. The prefix "meta" (meaning beyond) and the stem "verse" (from "universe") make up the word. Metaverse is a virtual world where users can communicate with each other and a computer-generated environment. In recent years, due to the development of related technologies, the Metaverse has received much attention worldwide. This development is highly beneficial to society. There are ways for marketers to trade products or services which adopts the Metaverse in the future. To



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reach the target consumers businesses should contemplate of how to use the Metaverse. Metaverse encompasses not only multiple platforms, but also real and virtual realms. The Metaverse is a 3D virtual world allowing users to interact with the reality. The Metaverse is a three-dimensional virtual universe where people interact with each other through their avatars. Metaverse is an environment where people experience augmented reality, virtual reality, mixed reality, and extended reality together. It will be a turning point in our lives when users can have fun, socialize, shop, play games, chat with their friends, spend time and navigate easily with their avatars in this three-dimensional virtual universe. Metaverse in the marketing help to interact with other users and purchase digital merchandise in real time. The Metaverse allows companies to create their own world that represents their brand, which no video, ad, words or image could do. Each world can be unique and create a fully immersive experience for customers. The Metaverse offers a more immersive experiences. Metaverse has received investments from all IT companies worldwide. Other business sectors, including those in education, finance, healthcare, and marketing, are implementing Metaverse.

Review of Literature

Thorsten Hennig, Thureau and Bjorn Ognibeni (2022) examines social dimensions and background of Metaverse marketing. It encourages the Metaverse marketing in the field of consumer relations, employee relations, and the frontline services. The researcher also suggests few strategies and don'ts of the Metaverse marketing.

Kite-Powell, (2022) examine Metaverse is a virtual environment where users can buy and sell virtual properties and exist as 3D avatars.

Gartner, (2022) examine the Metaverse has gained a lot of attention recently because of the advancement of associated technology. The Metaverse is anticipated to be a more realistic society that minimises ideas of race, gender, and even handicap while allowing for more direct and physical relationships.

Chris Bushell (2023) examines the study on the impact of branding and marketing. To understand the new technology in the best possible way, the researcher will attempt to explore the consumers that utilise the Metaverse as a brand extension. The findings of the study insights on how



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organisations and consumers use the brand extension. The new technology also clenches on the optimistic and pessimistic approaches.

Objectives of the Study

- To introduce the concept of Metaverse marketing
- To know the Metaverse marketing technique
- To find out the Metaverse marketing vs traditional marketing
- To identify the merits and demerits of metaverse in marketing

Metaverse

The "Metaverse" is a hypothetical iteration of the Internet as a single, universal, and immersive virtual world that is facilitated by the use of virtual reality (VR) and augmented reality (AR) headsets. The concept of Metaverse was first introduced by Neal Stephenson in 1992 with the novel "Snow Crash". In 2003, software developers inspired by Snow Crash designed a game called "Second Life". In the game, everyone has an avatar as a cartoon, and the players communicate with each other in virtual environments.

Metaverse Marketing:

Metaverse marketing allows business to create a world specifically for a product or service and take customers through an immersive experience. However, it is also essential to note that immersive marketing campaigns require time, effort, and large capital. For marketers, the Metaverse represents an opportunity to engage consumers in entirely new ways while pushing internal capabilities and brand innovation in new directions.

Metaverse Marketing Vs Traditional Marketing

The main motto of the companies targeting the Metaverse to hold out Gen z (the generation of people born from 1997 to 2012) and millennials (Gen Y, or Millennials, were born between 1981 and 1994/6). The Metaverse provides immersive experience than traditional advertising. The



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Metaverse confines its physical boundaries. Traditional marketing does not afford to try commodities in a home environment virtually its physical boundaries. Traditional marketing does not afford to try commodities in a home environment virtually. The Metaverse maybe a way for companies to extend and create their own advertising strategy. Its new in market and has more risk than traditional marketing as it maybe rigid to measure and not all consumers use these. The competition in the traditional marketing is way more than the digital marketing so Metaverse can use this for organisation to initiate new advertising ideas. decentralization is one of the most important features and play a pivotal role in the Metaverse marketing unlike traditional marketing. The corporates and companies use pavilions possessed by further companies. On the other hand, this forum evaluates all the information before the process of live.

Metaverse Marketing Technique

Brand framework

Companies using the Metaverse to frame their brand by executing interactive and capitative customer experiences. For instance, corporates can create VR stores where consumers can analyse products in 3D. To improve the relationship with the consumer the organisations can influence the Metaverse's social factors. The Metaverse will reach the targeted and increased consumers by brand building approach. For example: Nike

Retail of Goods in the Virtual Space:

The direct-to-avatar (D2A) economy is emerging in the metaverse as the majority of audiences in the metaverse are ready to spend money on self-expression. This provides an excellent opportunity for the brands to market themselves by selling and retailing virtual products like dresses fashion accessories to these human avatars in the metaverse

Legal implications:

One of the key roles is the legal implication of organizations in the metaverse environment. It is important to know that Laws Governing Virtual Sectors and Other Online Quantities. These laws



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can vary significantly by jurisdiction. Data Privacy and collection from consumers must be protected in the Metaverse environment. Anti-trust laws, Consumer protection must be tailored to the organization in a Metaverse environment.

Monitoring obstacles and threat:

One of the most important obstacles for companies progressing into the Metaverse is the lack of well-defined framework. There are no rules on how it should be utilized because the technology is still in its rise and yet to stand the test of time. The customer's intellectual property and personal information will have legality issues if not protected by the companies. The security threats in a Metaverse business like hackers might cause service outages.

Rebuilding safety problems

The Metaverse data can be kept safe and secure by taking a few simple provisions in the business. To begin with, any data sent or kept in the Metaverse should be encrypted that may be considered private. It will help defending the data from being retrieved by any vicious parties. The Metaverse system operators adopt the two factor authentication for security purpose. The Metaverse can also initiate the VPN networks for further development.

Applications of Metaverse

Gaming

One of the main and fundamental backers of the Metaverse technology is reportedly the gaming industry. Through the use of this technology, people can communicate with one another inside a single, interoperable environment Axie Infinity, Sorare, and The Sandbox are a few of the successful Meraverse examples that are present in the online gaming industry.

Travel and Tourism

One of the Metaverse's most cutting-edge use cases is virtual tourism. Here, the technology enables virtual travel, which is a plus for individuals who are unable to travel over large distances.



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Education and Learning

The Metaverse's potential for education and learning is as exciting as its other uses. Learning has reached a new level of quality because to VR and the effects of Metaverse. Enhanced and superior information materials are now available for students to use while watching live experiments.

Real estate

Offering customers, the best virtual reality experience possible is one of Metaverse's key benefits. It should come as no surprise that the Metaverse can make a real estate market niche profitable. With the help of the Metaverse property tour choices, neither the realtors nor the clients need to waste time travelling to numerous houses.

Healthcare

Healthcare applications of the metaverse have created new avenues for providing therapies with better results at lower costs. Patients and doctors can communicate in virtual 3D clinics under the umbrella of telemedicine and telehealth, a notion made popular by the Metaverse after the pandemic.

Banking and Finance

Metaverse banking is a step up from net banking because it offers the same services with a more individualised user experience and data visualisation.

Social media and entertainment

A long-standing idea called the metaverse for social media has completely changed how people enjoy internet entertainment. Avatars and virtual clones are now being used by users to communicate.



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Merits of Metaverse Marketing

- Metaverse brings out new ways of storytelling and advertising
- With VR and other technologies in the Metaverse, the audience is no longer a passive listener.
- The Metaverse-prompt changes have relevant inference for future marketing academic research in scopes such as
- Intelligence, innovation, communication, experience, consumer behaviour, and policy formulation.
- Metaverse allows users to buy or rent places to set up stores where users can check out the products.
- Immersiveness, sociability, and environmental fidelity to design and characterize consumer experiences which can be utilized by the firms in the Metaverse.

Demerits of Metaverse Marketing

- Customer with auditory or visual disabilities have difficulties in the Metaverse.
- Higher equipment costs. Individuals and enterprises alike will have to shell out some cash to get into the metaverse.
- Potential for bullying, harassments and assaults. Bad behaviour in the real world, on the internet and across social media has likewise occurred in existing metaverse-like experiences.
- Additional privacy concerns and security issues.

Conclusion

The advent of immersive digital experiences may portend a huge change in the future, much to how the internet changed how businesses market to their customers. Regardless of how the metaverse evolves, innovation and market adoption will undoubtedly speed these up. The platforms' quick evolution and the appearance of new use cases make it clear that the businesses will keep experimenting and learning. That trend is clearly made possible by metaverse. The metaverse confines immersive dimensions with the use of virtual and augmented reality. The metaverse encompasses not just many platforms but also real and virtual realms. the metaverse offers marketers a variety of opportunities to engage consumers through extending brand



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innovation and capabilities. The Covid-19 epidemic in 2020 sped up the digital revolution for many people, businesses, and sectors. The increased use of the word "metaverse" in 2021 is therefore not surprising. It is unclear exactly what the metaverse will develop into. It might be a fully realised virtual reality and avatar universe, or it might just be a more advanced, immersive version of the current online networks and platforms. In any case, as the metaverse opens doors to new creative, social, and economic prospects, a wide range of potential use cases are anticipated.

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Full Length Article

IJCRAR/FL/89

A Study on Consumer Preference and Satisfaction on Bath Soap in Madhavaram

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Abstract

This paper has concentrated its attention on the consumer's preference and satisfaction with the bath soap products in Madhavaram and furthermore, it has concentrated on the buying habits of the consumers. The findings system direct outcomes of the study as the study portrays the consumer's preference towards the product of the consumers the finding system direct outcome of the study. The study depicts the consumer's preference towards the product of the consumer. The present study would help the company to know the satisfaction of the respondents towards bathing soap and various brands and how the potential target of the market must be matched with marketing mixes and then the best attractive strategies to be chosen for implementation companies would be in a better position to make and utilize their marketing strategies to gain more and more customers.

Keywords: Consumer preference, marketing mixes, and marketing strategies

Introduction

Among the consumer products aggressively advertised bath soaps are at the top of the list. Although a bath soap's basic function is to clean the body, the advertisements confer exotic qualities to it. Soap is a salt of a fatty acid. Soaps are mainly used for bathing and cleaning, but they are also used as an important component of lubricants. The alkaline solution, which is often called lye (despite the fact that the expression 'lye cleanser' alludes solely to cleansers made with sodium hydroxide), brings about a chemical reaction known as soap signification. In this

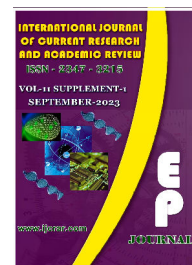


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reaction, the triglyceride fats are first hydrolyzed into free fatty acids, and then these combine with the alkali to form crude soap, an amalgam of various soap salts, excess for or alkali, water, and liberated glycerol (glycerin). The glycerin is a useful by-product, which can be left in the soap products as a softening agent, or isolated for other uses.

Review of Literature

S. Madhan Kumar & V. Sathish Kumar "A Study on Consumer Preference and satisfaction towards laptops with Special Reference to Erode" observed how consumers choose their laptop with various opinions like the accessibility of the product, assurance of the product, user-friendliness of the product, technical support of the product, quality of the product, etc.

Neha Joshi "A Study of Consumer Preference and satisfaction towards Restaurants in Dehradun City" talks about the changing habits of the customers towards their choices. The industries must achieve service quality that surpasses the expectations of the customers; however, the satisfaction may be influenced by various attitudes from internal, external factors.

John R. Dillion (1991) Discussed different of customer conduct, for example, income, age, sex, religion, and other financial foundations had arrived at a resolution that the customers were clear in their decision. Chosen in their investigation on shoppers including of beauty care products that the customers' consideration would be on the cost and utility of the products.

Uso and France (1994) Studies the idea of the decision procedure for regularly obtained on durables by following eye fixations in a research center re-enactment of grocery store racks. The discoveries are completely good with the general view that the decision procedure is built to adjust to the prompt buy condition. While shopping direction.

Objectives of the Study

- To study the consumer preference towards toilet soap in Madhavaram city.
- To offer sound recommendations on the basis of findings of the study.
- To identify the product having the best range of prices, attractive packaging and easy availability.



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- To identify the factors considered before buying bathing soap.

Scope of the Study

The scope of the study is restricted to toilet soap only and tries to relate customer preference regarding toilet soap, its price constraints effect of advertising and sales promotion from the above information this study tries to examine and understand the consumers psychology.

Needs For The Study:

Bath/ toilet soap despite their divergent brands, are not well differentiated by the consumers. It is therefore not clear if it is the brand loyalty or experimentation by high volume media campaign, which sustain them. A consequence is that the market is fragmented. It is obvious this must lead to a highly competitive market.

Suggestions

- Dealer should fulfill the consumer's needs speedily in an effective manner, the dealer should be consumers friendly, so that the seller can improve the sales volume to all type of consumers.
- The dealer should be made more effective in providing instructions to the consumers to meet the competitors.
- Most of the respondents are under the age gathering of 15-25 years so organization should take efforts to attract other age group people in order to increase the sales.
- Most of the respondents are under the salary gathering of over 12000 every month, so the organization should take efforts to position their products in this group in order to increase their sales. As a quality is the first influencing factor of the company has to focus on quality and improve it for better sales.
- The company may give more and more offer and discount to improve the sales.

Types of Soaps

- Beauty soap
- Health soap



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- Baby soap
- Herbal soap
- Freshness soap
- Liquid. Soaps They arecleansingagentssthatareavailableintheflowy, liquidform.
- HandmadeSoaps.
- Toilet Soap.
- Bathing Soap.
- Kitchen Soap/ Dish Soap.
- Laundry Soap.
- Floor cleaner

Conclusion

Consumer satisfaction plays an important role in the modern marketing era. Bath soap is an important product for the day-to-day consumption of consumers. Nowadays competition is going on with a flame of advertisement war. A lot of Varieties of soap are being introduced by several producers. In these competition situations, some soap because evil effects due to a mixture of chemical compounds. People need quality soap for which they are ready to have brand loyalty or switch from one brand to another. In order to capture the needs of all the segments of people, the products are introduced in different quantities for perfect quality of users. So the soap will definitely bring more market potential for Bath soap.

This investigation has concentrated its attention on the consumer's preference and satisfaction towards bath soap products in Madhavaram city and also it has focused on the buying habits of the consumers. The findings system direct outcomes of the study as the study is used in the future.

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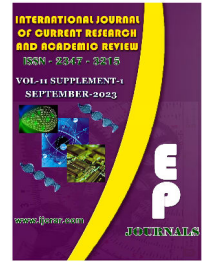


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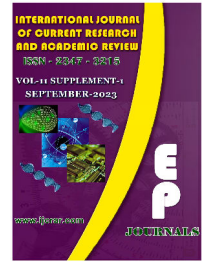


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Full Length Article

IJCRAR/FL/90

A Study on Women Entrepreneurs in India – Issues and Challenges

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Abstract

Women's participation in the economy is essential for sustainable economic development, gender equality, and poverty alleviation. McKinsey Global Institute (MGI) estimates that India could boost its GDP by USD 0.7 trillion by bringing 68 million more women into India's workforce by 2025. The World Bank reports that India could increase GDP growth by 1.5 percentage points by including 50% of the women in the workforce.

Keywords: Sustainable Economic Development, GDP, Women work force.

Introduction

"When women moves forward, the family moves, the village moves, and the nation moves."

- Pandit Jawaharlal Nehru

In India's economy, women entrepreneurs are growing more substantial, and their contributions shouldn't be undervalued. These female entrepreneurs play a crucial role in the Indian economy and have a significant effect on it by generating employment, accelerating development, and fostering prosperity.



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Literature Review

Neha Tiwari (2017), findings show that despite that the government has framed and implemented various supportive measures, women entrepreneurship in India remains alarmingly low.

Objectives of the study

- To examine the hindrance for growth of women entrepreneur
- To identify the factors to bridge the gap of women work force
- To study the policy recommendation by the government to uplift their conditions

Methodology

The research paper is based on secondary data. The data was gathered through e-articles, journals and e-resources

Emergence of Women Entrepreneurs in India

This is a dynamic world and it is changing at a greater speed. It has contributed to the emergence of various classes of entrepreneurs including women whose entry was insignificant and difficult once upon a time. This is a boon for sustained economic development and social progress.

Status of Women Entrepreneur in India

India has 63 million micro, small, and medium enterprises (MSMEs), of which around 20% are womenowned, employing 22 to 27 million people. India ranked 57th among 65 countries in the Mastercard Index of Women Entrepreneurs (MIWE, 2021).



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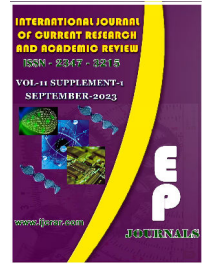
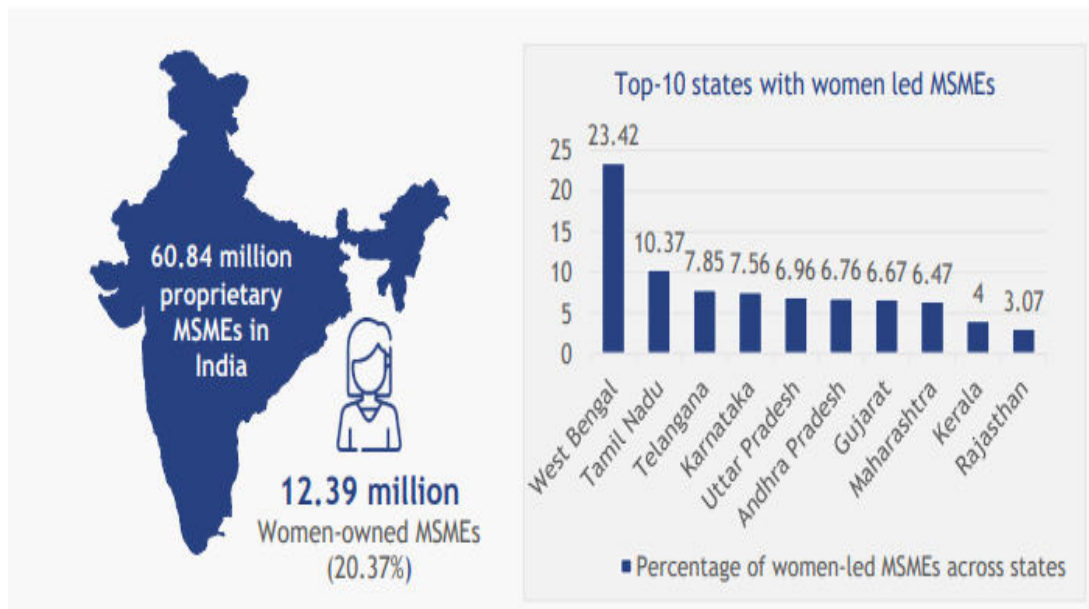


Fig.1 Share of women-owned enterprises of MSMEs in states of India- top-10 states in share of wMSMEs



Source: MoMSME Annual report 2021-22

Women own only 20.37% among them. The distribution of women-owned MSMEs varies across states. West Bengal (23.42%) has the highest share of women led MSMEs, while Sikkim (0.04%) has the lowest.

Causes of Low Women Entrepreneurship Rate

Access to Finance

The gender financing gap is one of the most high-profile and persistent problems in entrepreneurship. Female-led start-ups, or those with at least one female founder, receive a disproportionately small percentage of the flow of global venture capital.



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Lack of Family Financial Backing

In India, parental immovable property (land/building/house) or business goes to the male child by succession according to Mitakshara law of Hindu undivided family business. This is one amongst the many reasons why women face difficulty in obtaining finance, managing the working capital and credit.

Bridging the Gap

Economic Empowerment of Women

Women should be encouraged to be financially independent. Economic empowerment plays a pivotal role in ensuring their right to equality and to an adequate standard of living, and it should be the prime agenda in every development discourse.

Provision of Education and Skills

Women should be educated and more importantly, educated women should be encouraged to build a career and work rather than being bound to home chores. Government should fund entrepreneurship courses or ones which provide skills.

Government Initiatives to improve the condition of women Entrepreneurship

Although the government has taken initiatives to support women entrepreneurs, many of them are unaware about these policies or lack access to them. Some the policies are,

- The Prime Minister's Employment Generation Program is aimed at promoting opportunities for gainful self-employment. Assistance in the form of margin money subsidy and credit relaxation for women is provided. 0.95 per cent of the project cost is borne by governments while 5 per cent is contributed by women entrepreneurs.
- Cluster development scheme is aimed at providing infrastructural support to women entrepreneurs. Only 20 percent of project cost is borne by women entrepreneurs while 80 percent is borne by the government of India.



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Policies envisaged for Women Entrepreneurs by Government of India

Women face difficulties in getting loans from Bank and Financial Institutions for starting their business ventures. To overcome this difficulty Financial Institutions and banks have specialised schemes where in finance is available to women entrepreneurs on concessional terms.

The Trade Related Entrepreneurship Assistance and Development (TREAD)

This is a scheme envisaged by Ministry of small scale industries, Government of India. It helps women entrepreneurs to become economically strong. To achieve this objective, it provides trade related training, information, counselling and extension activities related to trades, products, services etc.

Bank of India's Priyadarshini Yojana

Under this scheme the banks provides long term and working capital assistance under various categories.

Swarna Jayanthi Gram Swarojar Yojana

This scheme has been in operation since April, 1999. The main objective of this scheme is to provide proper self-employment opportunities to rural women who are living below poverty line. The idea behind this is to improve the social and economic standard of rural women.

Rashtriya Mahila Kosha

This fund was setup on March 30, 1993 to facilitate credit support to poor women for uplifting their socio-economic status. The Support is being extended through NGOs, Women Development Corporations, Dairy Federations, Municipal Councils etc., Rashtriya Mahila Kosh is planned to extend loan facilities through these organisations at 8 percent per annum interest.

Stand up India Scheme

As part of MSME Policy, the Program was launched in 5th April 2016 for facilitating credit to women entrepreneurs with an objective of providing loans ranging from Rs.1 lakhs to Rs.1 Crore



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to at least one woman entrepreneur by one Bank each.. In case of non-individual enterprise covered under the Scheme, 51 per cent of the share capital and controlling stake should be that of the women. The scheme focus on only SC/ST and women entrepreneurs.

Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE)

Small Industries Development Bank of India (SIDBI) and Ministry of Micro, Small and Medium Enterprises launched the scheme to make available collateral-free credit to the micro and small enterprise sector. Both the existing and the new enterprises are eligible to be covered under the scheme.

Cluster Development Programme

The Ministry of Micro, Small and Medium Enterprises (MSME), Government of India (GOI) has adopted the Cluster Development approach as a key strategy for enhancing the productivity and competitiveness as well as capacity building of Micro and Small Enterprises (MSEs) and their collectives in the country.

Financing Schemes offered by Banks

A large number of banks have schemes to support entrepreneurship among women by providing certain concessions in the rate of interest, collateral security etc. Some of these schemes are listed below

Shri Shakti Package for Women Entrepreneurs

SBI run scheme offering concessions to women with majority ownership over 50% in a business provides interest concession 0.05% on loans exceeding Rs 2 lakhs with no security for loan upto Rs 5 lakhs.

Cent Kalyan Scheme

Central Bank of India scheme for new entrepreneurs and selfemployed women for macro/small enterprises. Loan upto Rs 1 crore without any collateral security.



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Key policy Recommendations

The key policy recommendations to help the women to participate in entrepreneurial activity are as follows:

- Ensuring the availability of affordable child care and equal treatment at the work place to increase the ability of women to participate in the labour force
- Improving the position of women in society and promoting entrepreneurship by making easy access of women to finance

Conclusion

Growth of women entrepreneurs can be a vehicle of their socio-economic empowerment. In the new industrial policy, the government has laid special emphasis on the need of conducting special entrepreneurial training programs for women to enable them to start their own ventures.

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