



St. Claret College

NAAC Accredited | Affiliated to Bangalore University
A Claretian Missionary Institution

MES Ring Road, Jalahalli, Bengaluru - 560 013.



ONE-DAY NATIONAL CONFERENCE ON
Start Up India

Trends, Opportunities and Challenges

October 26, 2016





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Book of Abstracts

ABOUT THE COLLEGE

Moved by the spiritual genius of St. Anthony Mary Claret and supported by the robust Catholic intellectual tradition, St. Claret College (SCC), Bangalore offers integral education to transform the students to be enlightened leaders who bring about a civilization of love and harmony. Served by the international network of Claretian Missionaries, SCC has witnessed phenomenal growth and today it has several undergraduate programs in Commerce, Management, Computer Applications and Liberal Arts and is permanently affiliated to the Bangalore University, recognized by UGC and is NAAC accredited. Situated in a serene and picturesque campus beside the Outer Ring Road, close to BEL circle - at a stone throw's distance from Yeshwanthpur railway station, the college enjoys a refreshing atmosphere, conducive to serious academic pursuits and professional training.

VISION

The vision of SCC is to promote educational excellence, leadership and service, based on universal love in an environment characterized by respect for the individual and concern for the community, so as to effect holistic transformation in each student.

MISSION

The mission of SCC is to form intellectually competent, professionally skilled, spiritually vibrant, morally responsible, socially just, and culturally sensitive global citizens through holistic Claretine education to advance a civilization of love and harmony.

St. Claret College

P.O. Box 1355, MES Ring Road, Jalahalli, P. O.,
Bengaluru - 560 13. INDIA
Phone 91-80-23454755, Fax: 91-80-23454788
E-mail: claretcollege@gmail.com
Web : www.claretcollege.edu.in

PROGRAMME SCHEDULE

October 26, 2016 (Wednesday)

Inaugural Ceremony

Time: 9.30 A.M to 11.00 A.M

Compere	Ms. Sandhya Rakesh
Invocation	College Choir
Lighting of the Lamp	Dignitaries
Welcome & Introduction	Rev. Dr. Sabu George, Principal, SCC
Context of the Conference	Dr. Harmeet Matharu, IQAC Coordinator
Key Note Address	Padmashri. Aloysius P. Fernandez
Presenting Mementoes	Rev. Fr. Benny Matthew Manager, St. Claret Educational Institutions
Vote of Thanks	Safeer Pasha M
College Anthem	Instrumental
Photo Session	

11.15 am -12.00 pm Technical Sessions Venue: Auditorium

Topic : Start Up India,
Trends, Opportunities and Challenges

Resource Person : **Dr. R.S. Ponnmagal**, Professor & HOD,
Dr. M.G.R. Educational & Research Institute

Welcome Address : Ms. Chaitra

Vote of Thanks : Mr. Zameer Pasha

Rapporteur : Mr. Mohan Kumar M. S.

12.00 pm to 1.15 pm Panel Discussion Venue: Auditorium

Moderator : **Dr. Jacob Crasta**, Former President, FKCCI

Panellists

Mr. H.R. Jayaram,
Founder & Promoter, Green Path Foundation

Ms. Y. Tripuramba,
Secretary, ALEAP, Hyderabad

Mr. B. Vedhagiri,
Director, IIFT, Karnataka

Dr. Jayalakshmi,
Asst. Professor, CMR Law School, Bengaluru

Welcome Address : Ms. Angela

Vote of thanks: : Mr. Vijo

Rapporteur: : Ms. Seema Joseph

**Parallel Sessions/ Paper Presentations by the Participants
2.15 P.M to 3.45 P.M**

Sl. No	Venue	Session In charge	Sub Theme	Moderator
1	Auditorium 2nd Floor	Ms. Chaitra	Information Technology	Sas. Biswas Professor & HOD, Dept. Of Forestry. Dolphin Institute of Bio Medical & Natural Sciences, Dehradun
2	AV II 2nd Floor	Mr. Allan Fernandez	Industry	Mr. B. Vedhagiri Director, IIFT, Karnataka
3	I B.com A Room No 205 2nd Floor	Mr. Zameer Pasha	Entrepreneurship-A	Ms. Tripuramba Secretary, ALEAP, Hyderabad

4	I B.com B Room No 206 2nd Floor	Ms. Sandhya	Entrepreneurship-B	Dr. Harmeet Matharu IQAC Coordinator, St. Claret College
5	I B.com C Room No 207 2nd Floor	Ms. Joan	Entrepreneurship-C	Rev. Fr. Vineeth George Vice- Principal, St. Claret College
6	II B.com C Room No 211 2nd Floor	Ms. Pavithra	HR & Marketing	Rev. Dr. Sabu George Principal, St. Claret College
7	II B.com B Room No 210 2nd Floor	Ms. Rashmi	Accounting , Taxation, Finance & Corporate Governance	Dr. Ashwatha Narayana T. Associate Professor, GFGC, K.R. Puram, Bengaluru

Valedictory Function

Time: 4.00 P.M to 4.30 P.M

- Comperes & Welcome** : **Ms. Neeta**
- Participants' View** : **By Participants**
- Conference Report** : **Ms. Maria D'souza**
HoD, Department of Commerce
- Vote of thanks:** : **Rev. Fr. Vineeth George,**
Vice Principal, SCC
- National Anthem** : **Instrumental**



ENTREPRENEURSHIP

WOMEN ENTREPRENEURSHIP – BREAKING THE GLASS CEILING

Dr. Vasanthi Reena Williams

HoD, Vidya Vikas PG Department of Commerce, Mysuru

Ms. Supriya & Mr. Ganesh

I Year M.Com, Vidya Vikas PG Department of Commerce, Mysuru

India has and will always remain a land of vast opportunities. It is also blessed with abundance of natural resources. It was the Spices that once lured the Europeans to India. Yet, India is yet to become a superpower among nations. Our economists have always subscribed to the fact that in order to become economically stable, we need to industrialize. In fact, the Liberalization, Privatization and Globalization, also called the LPG Era, are a testimony towards this endeavor.

This paper tries to focus on areas where the glass ceiling can be broken and women entrepreneurship can be encouraged as women are the backbone of the society and can play a major role in ensuring a sustained economic as well as ensure social development in the country. Encouraging women entrepreneurs could help in increasing employability and also expansion and growth of the economy as a whole.

WOMEN ENTREPRENEURSHIP DEVELOPMENT THROUGH MSME'S IN INDIA

Mr. Sarvesha H. K.

Research Scholar in Economics, Department of Economics,
Bangalore University

Small and Medium Enterprises are the driving force for the promotion of an economy. Due to its significance, all the countries either, developed or developing, are concentrating on the development of MSME'S and Women entrepreneurship make significant contribution to their economies in the 21st century. Micro, Small and Medium Enterprises (MSMEs) are acting as the specialist and soul of economic growth in India as well as in the world. Micro, Small and Medium Enterprises (MSMEs) play a dominant role in the economic development of a country. MSMEs have been largely recognized as a foundation stone for the industrial development of any country. These enterprises contribute about 90 percent of businesses worldwide. In India, it has been a perception that women can only play the role of housewives who can only take care of their home and family.

WOMEN ENTREPRENEURSHIP

Ms. Ayesha B. B.

Dept of commerce & Management studies,
BET Sadathunnisa College, Bengaluru

This conceptual paper emphasizes on women entrepreneurs as an emerging human resource. Women entrepreneurs are gaining importance in India. In India the role of women entrepreneurs are no less significant. Women are contributing to the economic growth of the country. Women-owned enterprises are gaining importance in India. Women entrepreneurs are those women, who think of a business enterprise, initiate it, organize and combine the factors of production. Despite all the social hurdles Indian women stand tall from the rest of the crowd and are applauded for their achievements in their respective fields.

A PRELIMINARY STUDY ON THE OPPORTUNITIES AND CHALLENGES OF COTTAGE INDUSTRIES IN INDIA

Dr. Vasanthi Reena Williams

HOD, Vidya Vikas PG Department of Commerce

Mr. Akash Kumar Singh

Vidya Vikas PG Department of Commerce Mysore

Post Liberalization India has seen a spurt in entrepreneurial ventures. The government, both at the Centre and States are providing schemes and banks are also providing the much required finance for such undertakings. In fact a country's progress can be measured by increase in its trade and commerce and the Cottage Industry is the life-line towards bigger and larger business ventures. Usually, Cottage industry has a more traditional approach based on occupation of the entrepreneur and can therefore be considered as the naissance of industrialization all over the world.

A STUDY ON ENTREPRENEURIAL CHALLENGES IN TOURISM INDUSTRY WITH SPECIAL REFERENCE TO KARNATAKA

Shruthi B.

Guest faculty, Department of commerce, Bengaluru University, Bengaluru

Leelavathi N.

Research scholar, Dept. of Commerce, Bengaluru University, Bengaluru

Karnataka, one of the most progressive and well developed industrial states in the country is focused on development of trade and service sectors, through various initiatives and policies. It is home to several forts, architectural marvels

and is blessed with a rich cultural heritage of over 1500 years. Other diverse visitor attractions include pilgrim sites, coastal landscape, wildlife / national parks, Eco Tourism, Wellness Tourism – Alternate Lifestyle/ Yoga, Voluntary Tourism and Adventure Tourism. Over the years, Karnataka has also emerged as a strong contender in the global market for Business Tourism. The State has been ranked as the 4th preferred destination among domestic tourists and is the 3rd preferred destination for attracting investments in the tourism sector. Tourism has the potential to empower industry it needs to focus on how to bring this about. Understanding tourists and tourism processes is the first stage to empowering the local community to make informed and appropriate decisions about their tourism development.

A STUDY ON PROBLEM AND PROSPECTS OF RURAL ENTREPRENEURS IN KARNATAKA

Murali Mohan V.

Research Scholar, CBSMS Bengaluru University, JB Campus, Bengaluru

Harshitha

Research Scholar, CBSMS Bengaluru University, JB Campus Bengaluru

The Indian economy is highly dependent on rural economy because nearly 68 % of the total population lives in rural areas, where agriculture and allied activities are the major source of income. Rural entrepreneurship is starting of enterprises in rural areas. Now days the government has giving more focus towards to development of rural areas. There is a huge opportunities for undertaking Entrepreneurship activity for the people who are living in rural areas. Recently government of India lunched program me called Make in India, Start up India etc. to undertake this program me the government providing financial assistance in the form of Both Short and long term Loan at a very lesser rate of Interest under the MUDRA scheme.

A STUDY ON STUDENTS PERCEPTION TOWARDS ENTREPRENEURSHIP – A STUDY ON STUDENTS OF BENGALORE UNIVERSITY

Dhanalakshmi C.

Assistant professor, St. Claret College

Raval Dipankumar Maheshkumar

Assistant professor, Acharya Institute of Graduate Studies,
Soladevanahalli, Bengaluru

In today's competitive world entrepreneurship education plays an important role in developing new entrepreneurs because the entrepreneurship education (knowledge and skills) have vital contribution to the growth of economy, that's

the major reason where the developing countries like Indian and other universities has introduced entrepreneurship education program in their curriculum. This research is an attempt to study the perception of students of different degree and professional colleges in Bengaluru towards entrepreneurship education. The study reveals that entrepreneurship education not only provides the base for starting new businesses but also provides a scope for self employment too. The study was conducted among the students who were studying under graduate and post graduate with a sample size of 100 students which shows a positive perception towards entrepreneurship education.

THE GREEN ENTREPRENEURSHIP

Prof. Priya Srinivasa

HOD, Department of management, Baldwin Women's Methodist
College Bengaluru

Dr.Shankar. R

Assistant Professor, Department of Commerce & Management,
R B A N M's College, Bengaluru

Rajakumara D.

Assistant Professor, Department of Commerce & Management,
GFGC, Thyamagondlu

We observe that very often the terms “green entrepreneurship”, “eco entrepreneurship” and “sustainable entrepreneurship” is used interchangeably. Although there might be some shades of difference between the three, for the purposes of the GREENT project we also assume that they can be used interchangeably. Companies all over the world are striving to reduce the impact of products and services on the climate and other environmental parameters. Marketers are taking the cue and are going green. Thus there is growing interest among the consumers all over the world regarding protection of environment in which they live.

EDUCATION TOWARDS ENTREPRENEURSHIP

Shoba N.

Lecturer, Department of Commerce and Management,
BEL First Grade College, Bengaluru

Startup India is an ambitious campaign initiated by Prime Minister Shri Narendra Modi, which aims at promoting India to become Biggest Startup Ecosystem in the world. It is believed that Startup India along with other campaigns like 'Make in India' and 'Digital India' plays a dominant role in uplifting the economic status

of India. In fact, India is the fourth largest start-up hub in the world with over 3100 technology startups in 2014-15. Startup India campaign aims at revolutionizing India as the number one country with more number of pioneers, innovators and Entrepreneurs. The campaign primarily aims at generating extensive employment opportunities such that poverty is eradicated and Standard of Living is raised to a greater extent.

GREEN ENTREPRENEURSHIP IN BENGALURU CITY: UNDERSTANDING CONSUMER AND ENTREPRENEUR MOTIVES

J. R. Vaishnavi Prasad

Lecturer, Krupanidhi School of Management,
ChikkaBellandur, Bengaluru

A change in our consumption patterns has started to pose serious threats not only to our lives but also to our future generations by way of environmental degradation. As we awake to this harsh reality, a new set of entrepreneurs have come up with sustainable solutions to our everyday needs. Bengaluru city, known for its acceptance of novel ideas, has welcomed this wave of green entrepreneurship with warmth. This study attempts to examine the market for green products and services in Bengaluru by comparing green consumer preferences with green entrepreneur motives. It also tries to explore future trends of green entrepreneurship especially in Bengaluru. Home to multiple cultures and startups, Bengaluru is the perfect place to understand the popularity of environmental friendly products and services in addition to understanding its future potential.

GREEN ENTREPRENEURSHIP

Bhaskar

Lecturer in Economics, Aquila Group of Institutions,
Yelahanka Old Town Bengaluru-64

Earth provides enough to satisfy every man's need but not every man's greed. – MK Gandhi.

In recent years due to the lack of environment friendly methods we are facing a lot of problems like pollution, destruction of biodiversity, ozone depletion, environmental pollution and human illness.

RURAL ENTREPRENEURSHIP: CHALLENGES AND OPPORTUNITIES

Muralidhara P.

Head of Department Commerce, Silicon City College,
K R Puram, Bengaluru

Narasimhaih T

Head of Department Commerce, SDC College, Kolar

Gnanesh C.

Principal, Silicon City College, K R Puram, Bengaluru

The village is the back bone of the country Village or rural industries play an important role in the national economy, particularly in the rural development. The majority of the population in India lives in villages Rural entrepreneurship is not only important as a means of generating employment opportunities in the rural areas with low capital cost and raising the real income of the people, but also its contribution to the development of agriculture and urban industries entrepreneurs are driven to achieve success in their business along with the qualities of a Leader, Manager, Dreamer, Innovator, risk taker, continues learner, decision maker & most important is to implement all these qualities into the work. Entrepreneurs set the example of turning their dream in to reality. And the story behind to achieve the dreams into reality is to set massive goals for themselves sand stay committed to achieving them regardless of the obstacles they get in the way, with the ambition and the unmatched passion towards achieving the goal.

STARTUP ECOSYSTEM IN KERALA

Blessy Sarah Mathew

Research Scholar, Central University of Karnataka,
Kalaburagi, Karnataka

The startup eco system in India has been growing vigorously in this decade. The most talented youth of Kerala have been leaving the State in pursuit of better career options and many of them have become successful entrepreneurs outside the State. This loss is irreparable in a Knowledge Economy where people and ideas are more important than land or capital. To realize the true potential of Kerala, this brain drain needs to reverse. In this background, the state aspires to kick-start an entrepreneurial culture, which contributes to increased knowledge wealth and employment. This article looks at the growth of Kerala's startup ecosystem in the past years, also the incentives available to startups in Kerala. The article also looks at the effectiveness of existing state policies and the role the state as a facilitator in the growth of Kerala's startup ecosystem.

STRESS MANAGEMENT IN THE ENTREPRENEURSHIP

Siddaramu P.

Librarian, Government First Grade College, Nagamangala

Vishwanathaiah S.

Physical Education Director, Govt. First Grade College, Nagamangala

Stress is a fact of life for anyone in the entrepreneurial fast lane, but the good news from the latest research is that it doesn't have to cost you. Framed right, it can actually boost your entrepreneurship, energy, help you problem solve and increase your memory recall. Stress can be caused by many factors such as production, markets, job insecurity, and conflict at workplace, workload, and pressure from various competitors, family issues, financial problem, etc. Cause can be anything but the consequences of stress can be very harmful if stress is not managed properly. In this era when we all are facing the phase of global economic meltdown, stress is becoming part of everyone's life. Individuals and organizations are losing on the front of stress. People are rushing for the help of psychologist. So this paper basically deals with stress in the scenario of global economic meltdown. This paper has tried to develop some strategies to manage stress which can be adopted in the entrepreneurship and by the Entrepreneur to kill stress before it kills them.

“THE ROLE OF GOVERNMENT PROVIDES THE ENTREPRENEURIAL PERSONALITY TO TRAFFICKED WOMEN: A SOCIOLOGICAL PERSPECTIVE”.

Madesha A

Research Scholar, Department of Sociology,
Bengaluru University, Bengaluru

The purpose of this article is provides equality with knowledge on humanity. A suffocating patriarchal shadow hangs over the lives of women throughout India. From all sections, castes and classes of society, women are victim of its repressive, controlling effects. Women once victims of human trafficking are now earning to provide for the needs of their families. The women were trained on basic hair cutting, hair coloring, hot oil, manicure and pedicure, permanent hair winding and foot spa. Proud of what they accomplished, the women have renewed condense. Many of the women now earn enough to provide for the needs of their families. It also creates a feeling of pride for staff members who understand that they work for a company that protects dignity. Finally this paper explores the trafficked women's build the capacity of entrepreneurial personality.

THE ROLE OF MUTTS PROVIDING EDUCATION SERVICE AND TOWARDS ENTREPRENEURSHIP IN KARNATAKA

Kiran Kumari C. S.

Research scholar, Department of sociology,
Bengaluru University, Bengaluru

This article study aims that to know the role of mutts to provide education towards entrepreneurship. In Karnataka Mutts Education Trust is to establish world-class educational institutions with unparalleled infrastructural facilities, academic ambience and all other inputs needed to build a campus offering higher education at affordable costs and leading to creation of an educational hub where the best brains come together for academic camaraderie and meet the challenges ahead with missionary zeal. The mutts have major role to providing higher education in Karnataka. The vision of the Mutts Education Trust is to create a transparent and predictable academic environment free from commercial interests and questionable practices which encourages pursuit of excellence and inculcate in the students and the teachers a scientific temper and a spirit of enquiry.

THE ROLE OF PERSONALITY TRAITS - AS A SUCCESS FACTOR FOR ENTREPRENEURSHIP

Dr. S. Edwin Christopher

Principal, New Horizon College, Kasturinagar, Bengaluru

“Leaders are not born, but Made “further it is also said that the “A Leader is an individual who does not find satisfied in getting job for themselves but creating jobs for many to work under them” These age-old adages are of the bygone days but very apt and still relevant to the present day context and situations we are with. Therefore, we find that people take over their business from their family and further do not go beyond them and become stagnant in not corresponding to the kind of growth required in terms of volume, product and services, enhancement of business, overall turnover and either with expansion and diversification of their business as their personality traits becomes an hindering block in terms of taking risk, accepting new ideas, lack of logical thinking with lateral approach etc.,

A SNEAK PEAK INTO THE HISTORY, STRUCTURE, DEVELOPMENT AND PROBLEMS OF HEALTH CARE IN INDIA: PRECURSOR TO A DOCTORAL STUDY

Basavraj Gaddigal

Research Scholar, Kousali Institute of Management Studies, Karnataka
University Dharwad

Dr Ramesh R. Kulkarni

Associate Professor, Kousali Institute of Management Studies,
Karnataka University, Dharwad

India has a rich history so far as the health care is concerned. India can boast of ancient knowledge of Ayurveda, Unani, and Homeopathy. Since the turn of the century, India has witnessed tremendous flourish in the health sector in general and private health in particular. This outgrowth is supported by health tourism in the form of foreign tourists coming to India for quick, efficient and cost effective treatments and surgeries. Urban middle class and poor whose average income per day is less than \$2 also turn to private sector in view of operational short comings in the public hospitals. Hence, the complex dynamics of ever increasing population of India, changing global demographics of the health care, major presence of small and private hospitals in tier-II and tier-III cities, and the orientation of these SME hospitals towards the environment has attracted the attention of the researcher. Also, the base is to know the various sustainable management latent parameters to measure their economic viability, environmental performance and social responsibility forms the basis for this research. In the succeeding chapters the researcher has attempted to attend these issues discussed above and the flow of literature will be taken in that direction.

**CHALLENGES TO THE DEVELOPMENT OF WOMEN
ENTREPRENEURSHIP**

Nayana M.

Ph.D Research Scholar, Department of Sociology,
Bangalore University, Bangalore.

Around the world male dominates as entrepreneurs. Although women make up almost 50% of the India's population, they own and manage significantly fewer business firms than men. Historically women are prone to socio-cultural, economic and political subjugation. In spite of it, there are positive sign of more number of women emerging as successful entrepreneurs breaking the stereotype notions on entrepreneurial capacities of women.

WOMEN ENTREPRENEURSHIP IN INDIA

Ms. Rashmi B.

Assistant Professor in commerce and Management,
Jnana Jyothi Degree College, Yelhanka

Ms. Divya Shree B. R.

Assistant Professor in commerce and Management,
Jnana Jyothi Degree College, Yelhanka

Ms. Kanthamma H. K.

Research Scholar, Tumkur University, Tumakuru

The Emergence of Entrepreneurs in a society depends to a great extent on the economic, social, religion, cultural psychological factors prevailing in the society. In recent years women have been made indeclinable mark in different walks and life competing successfully with men despite of many hurdles. Women Entrepreneurs have been making a significantly law mark in an segment of the economy in Canada, US German, England etc. However in India Women Entrepreneurs constitute an eligible proportion of the total entrepreneurs.

**COMMUNITY DEVELOPMENT THROUGH WOMEN EMPOWERMENT:
A CONCEPTUAL VIEW POINT ON WOMEN ENTREPRENEURSHIP**

Mukunda B. G. & Bhavani J.V.R.

Department of Tourism Studies, Indian Academy Group of Institutions
Bengaluru – 560 043, Karnataka, India

Women entrepreneurship becomes significant tool for women empowerment in Rural Tourism. Women entrepreneurs need to enhance their living standard into a comfortable level along with their family which in turn helps in development of the community development. Generally entrepreneurs are strength of any successful economy in the world. Today with growing population we want to take necessary step to nurture entrepreneurship particularly women empowerment through entrepreneurship. Tourism industry encourages women to startup small scale business entities for women. In the process of empowerment, women need to realize their strength, weakness, opportunities and threats and move forward to come out their own potential in order to achieve their goals through self development. Moreover they want new challenges and opportunities for self fulfillment. Women entrepreneurs must have an intention to fulfill their dreams and it must be transferred into an idea enterprise. This paper focuses on community development through women empowerment in rural India.

**ENTREPRENEURSHIP IN TOURISM INDUSTRY LEAD TO ECONOMIC
BENEFITS IN RURAL KARNATAKA: A CONCEPTUAL VIEW POINT**

Chandan V.

Department of Tourism Studies, Indian Academy Group of Institutions,
Bengaluru – 560 043

Suma S. K.

Student, Karnataka College, Dharwad

Tourism has the power to uplift rural India by providing employment opportunity and economic benefits. It empowers communities and the sustainable tourism plan. Understanding tourists and tourism processes is the first stage to empowering the local community to make informed and appropriate decisions about their tourism development. Considerable investments are required in communication and trust building between the service providers in tourism. In this context to make successful development of tourism is necessary to understand the importance of entrepreneurship and human resource management. Tourism businesses have been identified as essential actors for creating jobs and generally growing the economy.

OPPORTUNITIES & CHALLENGES IN CLUSTER DEVELOPMENT PROGRAMME FOR SMES

Anandsa

Research Scholar , Kousali Institute of Management Studies,
Karnataka University, Dharwad

Dr. Ramesh R. Kulkarni

Associate Professor, Kousali Institute of Management Studies,
Karnataka University, Dharwad

Alfred Marshall, the English economist, is supposed to have propounded the cluster concept in 1910. He examined the industrial districts found in Europe and explained that main reasons of localization of industry are physical conditions such as climate and availability of raw materials. These factors resulted in benefits of externalities for firms within them such as technology availability, access to a skilled labor, access to inputs and marketing advantages. These externalities provided competitive advantage both domestically and internationally. Firms located in industrial districts are highly competitive in the neoclassical sense, and in many cases there is little product differentiation.

A STUDY ON PROBLEMS AND CHALLENGES FACED BY WOMEN ENTREPRENEURS

Shariba Tasleem

Assistant Professor, Commerce & management Dept.
Brindavan College

This conceptual paper indicates and emphasizes the women entrepreneurs as the potentially emerging human resource in the 21st century to overcome the economic challenges in global perspective The paper talks about the status of women entrepreneurs and the problems faced by them .And also how much credit can be given to entrepreneurship for the unprecedented innovation and

growth of free-enterprise economies. This paper presents a summary of research on entrepreneurs and discusses the trends in the development of the field. A second section presents the category of Women entrepreneurs in different phases & participation of women as Entrepreneurs. The third section focuses on the most dynamic Successful Women Entrepreneurs in India; simultaneously the paper gives an insight into the challenges faced by women entrepreneurs.

THE NEED AND CHALLENGES OF ENTREPRENEURSHIP WITH SPECIAL FOCUS ON WOMEN ENTREPRENEURS IN FOOD BUSINESS

Mr. K P Jayaprakashan

Director of Dolar Engg Industries Pvt Ltd

Founder of Dolar Academy For Skills and Entrepreneurship

DOLAR is an India based company, with fledgling ventures. We are ensuring to transform industries through latest techniques and modern equipment. We aim to deliver top-notch and standard quality service to their customers. In 1993, the company established DOLAR SYSTEMS & SERVICES to the building sector to provide high-end technology based electrical and mechanical maintenance services. We expanded our support service to the infrastructure industry that is useful in building sector.

THE ROLE OF PERSONALITY TRAITS - AS A SUCCESS FACTOR FOR ENTREPRENEURSHIP

Dr. S. Edwin Christopher

Principal, New Horizon College, Kasturinagar, Bengaluru

“Leaders are not born, but Made “ further it is also said that the “A Leader is an individual who does not find satisfied in getting job for themselves but creating jobs for many to work under them ” These age-old adages are of the bygone days but very apt and still relevant to the present day context and situations we are with.

Entrepreneur is an individual who germinates the idea and develops it into a reality by enabling the idea to be processed appropriately and followed at every level to take it forward so that it would produce the desired results as the outcome, for it produces results worth the evaluation.

TRAVEL & TOURISM ENTEREPRENEURSHIP

Mrs. Sumaiya Fathima

Principal, BET Sadathunisa College, Bengaluru

Tourism has ascended to a more prominent position in international affairs in recent years. Early forms of Tourism were associated with luxury. Today, tourism

has developed and is a major source of income and is continuously innovating in response to economic conditions, advancing technology and interests for people of many income levels. Tourism in India is playing a major role by not maintaining competitiveness and expanding tourism to ensure not only employment generation but also economic growth and is now highly structured and globally inter-connected Industry. Never in the history of humanity have the inhabitants of this planet travelled as much or been as much engaged in the discovery of other cultures.

SKILL REQUIREMENTS IN THE WORLD OF START-UPS

Dr. M. M. Bagali

Director-Research Club, Reva University

Mr. Manjunath V. S.

Asst., Professor, School of Management

Mr. Pillavenkataswamy K.

Asst., Professor, School of Management, REVA School of Management, REVA University, Bengaluru.

The world of start-ups is an interesting and challenging one. It's characterized by the evolution of the e-commerce phenomenon. Initiatives like "Start-up India Stand up India" and "Digital India" signify and symbolize the start-up growth story. Companies like Oyo and Paytm have completely changed the manner in which the industries like Hospitality and payments operate. Disruptive Innovation in the world of start-ups has drastically effected the nature of operations, revenue cycles and profitability of the start-up companies. E-Commerce companies in India are expected to grow at unprecedented levels. Industry leaders and policy makers are bullish on this potential growth story and anticipate huge returns for investors.

AN EMPIRICAL STUDY ON ROLE OF FUND MOBILIZATION IN STRENGTHENING START UPS IN BANGALORE, KARNATAKA.

Dr. Mahesha Kempegowda

Asst. Professor, BIT-MBA., K.R.Road, V.V.Pura, Bangalore-560004

Mr. Pilla Venkataswamy

Reva University-MBA., Research Scholar, BIT- MBA,
K. R. Road, V. V. Pura, Bangalore-560004

Due to the rapid growth of Indian IT industry, there is considerable research that has been done about Indian IT industry. The competitiveness of Indian IT industry has been studied both from an industry perspective Madhani (2008), Lee & Park (2010), Arora et al., (2001) and from a firm perspective Mizuhocorporate bank (2008). Lee & Park (2010) have studied the opportunities that aided the growth of Indian IT industry.

ACCOUNTING TAXATION, FINANCE & CORPORATE GOVERNANCE

A STUDY ON TRENDS AND CHALLENGES TOWARDS CORPORATE SOCIAL RESPONSIBILITY AND CORPORATE GOVERNANCE

Rajeshwari M.

Faculty of commerce, SJR College of Science, Arts & Commerce, Bengaluru

Jayanandhini C.

Faculty of commerce, RPA First Grade College, Rajajinagar, Bengaluru

This paper is to examine the Corporate Social Responsibility and Corporate Governance trends and challenges towards business and society. Management trends have huge impacts on methods and strategies of managing business especially in the Modern era when organizations are in constant flux of change and adaptation given the imperatives of globalization, the role of business in society has been debated in economic literature in long time. By the term "Corporate Social Responsibility" what is generally understood is that business has an obligation to the society that extends beyond its obligation to its shareholders or owners. The philosophy is basically to give back to the society what it has taken from it in the course of its quest for profit maximization and Wealth creation. It could take the form of community relationship, voluntary assistance programs, health Care initiatives, special education/training programs, and scholarships, preservation of cultural heritage and Beautification of cities. Thus, the aim of this research paper is to explore the CSR trends along with the adoption of business challenges.

CORPORATE GOVERNANCE IN INDIA - EVOLUTION, ISSUES & CHALLENGES FOR FUTURE

Ms. Rumana Tabassum & Ms. Asma Banu

Abbas Khan College for Women, Lecturer Department of Commerce & Management, Bengaluru

Good governance means that processes and institutions produce results that meet the needs of society while making the best use of resources at their disposal. Good corporate governance (GCG) is a mandatory requirement in today's corporate world by every stakeholder groups. Failure of giant corporate groups in last two-three decade strengthens the demand further. And surprisingly, in some of such failures, accounting as a discipline is held liable. This study describes the Indian corporate governance system and examines how the system has both supported and held back India's ascent to the top ranks of the world's economies. While on paper the country's legal system provides some of the best investor protection in the world, enforcement is a major

problem with slow, over-burdened courts and significant corruption. It finds that better corporate frameworks benefit firms through greater access to financing, lower cost of capital, better firm performance, and more favorable treatment of all stakeholders.

MICRO FINANCE IN INDIA - EMERGING ISSUES AND CHALLENGES

Dr. Suresh S. Guttikar & Prof. Vinayak M.S.

Associate Professors – Department of Economics, MGC and
GHD College - Siddapur (NK)

Micro finance is a sustainable sector. It has recorded a 13 percent to 15 percent growth rate around the world. Mohammad Yunus an eminent economist of Bangladesh invented the concept of micro finance by laying down the foundation of Grameen Banks. Micro finance is an important instrument in materialized nation for welfare of the poor, provision of loan apart from domestic purpose will be a gate way to empowering rural poor. Now a day's micro finance sector has attracted the attention of Government, NGO, and International financial Institutions. Varieties of micro finance institutions have come in to existence in India. In spite of many exogamous and endogamous constraints, MFIs are at the focal point. MFIs in India are known for their innovative products like, insurance pension etc. Poverty alleviation, creation of employment opportunities, protecting rural poor from village money lenders, lending without collateral securities are the strong features of MFIs are expected to bring a positive change in socio economic status of poor.

MUTUAL FUND INDUSTRY IN INDIA: RECENT TRENDS & PROGRESS

Fuzail Ahmed

Lecturer in Hasanath Degree College, Bengaluru

Mutual Fund is an institutional arrangement wherein savings of millions of Investors are pooled together for investment in a diversified portfolio of Securities to spread risk and to ensure steady returns. These funds bring a wide variety of securities within the reach of the most modest of investors. It is essentially a mechanism of pooling together savings of large number of investors for collective investment with an approved objective of attractive yield and appreciation in value. The Mutual Funds offers different investment objectives such as growth, income and Tax planning. In the recent times the Indian Capital Market has witnessed new trends, one of them being the spectacular growth of Mutual Funds. There are more than 600 schemes offered by Mutual Funds, and these funds have mobilized substantial amount of the household savings. The present paper focuses on the growth of Mutual Fund Industry in India over the past few years.

THE IMPACT OF GST ON STARTUP SME'S IN INDIA WITH TECHNICAL AND TECHNOLOGICAL CONTEXT

ShabashKalandar S

Assistant Professor, Department of Commerce and Management Studies

Sahana C

Assistant Professor, Department of Commerce and Management Studies

T. Narasimhaiah

HOD, Department of Commerce and Management Studies, SDC College of Arts, Commerce, Science and Management Studies, Kolar

The Constitution India (One Hundred and Twenty-Second Amendment) bill 2014, facilitate the introduction of Goods and Services Tax (GST) in the country. The proposed amendments in the Constitution will confer powers both to the Parliament and the State legislatures to make laws for levying GST on the supply of goods and services on the same transaction. The Objective of GST would mark a clear departure from the scheme of distribution of fiscal powers envisaged in the Constitution. The proposed dual GST envisages taxation of the same taxable event. Therefore, both Centre and States will be empowered to levy GST across the value chain from the stage of manufacture to consumption. The credit of GST paid on inputs at every stage of value addition would be available for the discharge of GST liability on the output, GST is charged only on the component of value addition at each stage. This would ensure that there is no 'tax on tax' in the country. And it will simplify and harmonize the indirect tax regime in the country. It is expected to reduce cost of production and inflation in the economy, thereby making the Indian trade and industry more competitive, domestically as well as internationally. It is also expected that introduction of GST will foster a common or seamless Indian market and contribute significantly to the growth of economy.

PERFORMANCE OF MICROFINANCE INSTITUTIONS IN INDIA

Sindhu A. N., Katwal Rubi Vinod & K. Suresh Babu

Acharya Institute of Graduate Studies,
Bangalore

Microfinance can be described as an umbrella under which financial services including micro credit are provided to the low income group. The need for the unfolding of microfinance began in the developing nations more than thirty years ago. Microfinance refers to small scale financial services for both credits and deposits that are provided to people, who farm, operate small or micro

enterprise where goods are produced, recycled, repaired, or traded. Microfinance playing an important role in developing the rural areas by providing loans to people at lower interest. The present research paper describes the role of Microfinance institutions in developing the conditions of people who are living in rural areas.

A CONCEPTUAL STUDY ON INTERNATIONAL FINANCIAL REPORTING STANDARDS AND INDIAN ACCOUNTING STANDARDS

**Mohan Kumar M.S., Vijo Jose Vellakottil &
Seema Joseph**

Assistant Professors, Department of Commerce,
St. Claret College, Bengaluru -560013

Accounting is the art of recording transactions in the most efficient manner. IFRS signifies the uniform accounting standard which brings in harmonization of the business activities world-wide. In the present global scenario in India, ASB of ICAI is formulating accounting standards based on the International Financial Reporting Standards. Convergence with IFRS refers to the act of achieving harmony with IFRS and to design and maintain national accounting standards in line with the International Accounting Standards (IAS). The objective of this paper is to study the difference between IFRS and IndAS, the opportunities and challenges faced by Indian companies in the process of convergence to IFRS and to study the measures taken to address the challenges faced by Indian companies. The study is based on secondary data and literature survey. The required secondary data was collected from the Annual Reports, Research articles from Journals, news papers, Reports and official website of ICAI and IFRS. The study reveals that the transition from Indian GAAP to IFRS will have face many difficulties. However, the adoption and the convergence with IFRS are strongly recommended.

THE ROLE OF MUDRA IN FINANCING START-UPS IN INDIA

Safeer Pasha, Suraj M. M, & Chaitra K .S.

Dept. of Commerce, St.Claret College,
Bengaluru

Finance is the lifeblood for any organizations it may be an existing unit or new one. The problem of finance is more severe in case of new and starts up industries. The concept of providing finance for start ups in India is not new, but with the establishment of MUDRA bank the lending facility of finance to the budding has get a major boost for their establishment. The recent statistics says that Micro Units Development & Refinance Agency (MUDRA) on Monday reported a net profit of Rs. 66 crore and an income of Rs. 364 crore in the first

year of its operations. The present paper discusses the role of MUDRA bank in provision of finance to start-ups in India.

A STUDY ON IMPACT AND IMPLICATIONS OF GOODS AND SERVICE TAX ON START UPS

Ms. Maria Alexina Vinotha Rajan

HOD, Department of Commerce,
St. Claret College, Bangalore

Vasu V. & Anand R

Asst. Professors, Department of Commerce,
St. Claret College, Bangalore

GST is the one of the major revolution in the Indian taxation system. It addresses the cascading effect under the old system, by giving set off for tax paid on inputs as well as tax paid on outputs. This results in major simplification of the tax structure. GST is a comprehensive tax levy on manufacturing, sales, and consumption of Goods and services at state and at national level. Presently end consumers pay a lot of indirect taxes such as service tax , vat, central excise customs etc. once GST is introduced all these taxes will be replaced . GST is expected to create a business friendly environment as price level and inflation level would come down, and uniform tax rate would be applied on goods and services. GST will also improve the revenue to the government and will enhance the fiscal position of the government, as the tax collection system would become more transparent, avoiding tax evasion. An attempt is made in this paper to study the impact of GST on Indian Startups and also aims to know the pros and cons of GST on startups and on the economy as a whole.

HUMAN RESOURCE MANAGEMENT & MARKETING

A STUDY ON “IMPORTANCE OF ELECTRONIC HRM, AS AN EFFICIENT COST REDUCTION TOOL

Ms. Lakshmi Shreevathsan

Asst. Prof. Dept of Commerce & Management,
Sacred Heart Girls' First Grade College, Bengaluru

More and more organizations have been replacing face-to-face human resource management activities with electronic human resource management, E-HRM for short. E-HRM facilitates the HR function to create dynamic and operational capabilities and contributes greatly on HRM effectiveness. This paper mainly concentrates on how E-HRM will be useful in reducing the cost in the organization. E-HRM is mediated by information technologies to help the organization to acquire, develop, and deploy the intellectual capital. The E-HRM technology provides a portal which enables managers, employees and HR professional to view extract or alter information which is necessary for managing the HR of the organization and for making decisions quickly. The worldwide web has helped modify many HR processes including human resource planning, recruitment, selection, and performance management, work flow and compensation. These new systems have enabled HR professional to provide better service to all of their stake holders and it can reduce the administrative burden in the field and it is very cost effective.

A STUDY ON HUMAN RESOURCE ACCOUNTING AND ITS IMPACT ON MANAGERIAL DECISIONS

Mr. Ramesh D.

Associate Professor, Department of Commerce and management,
Soundarya Institute of Management and Studies, Bengaluru

Ms. Renuka V & Ms. Rekha B. S.

M.COM Students, Department of Commerce (PG), Soundarya Institute of
Management and Studies, Bengaluru

Human Resources are important assets of an organization. Human resource accounting has very high significance not only for the management, but also for employees. The major benefits of such accounting are that it develops effective managerial decision making, prevents misuse of human resources, increases human asset productivity, improves morale, job satisfaction and creativity, etc. It provides the organization with more accurate accounting of its return on total assets employed, rather than just physical assets and enables the management

to analyze how changes in the status of the assets employed affect the achievement of organizational objective. Human resource is one of the most important back office operations of any organization or business. Their skills and creativity cannot be replaced by machines. We can lose efficiency in work if there are no qualitative people. At all levels and areas of the business, firm human efficiency is required with machine efficiency. Humans can work without machines, but machines can't. No machine can ever come up with a unique advertising idea without the human input. Thus companies must learn to recognize and appreciate the value of their employees. It is worth and capital investments. This study highlights the significance of Human resource and the methods of HR accounting and its impact on managerial decision making.

A STUDY ON MANAGERIAL USES OF HUMAN RESOURCE ACCOUNTING

Dr. Jalaja K. R.

Assistant Professor (Sr), Department of Commerce,
Bangalore University, P. G. Centre, Kolar.

Ms. Bhargavi H.

Research Scholar, Department of Commerce,
Bangalore University, Bangalore,

When companies invest in physical capital; they try to select alternatives offering the highest return on their investment. Firms in service industries would also like to invest in human assets offering them the highest return. Traditional accounting methods, which are based on tangible assets and historical transaction based information, are inadequate for valuing intellectual capital of which human capital is one. It has become therefore imperative for firms to develop methods of valuing their human capital and its impact on its performance, if it would continue to be relevant in the ever competitive knowledge-based economy. The current study brings out the uses of Human Resource Accounting to various users and its limitations in implementation.

FORESTRY INTEGRATED MICRO BUSINESS FOR START-UP INDIA : NEED AND PRIORITIES

Sas. Biswas

Professor & Head, Department of Forestry, Dolphin [PG] Institute of
Biomedical & Natural Sciences, Dehradun, Uttarakhand.

'Start up' India is scheme for those who wish to start their own business. It is flagship initiative of the Govt. of India aiming at building a strong eco-system to

encourage new ideas and contributing towards the economic growth and generating large scale employment opportunities. It is an entity which works towards innovation, development, deployment or commercialization of new products and services driven by technology or intellectual property. Idea generation / brainstorming need to have ideas to initiate Startup ventures and process of generating ideas is an innovative process. Sources for idea aim at inquisitiveness, experiences, knowledge and skills, value addition for products and current necessity. Integration of forest and forestry aspects, in other words green entrepreneurship aim at promoting: construct entrepreneurial competences, gathering together key stakeholders of the network, Angel investors, Venture capitalists, Startup support groups, Mentors/advisers, Technology corporations. Technology has evolved at faster pace than ever giving rise to businesses like internet marketing, E-commerce etc.

INNOVATION IN HEALTH CARE DELIVERY A WAY TO COSTUMER DELIGHT: A CASE STUDY OF PRACTO.COM

Mr. Roshan K.

Lecturer, Dept. of Healths Systems, JSS University, Mysuru

Ms. Shilpashree C. R.

Student of Health Systems, JSS University, Mysuru

Innovation means something new or doing the old thing in a new way. Health care sector which is one of primary service sector for any nation has seen a proliferation of innovations after 2000. This is due to the development in information technology and communication systems across the globe. Our country India is also witnessing innovation in health care sector. Due to new age start ups which are springing like mushroom in country, few of the start-ups focused on process of fixing appointments and its traditional set up. To break the barriers the start ups have come up with innovative methods to fix appointments with the desired hospitals for the convenience of the patients. This online service of fixing appointments has also contributed to hospitals and doctors in improving their time management. So this conceptual paper tries to study various innovative methods and value added services introduced by e commerce companies and their impact on costumers of health care sector in India

ARTIFICIAL INTELLIGENCE IN MARKETING STRATEGIES Case Study On Rank Brain From Google And Facebook

K. S. Druva Kumar

Asst professor

Back 1970 to 1990 the companies tried advertising and sales promotion, later on they failed to predict the changing patterns of consumer taste, because of lack

technology to study the consumer taste and preference. Ironically the globalization started, many companies started to bring new and advanced product to India, because of this traditional and old companies started to lose their control on India market, still they were few indigenous companies were struggling to compete with new trends, followed by this situation the companies started to feel dark space in their marketing skills especially “ what exactly customer need” .

STRATEGY TO REDUCE RISKS IN SHOPPING MALLS THROUGH CUSTOMER LOYALTY

Rashmi B H, Aruna Kumari, & Shwetha C
Assistant Professors, St. Claret College,
Jalahalli, Bengaluru

In today's highly competitive VUCA world – a world filled with volatility, uncertainty, complexity and ambiguity - business ventures face risks and it is imperative that they look for strategies to reduce VUCA and the associated risks. In this paper, we look at a very important aspect of today's customer driven world, namely customer loyalty. An effective strategy to reduce risks is having loyal customers whose presence and continued contribution to the organization's revenue helps to reduce volatility, uncertainties, risks and ambiguities. In this paper, we take up shopping malls as a business sector to understand the importance of customer loyalty and how it can help in creating sustainable business strategy. Shopping malls depends on customer footfalls and customer purchases to be profitable. Strongly focusing on strategies to satisfy customers and thus retaining their loyalty is vital for malls. In this paper we look at various measures that shopping malls can put in place to not just satisfy customers, but to convert satisfied customers into loyal customers. We shall also examine how these measures can be implemented to ensure the effectiveness of the strategy. This shall be done in this concept paper by examining loyalty issues in shopping malls and presenting suggestions to create loyalty to ensure business stability in a VUCA world.

A STUDY ON EFFECTIVENESS OF SOCIAL SELLING WITH REFERENCE TO FACEBOOK, TWITTER AND LINKEDIN

Ms. Shantana Bose & Ms. Mary Magdalene A

Social selling involves much more than just tweets and posts. It is a way of nurturing prospects into long term business partners for a potentially limitless source of repeat sales and an expanding network of referrals. Now, a body of new scientific research and social selling studies are beginning to establish which aspects of social sales have made it so effective on a grand scale. The

science of social selling has been so effective because we are hard-wired to make connections and see similarities. This skill has helped us survive over the centuries and it is key to our greatest achievements. Social media allows salespeople to see what prospects are saying about their brand and competitors. Social media isn't just about being social anymore—it's also about selling. . So this study targets towards the level of consumer satisfaction and consumer preferences which will result in the effectiveness of social selling. Descriptive research is used for the study because this research can be explained as a statement of affairs as they are at present with the researcher having no control over variable. This research used to describe various aspects of the phenomenon related to social selling. 100 samples were collected. Convenient sampling is used for this research because a sample is made up of people who are easy to reach with a specified time. Data were collected from May and June 2016. Primary and Secondary data were used in this research. Questionnaire has been used for collecting primary data. Percentage analysis is used for data interpretation. Although online selling can be very convenient and beneficial there are also some potential problems that can arise. Sellers have been seen to exhibit different behaviors while conducting selling process online than when they are in a physical store. The convenience of online selling that can be seen as very beneficial, can also lead to an unhealthy addictive pattern of behavior.

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A CONCEPTUAL STUDY ON ETHICS IN PERFORMANCE APPRAISAL

Dr. Harmeet Matharu

Asst. Professor, Department of Commerce
St. Claret College, Bengaluru.

Ms. Nayana K. S.

Asst. Professor, Department of Commerce
St. Claret College, Bengaluru.

Mr. Shuhaib Shariff

Asst. Professor, Department of Commerce
Brindavan College, Bengaluru.

Ethics should be the cornerstone of performance evaluation, and the overall objective of high ethical performance reviews should be to provide an honest assessment of the performance and mutually develop a plan to improve the rate's effectiveness. Appraisal is one of the most important tool in the management of Human Resources. However, made in an inappropriate way, it can be harmful. Therefore, one should, follow a set of rules to which employees will perceive the system as ethical. The article is aimed at defining ethical aspects of appraisal and regulations governing the creation of moral or ethical appraisal system in a given firm.

INFORMATION & COMMUNICATION TECHNOLOGY

A STUDY ON NEW OPPORTUNITIES IN THE SATURATED WORLD OF INTERNET BUSINESS

Ms. Cassandra Ranee

HoD, Department of Management, St. Claret College,
MES Ring Road, Jalahalli, Bengaluru

Ms. Sandhya Rakesh

Asst. Professor, St. Claret College, Jalahalli, Bengaluru

Welcome to the future of business! If you are not on the internet, you do not exist in the business world. Online marketing is an increasing business at the Internet and it continuously grows together with the expanding use of Internet services. Companies today are running a rat-race ultimately ending up stepping on each other's toes. This has screamed out a strong need for them to evolve and implement innovative strategies to win the race. The Internet has become a large market for companies; some of the biggest companies today have grown by taking advantage of the efficient nature of low-cost advertising and

commerce through the Internet; also known as e-commerce. As new challenges are evolving, there is also a boon of emerging trends in the field of internet marketing. Will companies adapt to emerging trends or get back to square one-traditional marketing? Does E-Commerce still continue to be a viable option for start-ups?

FUTURE OF ECOMMERCE: TRENDS, CHALLENGES, OPPORTUNITIES IN INDIA – AN OVERVIEW

Mr. Getendra Kumar M.

Asst Professor, SSMRV College, Bengaluru

E-commerce is definitely one of the business options that one will have to explore in the future. E-commerce is said to bring about paradigm shift in the world for trading. E-commerce is showing tremendous business growth in our country. Backed by increased online user base & mobile phone presentation, Indian e-commerce has seen impressive growth in the last few years. Considering India's demographic dividend and rising internet accessibility, the sector is slated to scale greater heights. Although, India's overall retail opportunity is substantial, the sector is beset with some serious challenge. The present study has been undertaken to describe the present status & future growth of e-commerce in India. Analyze the present trends of e-commerce in India & examine the challenges & opportunities of e-commerce in India.

INFORMATION KERALA MISSION AND E-GOVERNANCE AT LOCAL SELF GOVERNMENT INSTITUTIONS IN KERALA

Ms. Blessy Sarah Mathew

Research Scholar, Central University of Karnataka, Kalburagi, Karnataka

The use of Information and Communication Technology is a major innovation of modern governance systems. Local governance is facing a digital transformation across the globe. The necessity of transformation being accredited, the imminent issue is the implementation and management of these transition. In this background, this article looks at the status of the implementation of the schemes chalked out by the Information Kerala Mission (IKM) at the local self government institutions in Kerala. The article also looks at the difficulties in the effective implementation of e-governance initiatives by IKM and the citizens' perspectives on e-Governance initiatives in local bodies.

INTERNET OF THINGS – THE PRESENT AND THE FUTURE

S. Umamageswari

Mattikere, Bengaluru

The phrase Internet of Things (IoT) heralds a vision of the future Internet where connecting physical things, from banknotes to bicycles, through a network

which will let them take an active part in the Internet, exchanging information about themselves and their surroundings. This will give immediate access to information about the physical world and the objects in it leading to innovative services and increase in efficiency and productivity. This paper studies the state-of-the-art of IoT and presents the key technological drivers, potential applications, challenges and future research areas in the domain of IoT. IoT definitions from different perspective in academic and industry communities are also discussed and compared. Finally some major issues of future research in IoT are identified and discussed briefly.

ROLE OF IOT IN WORKPLACE WITH SPECIAL REFERENCE TO MANAGEMENT OF HUMAN RESOURCE

Ms. Nivedita Jha

Asst. Professor, Krupanidhi School of Management, Bengaluru

Business is in state of rapid adaptation. Business World at present is at a never like before stage of transformation. Over the years it has made its way from industrial to informational age. The increased use of internet and information technology in organizations has important implications for business as well as human resource of the companies. The modern work environment is characterized by 'sensorship' and embedded devices. These devices are used to track the movement route of the deliveries, to transmit data from implanted medical devices and to control household appliances from smart phone apps. And all these devices interact with each through internet. They have occupied such an inseparable place in our personal and professional lives that it has become a global nervous system and the technological experts have termed it as "the Internet of Things" – yet another revolution across the industries. Irrespective of industry, effective management of HR had been and will always remain the most important source of competitive advantage for the companies to enable them in adapting to the changing business environment. This paper is an attempt to analyze the impact of most recent happening in the business world, IoT on the functioning of a workplace. The impact has been more closely discussed with reference to human resource management process. It is a conceptual paper mainly based on the views of the experts in the field.

SOCIAL NETWORKING AS STRATEGIES FOR FORGING MULTILATERAL CONNECTIVITY; AND GLOBAL COMMONS IN INDIA: AN EPISTEMOLOGICAL ESTIMATION

Shrestha Chowdhury

The 21st century societal plane presents an interconnected domain inclusive of the interactions both at the horizontal and vertical levels of analysis, facilitated by the flourishing networks of ICT in the context of globalization of communication. The condition of virtual universalism sought to induce democratization across the national territories thereby acquiring an

international recognition. On the other hand, the increasing spread of the perverted impacts of social networking brought forth a cause of concern for it constitutes a non-traditional threat to humanity at large.

Progression of knowledge takes into cognition the interaction of the academics' orientation which requires interaction among diverse perspectives since the comprehension of such issues of global commons active participation against the regime. An enquiry into the intellectual arguments of presenting a case for governance including the citizen's role through the modes of new social media reflects revolutionary tendencies supposedly challenging the rules of domination.

This paper attempts to legitimize a rationale for arguing the issue of societal movements in the virtual space or cyberspace from the multi-dimensional viewpoints thereby build a case for theoretical premise prioritizing the norms of interaction in an anarchical arena and laying the groundwork for governance at a global plane.

A SURVEY ON CLOUD SECURITY ISSUES AND ATTACKS

Mrs. Antony Cynthia

Asst Professor, Dept of Information Technology Hindustan College
of Arts and science, Coimbatore

Today's world is widely using Cloud Computing because of its global nature. It provides a lot of services at very low cost. Due to its emergence a number of attacks can be performed over the cloud by the attackers or intruders. In this paper different types of attacks on cloud computing and their respective solutions are surveyed. Security of cloud is of great concern hence care must be taken to provide secure cloud and services. We outline several threat models for cloud computing systems, discuss specific attack mechanisms, and classify proposed defenses by how they address these models and counter these mechanisms. This paper highlights that, while there has been considerable research to date, there are still major threats to cloud computing systems.

E-COMMERCE IN INDIA : ISSUES AND INFLUENCES

Narasimha Murthy H.

Principal, Sri Anupama Degree College, Bengaluru-91

Sowmya.V & Savithri D. D.

Asst, Profs. Sri Anupama Degree College, Bengaluru-91

Today e-commerce has become an integral part of everyday life. Accessibility to e-commerce is a necessity for most people, particularly in the urban areas. There are alternative e-commerce platforms for almost every aspect of our lives, starting from purchasing of everyday household items to online broking. In this paper discussed about E-commerce, the top motivating factors of shopping online and issues related to E-commerce in India.

