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Obsession For Success: A Tale of Selected Passionate Entrepreneurs.

Dr. Porinita Banerjee

Assistant Professor AKI's PIMSE

Dr. Priyanka Singh

Director JSPM'S JIBS

Abstract

A person who has a business of his own is called an entrepreneur. But what differentiate an entrepreneur from a successful entrepreneur are his achievements in the field of his business. Entrepreneurs who convey passion are more persuasive, motivated, have larger social networks and more social capital. Passion is therefore is critical to an entrepreneur's success. Entrepreneurial passion is a motivational construct characterized by positive emotional arousal, internal drive and engagement with personally meaningful work that is salient to the self-identify of the entrepreneur. The amount of passion displayed also has an effect on decisions. Of course too little passion can result in being perceived as not being completed invested in the venture or not confident about the product, service, company or team. This paper discusses the triumphant story of a passionate selected entrepreneurs who believes Entrepreneurship is a struggle, but without passion, that struggle is even harder.

Keywords: Passion, Entrepreneurs, Success

Case Point 1 :Dr. Arokiaswamy Velumani

This is the story of a person who believed **"To achieve in life, you should not be blessed, but you should be challenged"**. Dr. Arokiaswamy Velumani owns no car, lives in a small quarter, but helms Rs 1,320-crore company. This is the e man who started a thyroid testing lab with Rs 1 lakh from a 200 sq ft rented garage at Byculla in South Mumbai and built it into a company whose current market valuation is pegged at Rs 3,600 crore, shared his rags-to-riches story at an award function held recently in VIT University, Vellore. Villages are true universities. In villages, you learn how to solve problems. True experience is not the number of years you sit in a chair, it is the number of problems you have solved in your life. That means, the poor have solved many problems and the rich have not solved any problem Dr Arokiaswamy

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Impact of Mobile Learning on Learning Behavior in Higher Education: A Review Study

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ABSTRACT

In today's era of higher education needs technological innovation in the context of mobile learning. Mobile learning or ubiquitous learning is not new but in recent years a huge amount of handheld devices and its applications have developed and design to fulfill the needs in higher education through. Mobile learning technologies provide learners with flexibility and ubiquity to learn anytime and anywhere via mobile applications. However, very few researches have been conducted to investigate the impact of mobile learning on learning behavior in higher education. In this review study researchers, reviews research articles on technology acceptance factors which contributed towards how students' learning behavior changes using mobile technology and use of mobile learning in educational settings. Researchers reviews around 53 research articles from various reputed journals which are based on the mobile learning, usefulness of the technology, acceptance of the technology, students' behavioral patterns. Through this review study, essential characteristics of mobile learning were reviewed and discussed. With the essential characteristics, researchers emphasized on the impact of mobile learning and detailed mobile learning model in learning management courses.

Keyword: *M-Learning, Learning Behavior, Higher Education and Ubiquitous Learning.*

INTRODUCTION

With the rapid evolution of science and technology, the use of smartphones has been increasing in India. Over the past few years, there has been a tremendous growth

An Extension of UTAUT Model in Education Sector Through Smartphone: A Theoretical Framework

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ABSTRACT

Smartphone is a cell phone having an advanced operating system which can be performed like a normal computer. The purpose of this study is to find out the factors that influence students to accept smartphones for learning in Pune. In this study, we examine the impact of Perceived - Playfulness as a determinant for smartphone learning as independent variable. This determinant proposed to find the influence on behavioral intention for using smartphones for learning along with performance expectancy, effort expectancy, social influence, and facilitating condition. The research will be carried out using questionnaires distributed to 159 students. A model of smartphone-learning based on (UTAUT) has been developed and tested empirically in this study.

Key words: *smartphone, UTAUT, education sector, Pune*

INTRODUCTION

The first smartphone was developed by IBM and BellSouth, which came out to the public in 1993. A smartphone is a type of gadget, which merges cell phone and computer functionality. All activities which can be performed on normal

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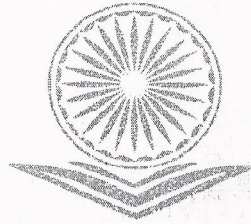
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Contribution of Self help groups (Bachat Gat) towards Women Empowerment, Economic Development and Self Employment in India

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Abstract

In India, women faced various challenges and barriers to prove their capabilities. Now days like other developed countries, Indian women/ girls from various parts of India are going to school, getting better career options and acquiring legal rights. The women can be considered as a human resource for the development of economy due to their entry in all types of businesses. This study focuses on how Bachat Gat (Self Help Groups) contributes to the women empowerment and Self Employment in India. This form of microfinance has penetrated 60% of rural families. The contribution of women SHGs is not limited to women empowerment but also contributes to self employment and lifts the members above poverty line.

Key Words: Self help groups, Mahila Bachat gat, Women empowerment, economic development, microfinance

Introduction

India is one of the developing countries. An environmental, economic, social and political factor contributes to the nation's development. The gender equality can improve economic development. Independent and self reliant women have entered in various types of businesses and offering job opportunities to others. According to World Bank report 2010-11, in the year 1990-1991, there were 22.3% women entrepreneurs and the percentage was increased to 31.6% in the year 2010-11. As per the World Bank's estimation, there are 10% women entrepreneurs of the total number of entrepreneurs in India. And every year the role of women

13

Review on Opportunities and Challenges for Women Entrepreneur in Today's Business Scenario of India

Mrs. Harini M Rajan

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Dr. Arun Ingle

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Abstract

Women in this modern era became an inseparable part of economic development of any country. More than 45% of the world population is of women. In recent days it is visible that more number of women is becoming an earning member of the family either by employment or entrepreneurship. Still number of women entrepreneur in India is very less than that of their male counterparts. Various reasons can be listed for less number of female entrepreneur in India like family setup, nuclear family, work life imbalance, risk and uncertainty in business, culture norms etc. In the other hand the Indian government is introducing number of schemes to promote woman as a entrepreneur. The Indian women in today's scenario are using entrepreneurship as an tool for their empowerment. There are number of opportunities in India which will support the female business women both financially and technically.

This Paper encompasses the opportunity and challenges open to the women entrepreneur in India. The challenges in terms of Monetary, Non monetary, Psychological, societal etc. are discussed in detail here. This paper also showcases the opportunities available for women entrepreneur, in India by means of both Government and non-governmental initiatives. This paper will also throw some light on the technological advances using which women can achieve more heights in Entrepreneur and there by contributing to the economy.

Key words: - Women Entrepreneur, opportunity and challenges, Technological Advancements.

A Study on the Role of Government Policy in Entrepreneurship Development

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Abstract

This paper focuses to develop a conceptual framework that examines the role government policy in the development of entrepreneurship and its impact on economic development. The study builds on existing literature on entrepreneurship, economic development and government policy as it relates to entrepreneurial practices. The outcomes of literature review propose two hypotheses. Integrating entrepreneurship practices with economic development, with government policy intervening, a framework is developed. For the reason that entrepreneurship is a part of economic development strategy employed by several countries globally to achieve macro-economic benefits. The framework provides bases for researchers and practitioners to further examine entrepreneurship policies and practices. For researchers, the framework clarifies the determining attributes of entrepreneurship, government policy and economic development dimensions and their proposed relationships. For practitioners, the framework can be used to gain an understanding of the role of government policy on entrepreneurship development as well as economic development.

Key words: - Entrepreneurship, Economic Development, Entrepreneurs, Government Policy, Moderator.

1. Introduction

It is seen through Entrepreneurship literature several definitions of Entrepreneurship concept exist as Entrepreneurship is a complex phenomenon being examined as a process or state of being. In line with this, researchers classify entrepreneurship into three main groups .The

Opportunities and Challenges of Rural Entrepreneurship in India

Prof. Sarika R. Patil

JSPM's JIMS Tathwade, Pune.

Prof. Sujata R. Patil

JSPM's RSSCA Narhe.

Abstract

Entrepreneurship is an important engine of growth in the economy. Rural entrepreneurship has an important role to play in the development of Indian economy. Rural entrepreneurship is now a days a major opportunity for the people who migrate from rural areas or semi - urban areas to Urban areas. On the contrary it is also a fact that the majority of rural entrepreneurs is facing many problems due to not availability of primary amenities in rural areas of developing country like India. Lack of education, financial problems, insufficient technical and conceptual ability it is too difficult for the rural entrepreneurs to establish industries in the rural areas. The present paper focuses on opportunities and challenges of rural entrepreneurship in India.

Keywords: Rural Entrepreneurship, Economy, Developing Country, Rural Areas.

Introduction

India is a country of villages. About three-fourth of India's population are living in rural areas out of which 75% of the labour force is still earning its livelihood from agriculture and its allied activities. Land being limited is unable to absorb the labour force in agriculture. Therefore, there is a need to develop rural industries to solve rural unemployment and rural migration to cities. Growth and development of rural economy is an essential pre-condition to development of the nation as a whole. The gap between rural urban disparities should be lessened.

The standard of living of the rural people should be increased. Entrepreneurship in rural sector provides an answer to the above problems. Indian rural sector is no longer primitive and isolated. Therefore, entrepreneurship in the rural and tribal areas looms large to solve the problems of poverty, unemployment and backwardness of Indian economy. Rural



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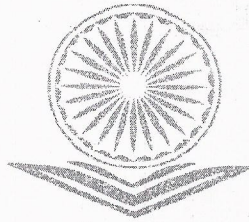
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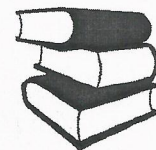
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1

Start-Up Initiative

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Prof. Deepak Pandita

Prof. Aditya Katkar

Abstract

Start-ups have been the flavour over the last few years for the Indian markets. Start-ups will play a major role in the growth of economy as boosters and the huge number of employment subject. In the recent years, different countries are taking different initiatives to link up their businesses with the Indian start-ups in almost all sectors including defence. Such joint venture can attract the huge foreign fund which can boost the country's growth. Start-ups will have an economic growth by way of employment generation and impact on GDP. Setting up of small businesses by these young entrepreneurs is definitely going to boost the Indian economy in the near future.

Keywords: - Start-ups, economic growth, employment generation, GDP.

1. Introduction

A startup company is an industrial venture which is typically a newly emerged, fast-growing business that aims to meet a marketplace need by developing a viable business model around an innovative product, service, process or a platform. Startup companies can come in all forms and sizes. Some of the critical tasks are to build a co-founder team to secure key skills, know-how, financial resources, and other elements to conduct research on the target market. Typically, a startup will begin by building a first minimum feasible product, a prototype, to validate, assess and develop the new ideas or business concepts. In addition, startups founders do research to deepen their understanding of the ideas, technologies or business concepts and their commercial potential. Investors are generally most attracted to those new companies distinguished by their strong innovative ideas and "scalability". The campaign was first announced by Indian Prime Minister, Narendra Modi during his 15 August 2015 address from the Red Fort. The action plan of this initiative, is based on the following three pillars:

1. Simplification and Handholding.

3

Startup Business Challenges and Opportunities in the Field of Mobile Application Development: The Present Scenario

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Abstract

True entrepreneurs are resourceful, passionate and driven to succeed and improve. They're pioneers and are comfortable fighting on the frontline. The great ones are ready to be laughed at and criticized in the beginning because they can see their path ahead and are too busy working towards their dream. An entrepreneur is a businessperson who not only conceives and organizes ventures but also frequently takes risks in doing so. Not all independent business people are true entrepreneurs, and not all entrepreneurs are created equal. In this research paper researcher focused on challenges and opportunities of entrepreneurs in the field of mobile application development industries. This research also gives comparison between Android and iOS in the context of market share and new avenues for mobile application developers.

Keywords: - Challenges, Opportunities, Entrepreneurship, Android, iOS

I. Introduction

The tech startup phenomenon is altering traditional developing country ICT-enabled strategies inward from outward. A number of emerging nations have emphasized ICT-enabled, export led growth, often at the expense of developing their own ICT infrastructure, applications and services. This has resulted in islands of tech expertise, overlooking the wider domestic market. Rapidly rising mobile and Internet use over the last decade has created a tipping point for greater local access to content and services, and startups are stepping in to fill this void. So-

Internet of Things

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Abstract

A thing, in the Internet of Things, can be a person with a heart monitor implant, most people think about being connected in terms of computers, tablets and smart phones. If all objects and people in daily life were identified, computers could manage and store them. Besides using RFID, the tagging of things may be achieved through such technologies as near field communication, barcodes, QR codes and digital watermarking. In 21st century the term "INTERNET OF THINGS" is used as the network of Physical device which is used for various purpose used by mankind in day to day life. Things mean the various aspects which are used daily which connected with the human mankind in the form of internet. Are worked on the basis of sensory as well as physical attribute of human. Internet of things is the internal network of Hardware, Software, Data and Services. Daily we find out some of the example of this new terminology. The Internet of things allows the object to be sensed or controlled remotely across existing network infrastructure, creating opportunities for more integration of the physical world into computer-based system, and resulting in improved efficiency, accuracy and economic benefit to reduce the human power and stress. It links the future entities like digital and physical entities, by the means of appropriate information and communication technologies to introduce the new class of application and services. This technology fetches data from other sources of technology and flow this data to other devices.

Keywords :- Connected Devices/Smart Devices, Smart Cities, Internet refrigerator from LG, Connected cars, Google glass.

Smart Devices/Connected Devices

A Smart Devices are known as electronic devices. Which are generally connected to the other devices or network via different sources. These sources are Bluetooth, NFC, Wi-

Leveraging Technologies to Promote Entrepreneurship in India

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Abstract

There are various technology which helps for expanding the business effectively & efficiently. It's demand of today's world to maximize uses of technology for acquiring maximum benefit. Here focus establishes on how technology has been utilized in different section of business, to promote entrepreneurship.

Keywords: technology, entrepreneurship, business technology, electronic mail

Introduction

Technology can help small business owners leverage limited capital in smarter and more effective ways. In some cases, using technology is a natural progression for processes you may already have in place in your business. In others, you may need to make some adjustments to reap the benefits of these tech-friendly alternatives.

These ideas will help to use technology in small business to do more with less and become more efficient and versatile.

It is evident that the impact of technology on our day to day lives has grown exponentially over the past decade. Whether it be laptops or cell phones, technology helps us connected with the world around us and acts as a portal to vast amounts of knowledge which can be accessed with ease. However, many new entrepreneurs do not utilize technology to its full extent to propel themselves to new heights.

With these endless technological advancement in the business world, many businesses are resorting to different types of technology to scale out their operations. Technology simplifies the way we do business; both big and small businesses are using technology to accomplish specific tasks. Since every business has its own need for technology, you will find that each

The Role of Angel Investors

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Abstract

Access to finance for any new and innovative small firms involves both debt and equity finance components. Even before the last financial crisis, banks and financial institutions were most of the times very reluctant to lend to small, young or start up firms due to their perceived high riskiness and lack of sufficient collateral security. The financial crisis widened the existing gap at the seed and early stage with bank lending to falling start-ups and venture capital firms moving to later investment stages where risks are lower.

Angel investors, who are often experienced entrepreneurs or business people, have become increasingly recognized as an important source of equity capital at the seed and early stage of company formation. With fewer and fewer venture capitalists investing at the early stage, the equity funding gap between individual angel investment and venture capital has grown dramatically. Angel investors have sought to fill this gap by investing with other angel investors through groups and syndicates, increasing the total deal size for companies seeking early-stage financing.

Why angel investment is Important

While angel investment has been in existence, in practice for centuries, the concept of angel investors as a powerful and attractive source of financing for high-growth and start up venture companies has emerged over the past couple of decades in the United States and Europe and is rapidly growing in other regions around the world. The angel investment sector is not only growing, but it is becoming more formalized and organized through the creation of angel groups and networks. In addition to the money provided, angel investors play a key role in providing strategic and operational expertise for new ventures as well as social capital (i.e. their personal networks). The angel investment market is much larger than most people realize. Estimates from around the World from over the past ten years indicate that angel investment has been

Study of Application of Marketing Audit by Pharmaceutical Companies

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Abstract

Marketing audit is a holistic and comprehensive approach and it covers the entire gamut of marketing activities – right from strategy to operations. Thus, it can lead to better synchronization and coherence in the marketing efforts. Hence, its utility actually is very high. In practice, people in general have some kind of allergy to audits. They view audits as a fault finding exercise. People in general hold strong negative views about an audit. This is a big barrier to the success of a critical audit like marketing audit. This study endeavors to find out the practical problems and causes of the negative perception about the audit.

The study also proposes to develop a practical marketing audit model in the light of problems highlighted by the respondents. At times, concepts tend to remain static over a period of time and ignore ground level difficulties. The study would like to uncover such areas and then go on to build a more pragmatic marketing audit model. An industry like the pharmaceuticals is characterized by stiff competition, a highly turbulent environment, price controls by state and other such features. Thus it is felt that the application of marketing audit is really of great value for the pharmaceutical industry.

Keywords: Marketing Audit, Strategy, Execution, Alignment, Marketing mix, Analyze, Assessment, decision making.

Introduction

Marketing Audit is a powerful tool to diagnose deep into various facets of marketing. It is a comprehensive, holistic, systematic, independent, and periodic examination of the marketing function and performance of a company. It is intended to evaluate marketing assets and activities in the light of market conditions, and use the findings and analysis to assist the company in planning. It can work as a system or it can be need-based. A systemic marketing audit carries a

Digital India: Entrepreneurial Opportunities and Digital Marketing Challenges

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Abstract

Digital India programme was introduced to transform India into a digitally empowered economy. The programme promises to bring positive changes and countless growth opportunities for the budding and existing entrepreneurs. It also engages people in the innovation process which is needed by the economy to move forward. But implementation of this programme is more challenging. There are many roadblocks in the way of its successful implementation. These challenges need to be addressed in order to realize the full potential of this programme. In this paper an effort has been made to understand Digital India: its challenges including digital-marketing and opportunities. It also focuses on some traits that need to cast off to be a successful entrepreneur and common traits of successful entrepreneurs.

Key Words: Digital India, Digital Technology, e-governance, E-Kranti, Internet

Introduction

Digital India weaves together a large number of ideas and thoughts into a single comprehensive vision. This vision is centred on three key areas: creation of digital infrastructure, delivery of governance and services on demand, and digital empowerment of citizens.

E-governance initiatives in India took a broader dimension in the mid 1990s for wider sectoral applications with emphasis on citizen-centric services. The major ICT initiatives of the Government included, inter alia, some major projects such as railway computerization, land record computerization, etc. which focused mainly on the development of information systems. Later on, many states started ambitious individual e-governance projects aimed at providing electronic services to citizens.

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Marketing 4.0: Needed Shift for Indian Entrepreneurs

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Abstract

Entrepreneurs in India are the major determinants of countries economic condition. Today India is witnessing number of startups who fails to sustain and moving towards closure. The major reason behind the failure of many business enterprises is that they fail to cope up with the change happening in the world around. Marketing 4.0 and Industry 4.0 are such concepts which are emerging in developed countries. This paper encounters to throw some light on these concepts in brief.

An attempt is been made to discuss the concepts, need to implement these concepts, how the entrepreneurs have to go for this change. There are few entrepreneurs in India who had adapted the concept of Marketing 4.0 and established themselves as a successful business ecosystem.. Academics is one such area which needs to be updated not only according to the nation but also the global business scenario. This paper also advocates the need of educating the Indian professionals about marketing 4.0, industry 4.0 and also their importance.

Key Words: Marketing 4.0, Industry 4.0, Technology & connectivity, Entrepreneurs, Academics.

Introduction

India has changed over the last decade because of the technology & connectivity, so did Marketing. Connectivity has fundamentally changed human lives. Marketing practices



ARTIFICIAL INTELLIGENCE IN CYBER SECURITY - AN INVESTIGATION

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Abstract-- In this digital era, the explosion of internet of things and linked devices, Cyber Security experts face a lot of challenges. The experts need all the help to prevent attacks and security breaches and respond to the attacks. The number of connected workplaces lead to heavy traffic, more security attack vectors, security breaches and lot more that the cyber area cannot be handled by humans while not sizeable automation. However, it is troublesome to develop software system with standard mounted algorithms (hard-wired logic on deciding level) for effectively defensive against the dynamically growing attacks in networks. It has become obvious that many cyber security problems is also resolved with success solely strategies of AI area unit obtaining used. This paper presents a swift survey of cyber security computing applications and analyses the views of improving the cyber security capabilities by suggesting Artificial Intelligence applications, and the already existing methods.

Keywords: Artificial Intelligence, Cyber Security, Neural nets, Expert Systems, Challenges.

I. INTRODUCTION

The increasing and progressing cyber security threat facing global businesses can be reduced by the incorporation of AI into security systems. Machine learning and artificial intelligence (AI) are being applied more broadly across industries and applications than ever before as computing power, data collection and storage capabilities increase. This vast trove of data cannot be handled by humans in real time. With machine learning and AI, that mountain of data could be whittled down in fraction of time, which helps the enterprise to identify and recover from the security threat. AI could be game changer for security teams.

II. ARTIFICIAL INTELLIGENCE

In early days Computer Security and AI were not connected to each other. AI researchers were interested in developing programs to reduce human work, while security professionals trying to fix the leakage of information. But the two fields have grown closer over the time, when the attacks have targeted to simulate the legitimate performance, not only at the human user level but also at lower system levels. CAPTCHAs (Completely Automated Public Turing test to tell Computers and Humans Apart) are very good example of intersection of AI and Security. CAPTCHA requires the user to type the letters of a distorted image, sometimes with the addition of an obscured sequence of letters or digits that appears on the screen. Improvements in automated character recognition software, which can be considered to be a reasonable advance in AI technology, could motivate the field towards more refined pattern recognition. So, in the process of trying to secure assets, such as online ticket reservations, the commercial security market is in a way stimulating advances in AI. AI helps us in quickly identifying and analyzing new exploits and weaknesses to help mitigate further attacks and is an integral part of our solutions.