

# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

I  
J  
R  
C  
M



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

*Indexed & Listed at:*

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A., Google Scholar,

Open J-Gate, India [link of the same is duly available at Inlibnet of University Grants Commission (U.G.C)],

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 5555 Cities in 190 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

# CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	<b>E-GOVERNANCE IN INDIAN UNIVERSITIES: A CONCEPTUAL FRAMEWORK</b> <i>VIJAY BHASKAR KOUDIKI &amp; K JANARDHANAM</i>	1
2.	<b>EMPIRICAL ANALYSIS ON THE ADOPTION OF QUALITY MANAGEMENT PRACTICES IN INFORMATION TECHNOLOGY SECTOR IN INDIA</b> <i>DR. BEULAH VIJI CHRISTIANA. M &amp; JOSEPH SASI RAJAN.M</i>	5
3.	<b>IMPACT OF FOREIGN DIRECT INVESTMENT INFLOWS ON BRAZILIAN ECONOMY</b> <i>ROBIN INDERPAL SINGH, DR. SANJEEV BANSAL &amp; DR. JAGWANT SINGH</i>	12
4.	<b>A STUDY OF ORGANIZATIONAL INVESTMENT IN EMPLOYEE TRAINING, WORK ENGAGEMENT AND TURNOVER INTENTION: A CROSS-LEVEL MEDIATION ANALYSIS</b> <i>YU-PING HSU</i>	17
5.	<b>ENTREPRENEURSHIP: IN A DYNAMIC WAY</b> <i>DR. R. SATHYADEVI &amp; SALMA.C.T</i>	24
6.	<b>PARTICIPATION OF WOMEN IN SOCIO-ECONOMIC DECISION MAKING: A COMPARISON BETWEEN JOINT FAMILY AND NUCLEAR FAMILY</b> <i>BHAGWATESHWARI KARKI &amp; DR. B. P. SINGHAL</i>	26
7.	<b>A STUDY OF INVESTORS' PERCEPTION TOWARDS STOCK MARKET IN JALANDHAR</b> <i>DR. ANIL SONI</i>	29
8.	<b>ROLE OF ORGANISATIONS TO COMBAT STRESS AMONG EMPLOYEES IN IT SECTOR</b> <i>DR. SUDHAKAR B INGLE &amp; ANITA D'SOUZA</i>	34
9.	<b>THE EFFECT OF SOCIO-ECONOMIC FACTORS ON PUBLIC HEALTH SERVICE DELIVERY IN KENYA (A CASE OF MURANG'A COUNTY HOSPITALS)</b> <i>CLIFFORD MACHOGU, DR. JAIRUS BOSTON AMAYI, DR. JOHN WEKESA WANJALA &amp; LYDIAH KEYA ABUKO</i>	38
10.	<b>A STUDY ON POSSIBLE PARTICIPATION OF MINING INDUSTRY IN MAKE IN INDIA CONCEPT</b> <i>DR. MAMTA BRAHMBHATT &amp; AMIT KUMAR SHARMA</i>	48
11.	<b>IMPACT OF FOREIGN DIRECT INVESTMENT INFLOWS ON INDIAN ECONOMY</b> <i>ROBIN INDERPAL SINGH, DR. SANJEEV BANSAL &amp; DR. JAGWANT SINGH</i>	50
12.	<b>GLOBAL PREVALENCE OF IFRS WITH SPECIAL REFERENCE TO INDIA</b> <i>VAISHALI NAROLIA &amp; AMIT KUMAR PASWAN</i>	55
13.	<b>A STUDY ON THE CURRENT STATE OF INDIAN HEALTHCARE INDUSTRY</b> <i>PRIYANKA SAHNI</i>	60
14.	<b>DEMONETIZATION AND REMONETISATION OF INDIAN ECONOMY: AFTERMATH</b> <i>GURVEEN KAUR</i>	63
15.	<b>EFFICIENCY OF BANKS UNDER DIFFERENT OWNERSHIP GROUPS</b> <i>RACHITA GARG</i>	66
16.	<b>REVIVING UP INDIAN VC INDUSTRY: LESSONS FROM USA</b> <i>NEHARIKA SOBTI</i>	71
17.	<b>WOMEN ENTREPRENEURSHIP: ENTERING A MALE DOMAIN</b> <i>BHAWNA MITTAL</i>	79
18.	<b>STUDENTS ATTITUDE TOWARDS MATHEMATICS AT SECONDARY LEVEL IN SIKKIM</b> <i>RAJESH SINGH</i>	84
19.	<b>TRANSFER PRICING REGULATIONS AND ADVANCE PRICING AGREEMENTS IN INDIA</b> <i>PRIYANKA SAHNI</i>	87
20.	<b>DIGITAL INDIA OPPORTUNITIES AND CHALLENGES</b> <i>SAPNA</i>	90
	<b>REQUEST FOR FEEDBACK &amp; DISCLAIMER</b>	93

**CHIEF PATRON****Prof. (Dr.) K. K. AGGARWAL**

Chairman, Malaviya National Institute of Technology, Jaipur  
(An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India)  
Chancellor, K. R. Mangalam University, Gurgaon  
Chancellor, Lingaya's University, Faridabad  
Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi  
Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

**FOUNDER PATRON****Late Sh. RAM BHAJAN AGGARWAL**

Former State Minister for Home & Tourism, Government of Haryana  
Former Vice-President, Dadri Education Society, Charkhi Dadri  
Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

**FORMER CO-ORDINATOR****Dr. S. GARG**

Faculty, Shree Ram Institute of Business & Management, Urjani

**ADVISOR****Prof. S. L. MAHANDRU**

Principal (Retd.), Maharaja Agrasen College, Jagadhri

**EDITOR****Dr. R. K. SHARMA**

Professor & Dean, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

**CO-EDITOR****Dr. BHAVET**

Faculty, Shree Ram Institute of Engineering & Technology, Urjani

**EDITORIAL ADVISORY BOARD****Dr. S. P. TIWARI**

Head, Department of Economics & Rural Development, Dr. Ram Manohar Lohia Avadh University, Faizabad

**Dr. CHRISTIAN EHIOBUCHÉ**

Professor of Global Business/Management, Larry L Luig School of Business, Berkeley College, Woodland Park NJ 07424, USA

**Dr. SIKANDER KUMAR**

Chairman, Department of Economics, Himachal Pradesh University, Shimla, Himachal Pradesh

**Dr. JOSÉ G. VARGAS-HERNÁNDEZ**

Research Professor, University Center for Economic & Managerial Sciences, University of Guadalajara, Guadalajara, Mexico

**Dr. M. N. SHARMA**

Chairman, M.B.A., Haryana College of Technology & Management, Kaithal

**Dr. TEGUH WIDODO**

Dean, Faculty of Applied Science, Telkom University, Bandung Technoplex, Jl. Telekomunikasi, Terusan Buah Batu, Kabupaten Bandung, Indonesia

**Dr. M. S. SENAM RAJU**

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

**Dr. CLIFFORD OBIYO OFURUM**

Director, Department of Accounting, University of Port Harcourt, Rivers State, Nigeria

**Dr. KAUP MOHAMED**

Dean &amp; Managing Director, London American City College/ICBEST, United Arab Emirates

**SUNIL KUMAR KARWASRA**

Principal, Aakash College of Education, ChanderKalan, Tohana, Fatehabad

**Dr. MIKE AMUHAYA IRAVO**

Principal, Jomo Kenyatta University of Agriculture and Technology, Westlands Campus, Nairobi-Kenya

**Dr. S. TABASSUM SULTANA**

Principal, Matrusri Institute of P.G. Studies, Hyderabad

**Dr. NEPOMUCENO TIU**

Chief Librarian &amp; Professor, Lyceum of the Philippines University, Laguna, Philippines

**Dr. SANJIV MITTAL**

Professor, University School of Management Studies, Guru Gobind Singh I. P. University, Delhi

**Dr. ANA ŠTAMBUK**

Head of Department in Statistics, Faculty of Economics, University of Rijeka, Rijeka, Croatia

**Dr. RAJENDER GUPTA**

Convener, Board of Studies in Economics, University of Jammu, Jammu

**Dr. SHIB SHANKAR ROY**

Professor, Department of Marketing, University of Rajshahi, Rajshahi, Bangladesh

**Dr. ANIL K. SAINI**

Chairperson (CRC), Guru Gobind Singh I. P. University, Delhi

**Dr. SRINIVAS MADISHETTI**

Professor, School of Business, Mzumbe University, Tanzania

**Dr. NAWAB ALI KHAN**

Professor, Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

**MUDENDA COLLINS**

Head of the Department of Operations &amp; Supply Chain, The Copperbelt University, Zambia

**Dr. EGWAKHE A. JOHNSON**

Professor, Babcock University, Ilishan-Remo, Ogun State, Nigeria

**Dr. A. SURYANARAYANA**

Professor, Department of Business Management, Osmania University, Hyderabad

**Dr. MURAT DARÇIN**

Associate Dean, Gendarmerie and Coast Guard Academy, Ankara, Turkey

**Dr. ABHAY BANSAL**

Head, Department of I.T., Amity School of Engineering &amp; Technology, Amity University, Noida

**Dr. YOUNOS VAKIL ALROAIA**

Head of International Center, DOS in Management, Semnan Branch, Islamic Azad University, Semnan, Iran

**WILLIAM NKOMO**

Asst. Head of the Department, Faculty of Computing, Botho University, Francistown, Botswana

**Dr. JAYASHREE SHANTARAM PATIL (DAKE)**

Head of the Department, Badruka PG Centre, Hyderabad

**SHASHI KHURANA**

Associate Professor, S. M. S. Khalsa Lubana Girls College, Barara, Ambala

**Dr. SEOW TA WEEA**

Associate Professor, Universiti Tun Hussein Onn Malaysia, Parit Raja, Malaysia

**Dr. OKAN VELI ŞAFAKLI**

Associate Professor, European University of Lefke, Lefke, Cyprus

**Dr. MOHENDER KUMAR GUPTA**

Associate Professor, Government College, Hodal

**Dr. BORIS MILOVIC**

Associate Professor, Faculty of Sport, Union Nikola Tesla University, Belgrade, Serbia

**Dr. MOHAMMAD TALHA**

Associate Professor, Department of Accounting &amp; MIS, College of Industrial Management, King Fahd University of Petroleum &amp; Minerals, Dhahran, Saudi Arabia

**Dr. V. SELVAM**

Associate Professor, SSL, VIT University, Vellore

**Dr. IQBAL THONSE HAWALDAR**

Associate Professor, College of Business Administration, Kingdom University, Bahrain

**Dr. PARDEEP AHLAWAT**

Associate Professor, Institute of Management Studies &amp; Research, Maharshi Dayanand University, Rohtak

**Dr. ALEXANDER MOSESOV**

Associate Professor, Kazakh-British Technical University (KBTU), Almaty, Kazakhstan

**Dr. ASHOK KUMAR CHAUHAN**

Reader, Department of Economics, Kurukshetra University, Kurukshetra

**YU-BING WANG**

Faculty, department of Marketing, Feng Chia University, Taichung, Taiwan

**SURJEET SINGH**

Faculty, Department of Computer Science, G. M. N. (P.G.) College, Ambala Cantt.

**Dr. MELAKE TEWOLDE TECLEGHIORGIS**

Faculty, College of Business &amp; Economics, Department of Economics, Asmara, Eritrea

**Dr. RAJESH MODI**

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

**Dr. SAMBHAVNA**

Faculty, I.I.T.M., Delhi

**Dr. THAMPOE MANAGALESWARAN**

Faculty, Vavuniya Campus, University of Jaffna, Sri Lanka

**Dr. SHIVAKUMAR DEENE**

Faculty, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

**SURAJ GAUDEL**

BBA Program Coordinator, LA GRANDEE International College, Simalchaur - 8, Pokhara, Nepal

**FORMER TECHNICAL ADVISOR****AMITA****FINANCIAL ADVISORS****DICKIN GOYAL**

Advocate &amp; Tax Adviser, Panchkula

**NEENA**

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

**LEGAL ADVISORS****JITENDER S. CHAHAL**

Advocate, Punjab &amp; Haryana High Court, Chandigarh U.T.

**CHANDER BHUSHAN SHARMA**

Advocate &amp; Consultant, District Courts, Yamunanagar at Jagadhri

**SUPERINTENDENT****SURENDER KUMAR POONIA**

## CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to the recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript** **anytime** in **M.S. Word format** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. [infoijrcm@gmail.com](mailto:infoijrcm@gmail.com) or online by clicking the link **online submission** as given on our website ([FOR ONLINE SUBMISSION, CLICK HERE](#)).

## GUIDELINES FOR SUBMISSION OF MANUSCRIPT

### 1. **COVERING LETTER FOR SUBMISSION:**

DATED: \_\_\_\_\_

#### **THE EDITOR**

IJRCM

**Subject:** SUBMISSION OF MANUSCRIPT IN THE AREA OF \_\_\_\_\_.

**(e.g. Finance/Mkt./HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)**

#### **DEAR SIR/MADAM**

Please find my submission of manuscript titled ' \_\_\_\_\_ ' for likely publication in one of your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published anywhere in any language fully or partly, nor it is under review for publication elsewhere.

I affirm that all the co-authors of this manuscript have seen the submitted version of the manuscript and have agreed to inclusion of their names as co-authors.

Also, if my/our manuscript is accepted, I agree to comply with the formalities as given on the website of the journal. The Journal has discretion to publish our contribution in any of its journals.

#### **NAME OF CORRESPONDING AUTHOR**

Designation/Post\* :

Institution/College/University with full address & Pin Code :

Residential address with Pin Code :

Mobile Number (s) with country ISD code :

Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No) :

Landline Number (s) with country ISD code :

E-mail Address :

Alternate E-mail Address :

Nationality :

\* i.e. Alumnus (Male Alumni), Alumna (Female Alumni), Student, Research Scholar (M. Phil), Research Scholar (Ph. D.), JRF, Research Assistant, Assistant Lecturer, Lecturer, Senior Lecturer, Junior Assistant Professor, Assistant Professor, Senior Assistant Professor, Co-ordinator, Reader, Associate Professor, Professor, Head, Vice-Principal, Dy. Director, Principal, Director, Dean, President, Vice Chancellor, Industry Designation etc. **The qualification of author is not acceptable for the purpose.**

**NOTES:**

- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. **pdf. version is liable to be rejected without any consideration.**
  - b) The sender is required to mention the following in the **SUBJECT COLUMN of the mail:**  
**New Manuscript for Review in the area of** (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)
  - c) There is no need to give any text in the body of the mail, except the cases where the author wishes to give any **specific message** w.r.t. to the manuscript.
  - d) The total size of the file containing the manuscript is expected to be below **1000 KB**.
  - e) Only the **Abstract will not be considered for review** and the author is required to submit the **complete manuscript** in the first instance.
  - f) **The journal gives acknowledgement w.r.t. the receipt of every email within twenty-four hours** and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of the manuscript, within two days of its submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.
  - g) The author (s) name or details should not appear anywhere on the body of the manuscript, except on the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.
2. **MANUSCRIPT TITLE:** The title of the paper should be typed in **bold letters, centered and fully capitalised**.
  3. **AUTHOR NAME (S) & AFFILIATIONS:** Author (s) **name, designation, affiliation (s), address, mobile/landline number (s), and email/alternate email address** should be given underneath the title.
  4. **ACKNOWLEDGMENTS:** Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
  5. **ABSTRACT:** Abstract should be in **fully italic printing**, ranging between **150 to 300 words**. The abstract must be informative and elucidating the background, aims, methods, results & conclusion in a **SINGLE PARA. Abbreviations must be mentioned in full.**
  6. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of **five**. These should be arranged in alphabetic order separated by commas and full stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations etc.
  7. **JEL CODE:** Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at [www.aea-web.org/econlit/jelCodes.php](http://www.aea-web.org/econlit/jelCodes.php). However, mentioning of JEL Code is not mandatory.
  8. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER. It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.**
  9. **HEADINGS:** All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
  10. **SUB-HEADINGS:** All the sub-headings must be bold-faced, aligned left and fully capitalised.
  11. **MAIN TEXT:**

**THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:****INTRODUCTION****REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESIS (ES)****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****LIMITATIONS****SCOPE FOR FURTHER RESEARCH****REFERENCES****APPENDIX/ANNEXURE****The manuscript should preferably be in 2000 to 5000 WORDS, But the limits can vary depending on the nature of the manuscript.**

12. **FIGURES & TABLES:** These should be simple, crystal **CLEAR, centered, separately numbered** & self-explained, and the **titles must be above the table/figure. Sources of data should be mentioned below the table/figure. It should be ensured that the tables/figures are referred to from the main text.**
13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parenthesis, left aligned with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word may be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
14. **ACRONYMS:** These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section e.g. Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
15. **REFERENCES:** The list of all references should be alphabetically arranged. **The author (s) should mention only the actually utilised references in the preparation of manuscript** and they may follow Harvard Style of Referencing. **Also check to ensure that everything that you are including in the reference section is duly cited in the paper.** The author (s) are supposed to follow the references as per the following:
- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
  - Use (ed.) for one editor, and (ed.s) for multiple editors.
  - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc., in chronologically ascending order.
  - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
  - The title of books and journals should be in italic printing. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
  - For titles in a language other than English, provide an English translation in parenthesis.
  - **Headers, footers, endnotes and footnotes should not be used in the document. However, you can mention short notes to elucidate some specific point**, which may be placed in number orders before the references.

**PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:**

**BOOKS**

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

**CONTRIBUTIONS TO BOOKS**

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

**JOURNAL AND OTHER ARTICLES**

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

**CONFERENCE PAPERS**

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

**UNPUBLISHED DISSERTATIONS**

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

**ONLINE RESOURCES**

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

**WEBSITES**

- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>



**ENTREPRENEURSHIP: IN A DYNAMIC WAY****DR. R. SATHYADEVI****HEAD I/C****DEPARTMENT OF INTERNATIONAL BUSINESS****SREE NARAYANA GURU COLLEGE****COIMBATORE****SALMA.C.T****M. Phil. SCHOLAR****SREE NARAYANA GURU COLLEGE****COIMBATORE****ABSTRACT**

*As in the whole world, in our country, there were a lot of industrial opportunities aroused due to liberalization and all. So a lot of opportunities for people in entrepreneurship field. There is a new growth for potential entrepreneurs in a higher manner which makes the national economic structure making it more important to know the fundamentals of entrepreneurship. Such knowledge involves to provide a brief introduction on why Entrepreneurship and to make clear why some individuals more entrepreneurial than others and to reflect the role of government in entrepreneurial development. To bring out the dynamic ways to design entrepreneurship and followed suggestions*

**KEYWORDS**

entrepreneurship, industrial opportunities.

**INTRODUCTION**

**A**s manager and leader, the entrepreneur is one of the characters which strongly influences business around the world including in each country. This explains the need to understand the profile of such a character, characteristics and mode of action in situations they face. In general, an entrepreneur is a person who creates new business, taking risks in achieving the objectives which they propose to make profits and growth by identifying some important opportunities. Entrepreneur manages important resources, which draws from different sources on a major power to persuade those Entrepreneurs are key importance in translating creativity into economic output. Consequently, entrepreneurship is a subject of great interest. Entrepreneurship is the development of a business from the ground up-coming up with an idea and turning it into profitable business. An entrepreneur is someone who can take any idea, whether it be a product and or service and have the skill set, will and courage to take extreme risk to do whatever it takes to turn that concept into reality and not only bring it into market, but make it as viable product or service that people want or need. In the past, many new technologies emerged, which at a given time were considered highly innovative. These technologies led rapid economic growths, so transformations and changes to the way business operated.

**OBJECTIVES OF THIS STUDY**

1. To provide a brief introduction on why Entrepreneurship.
2. To make clear why some individuals more entrepreneurial than others.
3. To reflect the role of government in entrepreneurial development.
4. To bring out the dynamic ways to design entrepreneurship and followed suggestions.

**STATEMENT OF PROBLEM**

This paper focused mainly to introduce need of entrepreneurship. Why some shines in entrepreneurial activities. The relevance of entrepreneurship is so high and how government motivate entrepreneur and also dynamic ways to design & bring out suggestions on this study.

**WHY ENTREPRENEURSHIP?**

Entrepreneurship is a dynamic process of creating incremental wealth. The wealth is created by individuals who assume the major risks in terms of equity, time and of career commitment.

Entrepreneurship is a tool or mechanism that can be used to open the minds of individuals and organisations. It is the added-value of Creativity and Innovation which focuses on investing in human capital by enhancing and fostering the can-do attitude. It is not only business start-ups, SMEs, the profit and social enterprise sectors. Entrepreneurship is 'an individual's ability to turn Ideas into Action' and its value to society cannot be underestimated or dismissed.

**WHY SOME INDIVIDUALS MORE ENTREPRENEURIAL THAN OTHERS?**

why some people are more entrepreneurial than others, but the answer is straightforward: personality. Indeed, individual differences in creativity, ambition, and risk-taking explain why some people have much more potential for entrepreneurship than others, and valid personality measures can help us identify who the entrepreneurs of tomorrow will be. Of course, there are also socio-political factors contributing to entrepreneurship. Still, in any country at any given point of time there will be more and less entrepreneurial people and a country's economic and social development is much more dependent on the former.

Interestingly, people with the same ability profile (equally smart, competent and educated individuals) can show dramatic differences in entrepreneurial potential: some may be motivated only by their personal career success and "sell their souls" to big corporations, whilst others will do whatever they can to work for themselves and "be their own boss". This difference highlights the rebellious, impulsive and risk-prone nature of entrepreneurial people compared to their less entrepreneurial counterparts, but there is also a difference in ability: entrepreneurial individuals see more opportunities, make more connections, and produce more novel ideas, than their less entrepreneurial peers, and this ability is not measured by typical IQ tests. It would seem, then, that the essential force underlying entrepreneurship is the desire and ability to invent something new, something that has the potential to improve the lives of many others (not just one's own) and add value to society.

Although when we think of entrepreneurial people we tend to think of successful businessmen, creating a business is neither necessary nor sufficient for entrepreneurship, just as being a manager or politician by no means a sign of good leadership. Without the personality traits, you would still be drinking bad coffee, going to the library, and posting letters. This is why you should care about entrepreneurship, and why that implies caring about personality: Personality rules the world, and the more power a person has, the more important is personality. Entrepreneurship is just another process by which this influence occurs; it is (like leadership) the natural consequence of differences in personality and yet another proof that the personality of some is much more influential than others'

**SOME ELEMENTS MAKING ENTREPRENEURS SUCCESSFUL MORE THAN OTHERS****1. SELF-EFFICACY**

It refers to the extent to which a person believes that they can organize and effectively execute actions to produce given attainments. The entrepreneurs high in self efficacy will outperform those who are lower dimensions. The human functioning is motivated, regulated and directed by the ongoing exercise of self efficacy.

**2. OPPORTUNITY RECOGNITION**

Individuals differ greatly in their abilities to capture, recognize and make effective use of abstract and changing information opportunity recognition suggests that the ability to identify high potential from low potential opportunities and to spot obstacles and that would lead to creation of superior ventures.

**3. PERSEVERANCE**

Entrepreneurs try to create and sell "new combinations and as such they encounter substantial uncertainty regarding market acceptability and buyers demand.

**ROLE OF GOVERNMENT FOR ENTREPRENEURSHIP PROMOTION**

Small and Medium-sized Enterprises (SMEs) in market economies are the engine of economic development. Owing to their private ownership, entrepreneurial spirit, their flexibility and adaptability as well as their potential to react to challenges and changing environments, SMEs contribute to sustainable growth and employment generation in a significant manner.

SMEs have strategic importance for each national economy due a wide range of reasons. Logically, the government shows such an interest in supporting entrepreneurship and SMEs. There is no simpler way to create new job positions, increasing GDP and rising standard of population than supporting entrepreneurship and encouraging and supporting people who dare to start their own business. Every surviving and successful business means new jobs and growth of GDP.

Enhancing the business environment for domestic and foreign investment and supporting entrepreneurship) as one of the goal. Promoting entrepreneurship and more rapid private sector development, but without appropriate operationalization and without clear description of the role and position of government and governmental institutions in obtaining this goal.

Therefore, designing a comprehensive, coherent and consistent approach of Council of Ministers and entity governments to entrepreneurship and SMEs in the form of government support strategy to entrepreneurship and SMEs is an absolute priority. A comprehensive government approach to entrepreneurship and SMEs would provide for a full coordination of activities of numerous governmental institutions (chambers of commerce, employment bureaus, etc.) and NGOs dealing with entrepreneurship and SMEs. With no pretension of defining the role of government in supporting entrepreneurship and SMEs, we believe that apart from designing a comprehensive entrepreneurship and SMEs strategy, the development of national SME support institutions and networks is one of key condition for success. There are no doubts that governments should create different types of support institutions:

(i) To provide information on regulations, standards, taxation, customs duties, marketing issues;

(ii) To advise on business planning, marketing and accountancy, quality control and assurance;

(iii) To create incubator units providing the space and infrastructure for business beginners and innovative companies, and helping them to solve technological problems, and to search for know-how and promote innovation; and

(iv) To help in looking for partners.

**DYNAMIC WAYS TO DESIGN ENTREPRENEURSHIP AND SUGGESTIONS FOLLOWED**

Investing in education and vocational education and training as means to strengthen the entrepreneurship skills. This should be coupled with more flexible labour market policies that encourage skills combination and labor mobility.

Governments and regional economic communities should enact agreements and strategies aimed at improving the regulatory environment for business and promotion competition.

Attract investments in the most dynamic sectors. The key objective should be to diversify towards a mix of primary, manufacturing and services sectors.

Make more efficient use of the business incubator model to facilitate the establishment and growth of small and medium enterprises (SMEs). The business incubators will support SMALL enterprises with start-up capital, innovative ideas and growth prospects. It is well established that SMEs play a key role in creating employment, developing a skilled workforce and responding to various market demands.

The emerging economies (BRICS) were providing sources of investment, transferring skills and know-how, and creating opportunities for our country India's integration into the global economy.

**CONCLUSION**

Entrepreneurship is a dynamic process of creating incremental wealth. The wealth is created by individuals who assume the major risks in terms of equity, time and of career commitment of providing value for product or service. For very competitive market some individual shines better than others due to their personality, self-efficacy and opportunity recognition. The need of the day is therefore, to identify and encourage the entrepreneurs with global perspective through Entrepreneurship and its marketing. Business starts up & transfers, existence of entrepreneurs within to embark on innovative ventures and growth of business help to achieve this balance. There is a positive relation between entrepreneurship and economy growth.

**REFERENCES**

1. Dew,N., Read S., Sarasvathy,S.D and Wiltbank,R (2009)
2. <https://agenda.weforum.org>

## REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce, IT & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue, as well as on the journal as a whole, on our e-mail [infoijrcm@gmail.com](mailto:infoijrcm@gmail.com) for further improvements in the interest of research.

If you have any queries, please feel free to contact us on our e-mail [infoijrcm@gmail.com](mailto:infoijrcm@gmail.com).

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward to an appropriate consideration.

With sincere regards

Thanking you profoundly

**Academically yours**

Sd/-

**Co-ordinator**

## DISCLAIMER

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, neither its publishers/Editors/ Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal are exclusively of the author (s) concerned.

## ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

### *Our Other Journals*

