International Journal of
Advance and Innovative Research
(Conference Special)
(Part – 2)
NATIONAL CONFERENCE
ON
EMERGING TRENDS IN BUSINESS AND FINANCE

ORGANIZED BY
CENTER FOR MANAGEMENT STUDIES
BANGALORE
8TH MARCH 2019

IN ASSOCIATION WITH

Publication Partner
Indian Academicians and Researcher’s Association
CONTENTS

Research Papers

INNOVATIONS IN SUSTAINABLE PACKAGING AND A STUDY ON CONSUMERS PERCEPTION AND ATTITUDES TOWARDS GREEN PACKAGING IN TAMILNADU

Kanimozhi. V and Abhisheik. K

1–5

EMERGING TRENDS IN MARKETING

A.P. Shivanyshre and N. S. Abhirami

6–10

EXCELLENCE THROUGH ELEARNING PORTALS: A NEW PARADIGM SHIFT IN THE EDUCATION

Brindha G and Gnana Suthan B

11–13

A CONCEPTUAL STUDY ON SOCIAL MEDIA IN INTERNATIONAL BUSINESS “INFLUENCE IS NOT POPULARITY”

H. Adithya

14–19

A STUDY ON FINANCIAL ALTERNATIVE SERVICES CROWD FUNDING VERSUS OTHER ALTERNATIVES RELATING TO INDIA CONTEXT

Meghana C

20–23

AN EMPIRICAL INVESTIGATION OF CO-INTEGRATION BETWEEN SENSEX AND THE SELECTED WORLD STOCK MARKETS

Dileep and Dr. G V Kesava Rao

24–32

A STUDY ON UNDERSTANDING THE RELATIONSHIP WITH CHANNEL MEMBERS TRUST WITH SPECIAL REFERENCE THE DISTRIBUTING COMPANIES IN CONSUMER LIGHTING INDUSTRY IN BANGALORE

Sateesh kumar T K and Dr Guru Basava Aradhya

33–40

PRE AND POST DEMONETIZATION IMPLICATION AND INVESTORS PERCEPTION OF INDIAN SHARE MARKET PERFORMANCE

RadhakrishnaNayak and Akshatha

41–52

CRUDE OIL AND GOLD COMMODITY PRODUCTS IN INDIA: AN ANALYSIS OF ITS COINTEGRATION, PRICE SHOCK AND CAUSALITY EFFECT

Rajesh R

53–60

SKILLING THROUGH GAMIFICATION

Aruna A and Dr. Mahesh Kumar. K. R

61–65
IHRM: THE NEED FOR HIRING AND BUILDING GLOBAL VIRTUAL TEAMS
Dr. N Sulaiman and Neelakandan E

THE IMPACT OF SCOPE FOR CREATIVITY AT THE WORKPLACE ON FAMILY – LIFE AND WORK-LIFE BALANCE OF EMPLOYEES
Saritha S. R. and Arun B. K.

COMPARATIVE ANALYSIS OF MARKET RISK AND CREDIT RISK BETWEEN INDIAN AND ASEAN BANKS
A Mary Lavanya

SALESMAN'S PREDISPOSITION TOWARDS BUYERS – A RETAIL PERSPECTIVE; AN ANALYSIS IN THE CITY OF BANGALORE
AVR Mahadev and Dr. Satish Kumar

A STUDY ON EFFECTIVENESS OF INFLUENCER MARKETING AS A PROMOTIONAL TOOL AMONG SOCIAL MEDIA USERS AND ITS IMPACT ON PURCHASE DECISIONS
Kavya Karnick and Muthakka C A

A STUDY ON EMPLOYEE WELLNESS PROGRAMS AND ITS IMPACT ON PERFORMANCE AND TURNOVER WITH REFERENCE TO SOFTWARE COMPANIES IN CHENNAI
Dr. Uma Raman

A STUDY ON IMPACT OF CRUDE OIL PRICE FLUCTUATION ON THE STOCK RETURNS OF OIL COMPANIES IN INDIA
Kapasi Arwa and B. Suresha

A STUDY ON AN IMPACT OF COMMODITY MARKET ON STOCK MARKET IN INDIAN CONTEXT
Prajnya G Shanbhag and Pratiksha A Bangalore

EASE OF DOING BUSINESS - CURRENT POSITION OF INDIAN STATES
Prof. (Dr.) Vani Vasakarla and Tamil Selvan Ramadoss

A STUDY ON SERVICE QUALITY MAPPING OF PEOPLE ASSOCIATED WITH NETWORK MARKETING COMPANIES IN KARNATAKA
Anantha Subramanya Iyer KN and Dr. Satish Kumar R

DETERMINANTS OF PRE-OPEN EQUILIBRIUM PRICES OF SECURITIES AND THEIR RELATIVE CAUSATION ON THE COMPONENTS OF INDIAN STOCK MARKETS
Girish B N and Dr. H. Nagaraj

APPROPRIATE EVENT WINDOW LENGTH DETERMINATION TO STUDY MERGER EVENTS OF INDIAN ACQUIRER
Nagulan K and Prof. Gnanendra M

A STUDY ON PORTFOLIO CONSTRUCTION BY USING WILLIAM SHARPE’S SINGLE INDEX MODEL
Deepak Gowda and Harshitha H S
CONSUMER BEHAVIOUR TOWARDS IMPULSE GOODS IN CHIDAMBARAM TOWN
Dr. N. Sulaiman

CONSUMERS OPINION ABOUT HATSUN AGRO PRODUCT LIMITED (WITH SPECIAL REFERENCE TO KRISHNAGIRI TOWN)
Dr. N. Sulaiman

EMPOWERMENT OF WOMEN ENTREPRENEURSBY FACILITATING ACCESS TO FINANCIAL SERVICES WITH REFERENCE TO KARNATAKA STATE
Prof. Anitha B. M. D’silva and Dr. E. V. Rigin

RECENT TRENDS IN BLOCKCHAIN TECHNOLOGY: A STUDY
Dr. K. Satish
EMPOWERMENT OF WOMEN ENTREPRENEURS BY FACILITATING ACCESS TO FINANCIAL SERVICES WITH REFERENCE TO KARNATAKA STATE

Prof. Anitha B. M. D'silva1 and Dr. E. V. Rigin2
Assistant Professor1, R. V. Institute of Management, Bangalore
Assistant Professor2, Department of Youth Welfare Studies, School of Youth Empowerment, Madurai Kamraj University, Madurai

ABSTRACT
Business is seen as a strong realistic and attainable aim when it is set up by an individual. The whole purpose of starting a new enterprise would be to achieve an objective, against all odds. In such sphere of productive efforts men and women equally submit to the prerequisites of much need atmosphere to carry on activities related to one’s business. Again, Women are generally relegated to the background; hence both social as well as economic development is slower. An entrepreneurial activity among women is a positive symbol for their overall development. Many women start business out of their own will, accepts challenging and well defined role to meet her personal needs and become independent. Women entrepreneur are mainly hospitality, catering, educational services, consultation, public relations, beauty parlour, tutoring, nursing. As of now there are plenty of schemes of Government both at the Central as well as at the state level, which provide financial assistance for the women by encouraging setting up business enterprise and becoming economically independent. Similarly, Small Industries Development Bank of India (SIDBI) has implemented special schemes for women entrepreneurs. There are numerous facilities provided by the Government of Karnataka to empower women start-ups by providing financial assistance, training facilities, marketing and trading assistance which are constituted for this purpose. The paper aims to understand the working of the various institutions set up for entrepreneurial activity in Karnataka. The data of the financial support provided is collated for past 5years, evaluated and analyzed. Suitable conclusions are drawn on the research which will help researchers in future.

INTRODUCTION
Business is about doing right type of profitable work to ensemble the requirement of the society and that of an individual. Over the years entrepreneurs have sprung up who take the concept to another platform, develop design, structures, and process, bring in technology, set up a concrete business and make a name in the associated sector. The Government of India as well as commercial banks has introduced certain schemes for women entrepreneurs. Such as Annapurna Scheme, Stree Shakti Package For Women Entrepreneurs, Bharatiya Mahila Bank Business Loan, Dena Shakti Scheme, Udyogini Scheme for women, Cent Kalyani Scheme, Mahila Udyam Nidhi Scheme, Mudra Yojana Scheme For Women wanting to start small new enterprises like beauty parlors, tailoring units, tuition centres & Orient Mahila Vikas Yojana Scheme.

Presently we can see that the Mudra Yojana scheme the data shows that there is varied interest rate and tenure being followed by the commercial banks in India. The following schedule depicts the details of loan facility offered by few banks

<table>
<thead>
<tr>
<th>MUDRA LOAN BANK</th>
<th>INTEREST RATE</th>
<th>TENURE</th>
</tr>
</thead>
<tbody>
<tr>
<td>HDFC bank</td>
<td>12.75% to 20%</td>
<td>1-5 years</td>
</tr>
<tr>
<td>HDBFS</td>
<td>15.95% to 18.95%</td>
<td>1-3 years</td>
</tr>
<tr>
<td>Tata Capital</td>
<td>13.49% to 19.50%</td>
<td>1-5 years</td>
</tr>
<tr>
<td>Kotak Mahindra Bank</td>
<td>11.5% to 18%</td>
<td>1-5 years</td>
</tr>
</tbody>
</table>

Source: bankbazaar.com

REVIEW OF LITERATURE
According to Dr. C. Eugene Franco & Sharmi Selvakumar (2016), there should be a continuous attempt to inspire, encourage, motivate and co-operate women entrepreneurs. An Awareness programme should be conducted on a mass scale with the intention of creating awareness among women about the various areas to conduct business.

According to Uma SN and Ramesh HN (2018), SHGs and individual entrepreneurs should be provided with more loans from the government and introduce extensive entrepreneurial development program. Finance should be made available to women entrepreneurs at a low rate of interest
LFS
LITERARY FINDINGS
INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY RESEARCH
ISSN: 2278-2311
UGC RECOGNISED JOURNAL
UGC NO: 42329
VOL: 8  01 - JUNE - 2019  ISSUE: 6

PUBLISHING EDITOR
Nall Natarajan
Kongunadu Publications (India) Private Limited, Erode.
kongunadupublications@gmail.com

EDITOR
Dr. B. Sankareswari
Madurai Kamaraj University, Madurai.
sankaritamil@gmail.com

EDITORIAL AND ADVISORY BOARD
Dr. A. Govindarajan
Bharathidasan University, Tiruchirappalli.
govindarajan.bdu@gmail.com

Dr. C. Karthikeyan
Tamil Nadu Open University, Chennai.
karthikeyan251973@gmail.com

A. Mariya Sebasthiyan
VIT University, Velur.
maryasepastin.a@vit.ac.in

Dr. R. Chandrasekaran
Government Arts & Science College, Kangeyam.
tamilchandru@gmail.com

Dr. K. Pauline Preetha Jebasevli
Bishop Heber College, Trichy.
kpauline@bhu.edu.in

Dr. T. K. Anuradha
Trinity College For Women, Namakkal.
anukeerthigan@gmail.com

Dr. Paramasivam Muthuswamy
Malaysia University, Malaysia.
mparam98@gmail.com

R.F. Arooz
Raapa International Campus, Sri Lanka.
raapa.arooz@gmail.com

பதி/uni0BAA_uni0BCDபாசி/tm_r_ikaarய/tm_ra_halant

பதி/uni0BAA_uni0BCDள/uni0BBF.pstsேகஷ/uni0BA9_uni0BCD/uni0BB8_uni0BCD (இ/uni0BA8_uni0BCDதியா) ப/uni0BBF.zz10.லி/uni0B9F_uni0BCD,

ஈேரா/uni0B9F_uni0BC1.

Ruaa.arooz@gmail.com
LFS (LITERARY FINDINGS) a new bilingual INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY RESEARCH (English & Tamil) is being published from the house of KONGUNADU PUBLICATIONS (INDIA) PRIVATE LIMITED, Erode, Tamil Nadu, with ISSN from 2012.

This journal is mainly devoted to research and scholarly views on broad issues in the field of Arts, Science and Commerce. The journal provides specialized opinion in the field of Arts & Science and will also bring out meaningful notes and research papers.

LFS (LITERARY FINDINGS) accepts only electronic submissions via e-mail as attached documents (Microsoft word only) which must include Name, affiliation and country in the body of your submission. (Submission must be in single attachment) Authors are requested to follow the MLA style strictly while preparing the articles. Authors are also requested to include the following in the format of their articles.

- Type area on a page should of standard size A4
- Uniform font (Times Roman) may be used
- Paragraph setting may be set as 1.5 lines
- Where ever necessary chapter should begin with a brief Abstract and keywords.
- Paper Title, Author Names/Affiliations, Abstract and Keywords should be specified accordingly.

1. ORDER OF THE CONTENT

The order of the content must be as per following sequence;

1. Title Page with Authors details (Including emails and affiliations)
2. Abstract & Keywords
3. Introduction
4. Methods, if applicable / any
5. Results, if applicable / any
6. Conclusions
7. Acknowledgements, if applicable / any
8. References
9. Appendices (if applicable / any)
2. FIGURES (Line Art Drawings) AND TABLES

Figures and tables may appear printed directly in the text and should be black and white or grayscale. Figure should appear soon after the citation in the text or if it is too large at the end of the manuscript. Legends/Captions for figures A caption should be provided for each figure.

TABLES

Indent tables slightly from the left margin, if it is necessary to use the full width of the page. Tables should be kept to a minimum and be designed to be as simple as possible. Tables are to be typed double-spaced throughout, including headings and footnotes. Each table should be on a separate page, numbered consecutively in Arabic numerals and supplied with a heading and a legend. The same data should not be presented in both table and graph forms or repeated in the text.

3. REFERENCES

References text type should be 10 point (Times Roman). In the text, a reference identified by means of an author’s name should be followed by the date of the reference in parentheses. When there are more than two authors, only the first author’s name should be mentioned.

4. SUBSCRIPTION FEE

Annual Subscription Fee for Individuals Rs. 3000/-, Institution Rs. 3600/- in India.

5. MODE OF PAYMENT

Payment can be made by DD in favour of KONGUNADU PUBLICATIONS INDIA PRIVATE LIMITED payable at ERODE and address to KONGUNADU PUBLICATIONS (INDIA) PRIVATE LIMITED REGD OFF: 118, METTUR ROAD, KALYAN SILKS (OPP), ERODE – 638 011. Payments can also be made via net banking. A/c Name: KONGUNADU PUBLICATIONS INDIA PVT.LTD. A/C Type: CA, A/C No:1619135000005931, Bank: KVB, V.Chatram, ERODE – 638 003. IFSC: KVBL0001619 and the same may be intimated.

6. SELECTION OF ARTICLES

Our eminent Editorial team will scrutinize the articles and select for LFS without any bias. On selection the authors will be intimated individually. For further clarification contact us: kongunadupublications@gmail.com
CONTENTS

1. Chaman Nahal : Striking the Chords of Consciousness
   
   *T. Vijayalakshmi - 1

2. “தமிழ்நாட்டின் கலையில் மான்கை”
   
   *த.சொல்லாரைத்தேவை - 6

3. A Study on Various Dimensions of Investment on Investment Behaviour Among IT Professionals
   
   *Sawant Kamalakar Ramakant - 10

4. Understanding of Indian Knowledge System: Worshipping The Gods and Goddess
   
   *D.Umadevi - 14

5. Disclosing the Psyche beneath Food in Indian Folktales
   
   *Preeti Patanjali - 19

6. Gandhi in Champaran and Kheda
   
   *K.Kalai Selvi - 23

7. A Comparative Study on Banking Services of Public and Private Sector Banks in Madurai District
   
   *Dr.R.Menaka *P. Alagudurai Pandian - 26

8. A Study on Supply Chain Management of Indian Pharmaceutical Industry
   
   *Dr.E.V.Rigin *M.Razooludeen - 31

9. Dimensions of Organizational Citizenship Behaviour of Women Information Technology Professionals
   
   * N.Ponsankari @ Valentina *Dr.P.Uma Rani - 36

10. Customer Relationship Management Practices in Retail Industry
    
    *Dr.E.V.Rigin *P.S.Arun - 39
11. Impact of Gst on Various Industries in Indian Economy
   *Dr.R.Menaka  * S.Padmakumar - 43
12. A Study on Various Dimensions of Logistics Service Quality of Shipping Industries
   *Melton Xavier  *Dr.S.Raju - 47
   *S.Ragothaman  *Dr.J.Vijayadurai - 50
14. செயல்வாதி காலை புரட்சி மரணம்
   * திருவ.ப.நாதேஷ்பர் - 54
15. Social Entrepreneurship for the Rural Development of India
   *Dr.E.V.Rigin  *Mr.Raneesh Mohan - 57
16. A Study on Impact of Higher Education on Rural Women Empowerment In Tirunelveli District
   *Dr.R.Menaka  *A.Gunasekar - 62