

April Special Issue 2018

International Journal of Exclusive Management Research

ISSN: 2249 – 8672

Published by

Archers & Elevators Publishing House,
131, AGB Layout, 6th cross,
Hesharagatta Main road,
Bangalore – 560 090, Karnataka, India.

Mobile: 91643 62263.

E-mail: contactijemr@gmail.com
www.aeph.in

Editorial & Review Board Members

Prof. Dr. Jose Antonio Filipe, Lisbon - Portugal.
Prof. Dr. Shivakumar Deene, Karnataka, India.
Prof. Dr. Hafedh Ibrahim, University of Tunis, Tunisia.
Prof. Dr. V. Vijay Durga Prasad, Andhra Pradesh, India
Prof. Dr. Clifford Obiyo Ofurum, Nigeria.
Prof. Dr. Veena Tewari Nandi, Uttar Pradesh, India.
Prof. Kakul Agha, Sultanate of Oman
Dr. Anukrati Sharma, Jaipur, Rajasthan.
Prof. Dr. R. K. Uppal, Punjab, India.
Dr. Muhammad Tariq Khan, Pakistan

Executive Board Members

Dr. B. Karthikeyan, Chidambaram, India
Dr. M. Ganesh Babu, Bangalore, India
Dr. G. Vani, Bangalore, India

DISCLAIMER

- All rights reserved. No part of the publication can be used in any form or by any means, without prior permission in writing.
- The opinions and views expressed in the journal are based on personal judgment of the author(s); they do not represent the views of this journal and associated organization.
- We believe that the papers/ articles given by the author(s) are original and have not published in any publication in part or full, are found so; this journal shall not be responsible.
- While every effort is made to avoid mistake/error in the journal, Archers & Elevators shall not be responsible for any error caused due to oversight nor shall it own any responsibility for the loss or damage caused to any individual/organization due to such omission or error.
- The views expressed in the articles in IJEMR do not necessarily reflect the opinion of the publishers.

VIVEKANANDA INSTITUTE OF MANAGEMENT

Conference-EDITORIAL BOARD

DESIGNATION	NAME
CHIEF EDITOR	Prof. G.K. Narayana Reddy, President, Janatha Education Society (JES), Bangalore, Former Vice-Chancellor of Karnatak University, Dharwad.
EDITORIAL ADVISOR	Shri.S.N.Nagaraju, I.A.S. Rtd., VIM In charge, Managing Committee Member, Janatha Education Society(JES), Bangalore.
EDITORIAL HEAD	Dr.S. Sridhran Sharma, Director, Vivekananda Institute of Management.
EDITORS	1. Dr.G.S.Venugopal, Prof. & HOD, Dept. of Management, VIM. 2. Dr.ChakrapaniGopal, Asso.Prof., Dept. of Management, VIM. 3. Dr.R.V.Naveenan,Asso.Prof., Dept. of Management, VIM.

CONTENTS

S.NO.	TITLE OF THE PAPER	PAGE
1.	ENTREPRENEURSHIP EDUCATION IN BUSINESS SCHOOLS Anil K S ShubhaMuralidhar	01
2.	THE GAMING OF THE BANKING SYSTEM – THE PNB SCAM...!!! Dr S Anil Kumar Gokul C Shivakumara N	07
3.	VALUE ADDITIONS – A POTENT TOOL TOWARDS SUSTAINABILITY – A STUDY OF MICRO ENTREPRENEURS IN FITNESS INDUSTRY Dr Suresha K V S P Sunitha	13
4.	“HEALTH-A-PRENEUR”, A SOLUTION TO RURAL HEALTH Dr. Avinash Salgar	22
5.	SYNERGIES TO GUIDE STUDENTS OUT OF PROBATION A CASE STUDY OF RUSTAQ COLLEGE OF APPLIED SCIENCE, OMAN Dr. BrindaKalyani. P R Ms Laila Al Maqbali Ms Wadhha Al Hamrashdi	28
6.	INDIAN BANKING SECTOR: EMERGING ISSUES, CHALLENGES AND OPPORTUNITIES Dr. Channaveere Gowda B.N	36
7.	GROWTH OF CONSTRUCTION SECTOR AND SUSTAINABLE DEVELOPMENT IN INDIA-SOME INNOVATIVE ISSUES Dr. Gowrappa M.S	42
8.	AN ANALYSIS ON THE IMPORTANCE OF E-WALLET TOWARDS CASHLESS ECONOMY Dr. H.M. Tejaswini, H.K. Manjula	51
9.	A STUDY ON ENTREPRENEURIAL OPPORTUNITIES AND CHALLENGES IN HOSPITALITY SECTOR WITH REFERENCE TO INDIA Dr. Harmeet Matharu, Mousime Xalxo	56
10.	FUTURE OF BANKING: BLOCK CHAIN TECHNOLOGY AND CRYPTO CURRENCIES Dr. PreethaChandran	63
11.	SCULPTURING TRANSFORMATION FROM WRECKAGES-A CASE STUDY OF HIPA, SHIMLA Dr. Rajeev Bansal	67
12.	EMPLOYEE ENGAGEMENT: A STRATEGIC INITIATIVE TO ENHANCE ORGANISATIONAL EFFECTIVENESS- AN EMPIRICAL STUDY IN SELECTED SERVICE ORGANISATION OF BANGALORE CITY Dr. Shiva Shankar, Prof. Roopa Shettigar	76
13.	HOW PHARMACY INDUSTRIES CAN TAKE INNOVATIVE MARKETING APPROACH BY KNOWING THE BUYING BEHAVIOUR: “A STUDY ON PATIENTS’ BUYING BEHAVIOUR OF PHARMACEUTICAL PRODUCTS IN BANGALORE” Dr. Umesh Chandra	85

14.	INNOVATIVE PEDAGOGY STRATEGIES IN TECHNOLOGY DRIVEN TWENTY FIRST CENTURY: OPPORTUNITIES AND CHALLENGES IN INDIAN SCENARIO Dr.M.S.Annapurna Kishore Mrs.Rajeshwari N	92
15.	ENTREPRENEURIAL INNOVATION: A DYNAMIC FORCE OF CREATIVE THINKING Dr.N.Ramu	100
16.	EMERGING TECHNOLOGICAL TRENDS IN HOSPITALITY SECTOR Mr Jasty P Joy	103
17.	“IDEA GENERATION” A TECHNOLOGY WHICH TRIGGERS THE FUTURE Anishetti Jeevan Kumar	107
18.	EMERGING TRENDS IN MANAGEMENT&COMMERCE: IMPACT OF GST IN INDIA Prof. Lokesha G Angadi Mr. Ramesh D Dr. N .Mohan	110
19.	USER-GENERATED CONTENT ON PURCHASE INTENTION FOR FASHION PRODUCTS WITH SPECIAL REFERENCE TOWOMEN CONSUMERS IN BANGALORE Madeswaran.A VaibhavS Patil	113
20.	A STUDY ON CHALLENGES & OPPORTUNITIES OF WOMEN ENTREPRENEURS IN INDIA Manasa H. Punitha	122
21.	BLENDED LEARNING AND ITS IMPACT ON STUDENTS’ PERFORMANCE WITH REFERENCE TO CRITICAL THINKING AND DECISION MAKING Mrs Shwetha G Y	129
22.	INNOVATION IN SERVICE SECTOR (EDUCATION) OPPURTUNITIES AND CHALLENGES Mrs.Mamatha Ms. Rachel Jeslina	135
23.	ENTREPRENEURSHIP OPPORTUNITY AND CHALLENGES IN INDIAN SCENARIOS Bhavya Kannaiah	139
24.	HOTEL AND RESORT DEVELOPMENT CHALLENGES IN PENINSULAR MALAYSIA Naveen Abraham	144
25.	CHALLENGES IN TOURISM AND HOSPITALITY SECTOR IN INDIA Paul P Jose	149
26.	USE OF CLOUD COMPUTING SECURITY Prathima D	154

27.	A STUDY ON DEMONETIZATION AND ITS IMPACT ON SELECTED MSME'S AT BENGALURU Praveen kumar Savithri.D.D Sowmya.V	158
28.	"WOMEN ENTREPRENEURSHIP: A CASE STUDY OF ASKFORASSISTANT OF PUSHPALATHA.R IN BENGALURU" Prof. Manjunath B Kabadi Prof. Vasavi R	164
29.	A STUDY ON CHALLENGES AND OPPORTUNITIES OF WOMEN ENTREPRENEURSHIP IN INDIA Rinku Kumari C Shreya M Puranik Dr S Oviya	168
30.	EMERGING CHALLENGES AND OPPORTUNITIES IN ENTREPRENEURSHIP MANAGEMENT S A Manjunath	174
31.	ROLE OF TECHNOLOGICAL INNOVATION IN ORGANIZATION DEVELOPMENT IN SMES: AN EMPIRICAL RESEARCH ON MANUFACTURING SECTOR Sahana Maiya Dr. Sridaran S	176
32.	IMPLEMENTING STRATEGY IN SMALL AND MEDIUM SIZED ENTERPRISES Sandeep Hanasoge Nagaraja	185
33.	ENTREPRENEURSHIP: A SPECIFIC TOOL FOR SUSTAINABLE EMPLOYMENT - A CONCEPTUAL FRAMEWORK Sandeep Kumar.R	190
34.	SMART EDUCATION FOR SMART INDIA Sandesh Bhat Pragathi Prakash	196
35.	THE MEDIATING ROLE OF SQ IN THE ASSOCIATION BETWEEN STRESS AND ETHICALITY IN ITES Mr Santhosh Kumar V Dr GurubasavaAradya S	201
36.	ARTIFICIAL INTELLIGENCE IN FINANCIAL SERVICES Sathisha H K Sowmya G S	209
37.	A STUDY ON GREEN BANKING AN INITIATIVE FOR SUSTAINABLE DEVELOPMENT WITH SPECIAL REFERENCE TO BELTHANGADY TALUK, DK DISTRICT Suresh Babu K N Scharathchandra KS	217

38.	STRATEGIES FOR INNOVATION BASED TRANSFORMATION IN HIGHER EDUCATION Sushmitha, Nikitha Dr. Vinay Ranganathan Sudarshan V	223
39.	EVENT MANAGEMENT SERVICES- INNOVATIONS, OPPORTUNITIES AND CHALLENGES Tharamani.S	233
40.	AN EMPHERICAL STUDY ON THE NEED OF ENTREPRENEURSHIP EDUCATION FOR CIRRICULUM Varshini S K Sandesh V	237
41.	A STUDY ON PUSH – PULL FACTORS THAT IMPACT THE PROSPECTS OF WOMEN ENTREPRENEURSHIP AMONG BUSINESS MANAGEMENT STUDENTS IN BANGALORE Yakshitha. S. P Dr. Uma Warriier	239
42.	ROLE OF INITIAL COIN OFFERING IN VENTURE CAPITAL FUNDING FOR MSME AKNR Chandra Sekhar	248
43.	A BIT OF BITCOIN AND BLOCKCHAIN Dr.R.V.Naveenan	255
44.	INDIAN PUBLIC SECTOR BANKS- INNOVATIONS, OPPORTUNITIES AND CHALLENGES Ramya Bharadwaj	265
45.	THE REALITY OF SOCIAL MEDIA FAKE NEWS AND POLITICS Alastair R Agutter and Dr. Chakrapani Gopal	269
46.	STATUS OF GOVERNMENT MICROFINANCE – PROGRESS AND CHALLENGES Dr. N. Lalitha Dr.Chakrapani Gopal	273
47.	A STUDY ON GREEN BANKING AN INITIATIVE FOR SUSTAINABLE DEVELOPMENT WITH SPECIAL REFERENCE TO BELTHANGADY TALUK, DK DISTRICT Suresh Babu K N Scharathchandra KS Sachin Hebbar	278
48.	A Case Study “An Usage Analysis of ID Idly & Dosa Batter” With reference to Bangalore Basavangudi Area Dr.V.Chandrakala Dr.S.Oviya	283
49.	“Cash to Cashless” - Transition Impact <i>A Study with Special Reference to South Bengaluru</i> Sowmya G S Chaitra K V	286