



Business Ecosystem: Interplay of Key Dimensions

Editor
Dr. NILAM PANCHAL



**B.K. School of Business Management
Gujarat University,
Ahmedabad, Gujarat, India.**

© No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording and/or otherwise without the prior written permission of the editor and the publisher.

Edition: January, 2018

ISBN: 978-93-5273-835-9

Information contained in this work has been received from respective research scholars/paper author/s. For information published herein, *The Editor, B.K. School of Business Management, Gujarat University, Ahmedabad* and *Himalaya Publishing House Pvt. Ltd.* are not responsible. Authors are solely responsible for any damages arising out of use of this published information work.

Printed and Published by:

Mrs. Meena Pandey

HIMALAYA PUBLISHING HOUSE PVT. LTD.,

“Ramdoot”, Dr. Bhalerao Marg, Girgaon, Mumbai - 400 004.

Phones: 23860170 & 23863863; Fax: 022-23877178

E-mail: himpub@vsnl.com; Website: www.himpub.com

For:

B.K. School of Business Management,

Gujarat University, Ahmedabad, Gujarat, India.

Contact No.: +91-97266 76890

E-mail: inys_fmdpcell@bkschool.org.in/nilampanchal@bkschool.org.in

Website: <http://fmdpcell-bkschool.com/>

Printed at: Geetanjali Press Pvt. Ltd., Nagpur, on behalf of HPH.

CONTENTS

- ❖ *Foreword*
 - ❖ *Acknowledgements*
 - ❖ *Prologue*
-

Section I: Government, Policies and Goals: The Support Mechanism

1. **Information Technology for Sustainable World** 1 - 6
Amrita Harjani
 2. **Learnings for India from South Korea: Reforms and Policies for Sustained Growth** 7 - 16
Devansh Saraswat & Rishika Srivastava
 3. **Innovative Technology: Inclusive and Sustainable Development in India** 17 - 21
Mohd Azhar Ud Din Malik
 4. **An Insightful Analysis of Economic Growth and Poverty Reduction in Emerging and Transition Economies** 22 - 28
Dauda Alusine Kuyateh
-

Section II: Entrepreneurial Development: The Real Game Changer

5. **Perceived Barriers to Entrepreneurship among the Educated Youths of Manipur** 29 - 35
Kangjam Mukhara Devi & W.C. Singh
6. **Make in India – Comparative Advantage for North-East India** 36 - 43
Monu Singh & Dr. Abhigyan Bhattacharjee
7. **Can Business Angels Contribute towards Sustainability of Start-ups?: A Review** 44 - 52
Niyati Dave
8. **Joint Ventures in Indian Oil Sector** 53 - 58
Diveta Rathore
9. **Women Entrepreneurs and the Fashion Boutique Business** 59 - 66
Bijal Mehta & Paragi Shah
10. **Accessibility to Formal Financing: A Study of MSMEs and Banks** 67 - 75
Dr. Nilam Panchal & M. Shanti Devi

Section III: Corporate Corridor: Sustainable Business Models

11. **Steeple Analysis of Internet Banking Sector with Reference to Gujarat Region** 76 - 85
Ms. Nita Meghani & Dr. Anjali Gokhru
12. **A Study on Identifying Key Factors Responsible for Selection of Organized Retail Stores** 86 - 96
Ms. Pratima Shukla & Mr. Nikunj Thakkar
13. **Human Resource Accounting Disclosures in Selected Indian IT Sector Company** 97 - 103
Mr. J.D. Mistry & Mr. Kamal D. Patel
14. **Bank of Baroda and Non-performing Assets – An Analysis in Retail Loans Segment** 104 - 113
Minakshi Gupta & Dr. Nilam Panchal
15. **Significance of HR Department in Start-up Firms** 114 - 118
Ms. Anita Ahuja & Ms. Ranna Bhatt
16. **Case Study on Flipkart: Virtual Issues with Big Billion Day** 119 - 130
Dr. Bijal Zaveri & Dr. Prashant D. Amin
17. **Asset Quality – A Hurdle in Growth of Public Sector Bank: Evidence from 2010 to 2017 in India** 131 - 137
Mr. Baibhav Sundarka & Dr. Nilam Panchal
18. **Examining the Effectiveness of Promotional Strategies for Bollywood Movie Promotions: A Cluster Analysis** 138 - 148
Kalgi Shah & Dr. Mamta Brahmhatt
19. **Adapting Servqual Scale to Gujarati Food Restaurants in Ahmedabad City: An Empirical Investigation** 149 - 156
Dr. Mamta Brahmhatt
20. **Supply Chain Management Practices: A Study of Select Food Processing Units in Manipur** 157 - 172
Thokchom Suranjoy Singh & Dr. Sunildro L.S. Akoijam

Section IV: Augmentors of Sustainability: Environment, Education and Health

21. **Persuading Behavioral Change towards Open Defecation Free India** 173 - 176
Meeta Munshi
22. **B-Thinking in D-Schools: Teaching and Learning Management Courses in Fashion Education – Insights from Faculty and Students** 177 - 184
Dr. Shivkumar M. Belli
23. **Contribution of Carpool towards Sustainable Urban Transportation – A Study of Ahmedabad City** 185 - 193
Dr. Jasmin Padiya & Professor Ashok Bantwa
24. **Teachers' Attitude towards Environmental Studies Course at University Level** 194 - 201
Moksha Dave & Dr. Bharti Thaker
25. **Gujarati Dalit Poetry: A Reflection of Socio-cultural Resistance – An Expression of Exploitation and a Portrayal of Pain and Protest** 202 - 206
Dr. Jaydev Bhola
26. **An Empirical Investigation on Medical Traveller's Decision-making Process in Gujarat State** 205 - 223
Dr. Nirav R. Joshi
27. **Use of English Language to Empower Youth: Skill Development and Sustainable Society** 224 - 231
Dr. Preeti Oza

INTRODUCTION

ABOUT THE EDITOR



Dr. NILAM PANCHAL, an MBA, PGDIRPM (Gold Medalist), M.Phil. (Gold Medalist), Ph.D. is working as an **Associate Professor**, B.K. School of Business Management, Gujarat University. During the course of her career in academics, she completed the **Faculty Development Programme in Management (FDPM)** from the prestigious **Indian Institute of Management, Ahmedabad (IIMA)**. She has also completed the **Specialized Faculty Development Programme (SFDP) on Finance & Accounting** and Research at IIM-Ahmedabad.

Prior to joining Gujarat University, Dr. Nilam has worked as a full time Faculty at Institute of Management, **Nirma University**. She has 16 years of academic and industry experience. She has been a participant in various Management Teacher's Programmes (MTPs) and FDPs at IIM-Bangalore, IIM-Indore, IIM-Noida, MDI-Gurgaon to name a few. She has published more than 60 research articles in refereed national and international academic journals, book chapters and cases and presented papers in many national and international conferences. She has been awarded Merit certificate by Education Department, Government of Gujarat in recognition of meritorious score in Gujarat. She is recipient of various awards and prizes for best research papers, best performer and best teacher.

She is passionate about teaching, research and training and has been engaging in enabling individuals and organizations through coaching, training, learning and development. She has taught course at MDI. She is Co-ordinator of Post Graduate Diploma Programme in Finance Management for the Management Academy, Gujarat University. Dr. Nilam started FMDP Cell in the Gujarat University and has been conducting Management Development Programmes (MDPs) for Middle-level executives, Faculty Development Programmes for the Management Faculties and Student Development Programmes for students of Management. Besides, she has been member of Editorial Boards of various national and international journals. She is acting as a Vice-Chairman – ISTD – Ahmedabad Chapter. She has been Visiting/Guest Faculty at MDI-Murshidabad, Nirma University, MIMS-Manipur University, Centre for Entrepreneurship and Skills Development – Manipur University, KCG.

Besides, Dr. Panchal has delivered many invited keynote speech and talks in international and national level conferences/seminars/training programmes across the nation. She has conducted Employee Development, Management Development, Faculty Development and Women Development Programmes for Executives and Middle Level Managers of different organizations like Kohler India, GNFC (NARDES & Ladies Club), P I Industries, Classic Hotels, Zindal Industries, Babina Diagnostics, Asian Paints Limited to name a few. She has been the convenor of the First and Second National Youth Summits in the Gujarat University. She has developed around E-Contents Modules on various subjects of Economics, Commerce and Management which is part of SWAYAM PRABHA, DTH Channel devoted to telecasting of high-quality educational programmes.

ISBN: 978-93-5273-835-9



9 789352 738359

ISBN: 978-93-5273-835-9

PZZ 821

₹ 650/-