



# RESEARCH INNOVATION AND ENTREPRENEURSHIP FOR SUSTAINABLE ECONOMIC DEVELOPMENT INTERNATIONAL CONFERENCE

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## IMPACT OF SOCIAL MEDIA IN RECRUITMENT-AN EMPLOYER' PERPECTIVEWITH THE SPECIAL REFERENCE TO IT SECTOR IN CHENNAI

**CL. ASWIN RAHUL,**

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### ABSTRACT

The rapid increase and the utilization of the internet over the last many years has modified the means Companies' in conduct of business activities, as well as the activities of human resource Management. To draw in and recruit best workers is one amongst the nice challenges for Human Resource Department. These days on-line recruiting has become a big tool for Human Resource Department. Recruitment refers to the systematic method of finding out prospective employees and stimulating them to use for jobs in a company. It ends up in a pool of applicants from among whom the

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## Role of Innovation and Sustainability in Business

BY

**Dr M. MEENAKSHI M.Com., M.Phil., Ph.d**

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### INTRODUCTION

Innovation is at the heart of entrepreneurship. All aspiring business owners should understand what innovation is, why it's important, and how they can take advantage of it in their own businesses. Innovation is the commercial application and successful exploitation of the idea.

Innovation is not only about bringing changes in your current product or service, but it is also about addressing and solving the current problems and needs with your product or service. Innovation is a continuous process, it is an unstoppable thing.

Sustainability in business refers to meeting the needs of consumers and shareholders without depleting natural resources. Sustainability is important because it improves trust with customers, employees, and investors of a business while protecting our environment

Innovation has become a critical factor in achieving sustainable development through energy efficiency improvement. Technological progress at the micro and macro level promotes sustainability. Innovation is a necessary prerequisite for long term sustainability.

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## Microfinance and Women Entrepreneurship

**Dr D. SREEPRIYA**

Associate Professor

Dept of Corporate Secretaryship

Patrician College of Arts & Science.

### Abstract.

Micro Finance is growing as a powerful instrument for poverty alleviation in the new economy. Most of the microfinance programmes has come up with the clear goal of reducing poverty and empowering women. In addition, an increasing number of microfinance institutions (MFIs) prefer women members as they believe that they are more responsible and trustworthy. The woman plays a significant role in the economic development of any country. This is a considerable factor with great emphasis on any developing scenario. Women Entrepreneurs may be defined as the women or a group of women who initiate, organize and operate a business enterprise. The Government of India has defined women entrepreneurship as "an enterprise owned and controlled by women having a minimum financial interest of 51 per cent of the capital and giving at least 51 per cent of the employment generated in the enterprise to women. Women contribute and support the economy extensively in different ways by being employed in many different sectors. Many successful businesses are run by women some of whom are very skilled in entrepreneurial activities. Some of these women are well educated and are aware of correct application of theory in business. It is a known fact that many of the most successful and world's largest enterprises are owned and run by women today. In developing countries,

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## CONSUMER ATTITUDE AND INTENTION TO ADOPT MOBILE WALLETS IN INDIA

**Ms R. SUNITA**

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### ABSTRACT

Mobile is used anywhere in this modern world. Technological advancement has made everything viable with one contact. By the use of the programs installed on the cell phones the users pay any payments and transact their cash with everybody in their comfort. The boom in the use of cellular telephones and the net is the principal cause of mobile pocket penetration. This has a look at changed into done to discover the elements that affect customers' desire in the direction of the mobile pockets. Using an established questionnaire number one information change into gathered from 600 respondents. Chi-square test, ANOVA, and frequency analysis were used to find out the thing that impacts patron preference and the Impact of demographic factors on purchaser desire toward mobile wallets was also analyzed.



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## ROLE OF WOMEN ENTREPRENEURS IN ECONOMIC DEVELOPMENT OF A COUNTRY

**Dr T.V. MANJUSHA**

Head, Department of Accounting & Finance Patrician College of  
Arts and Science, Chennai, Tamilnadu, India

### Abstract

In the current scenario Women entrepreneurship is gaining more importance in economic development of India. It has been identified as an effective step toward poverty alleviation in the country. There exists a list of successful business women entrepreneurs both in social and economic fields who are extremely performing well. Even in the most difficult times, situations, hurdles, and hardships they come out undeterred due to passion towards their work. As women are innovative and analytical thinkers they can both be adaptive and can handle any situation. The increasing presence of women in the business field as entrepreneurs has led to the change in the demographic characteristics of business and economic growth of the country. Women-owned businesses enterprises are playing a prominent role in society inspiring others and generating more employment opportunities in the country. However, to promote a balanced growth in the country, there is need for sustainable growth of women entrepreneurs. Women Entrepreneurship is important to achieve wide objectives such as growth with equity. This study furnishes the outline of position of women entrepreneurs in the financial growth of developing country like India.

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## ROLE OF ENTREPRENEURSHIP IN INDIAN ECONOMIC DEVELOPMENT

Ms S. SOWMIYA M.Com.,

Assistant Professor, Department Of Commerce,  
Patrician College of Arts and Science, Chennai

### ABSTRACT:

Entrepreneurs are people who create new businesses, which help create new jobs for people. They help in intensifying competition, with the help of technology they master in increasing productivity and thus contributing in the development of the country, followed by economic growth. So it can be said that entrepreneurship is good for economic growth. Economic development, achieved largely through productivity growth, is very important to both developed and developing nations. However, even though we know that higher productivity leads to improved economic outcomes higher income, more choices to the consumers, better quality products, etc. This paper mainly focuses on various entrepreneur's in india and their role for economic development.

### INTRODUCTION :

There are so many institutes and organizations which are involved in entrepreneurship development activities with innovation and there are people who join these programmers as a stepping stone to become entrepreneur. The scope of this study is to find out the perception of commerce student about the entrepreneurship and innovation. The researcher feels that this study will reveal the facts which are important tool to sustain economic development

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# 21

## Role of Small Scale Industries and Its Impact on Indian Economy

Ms I. FLORENCE JOSEPHIN PUNITHA

Assistant Professor, Department of Accounting & Finance  
Patrician College of Arts and Science

### Introduction

Small Scale Industries play an important role for the development of Indian economy in many ways. About 60 to 70 percent of the total innovations in India come from the SSIs. Many of the big businesses today were all started small and then nurtured into big businesses. Small scale industries are important because it helps in increasing employment and economic development of India. It improves the growth of the country by increasing urban and rural growth. Role of Small and medium scale enterprises are to help the government in increasing infrastructures and manufacturing industries, reducing issues like pollution, slums, poverty, and many development acts. Small scale manufacturing industries and cottage industries play a very important role in the economic development of India. If any amount of capital is invested in small scale industries it will help in reducing unemployment in India and increasing self-employment. The industry is a sector in which the production of goods is a segment of the economy. We learn more about the importance of Small scale industries and how SSI helps in developing the country.

The share of industrial activities in the economy increased with the improvements in production infrastructure and capacity after the industrial revolution. As a result, the focus of the economy has shifted

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## RELATIONSHIP AMONG THE CONSTRUCTS OF THE "SOCIAL NETWORK USAGE - ACADEMIC PERFORMANCE"

S. SNEHA,

Assistant Professor,  
Department of Corporate Secretaryship  
Patrician College of Arts and Science

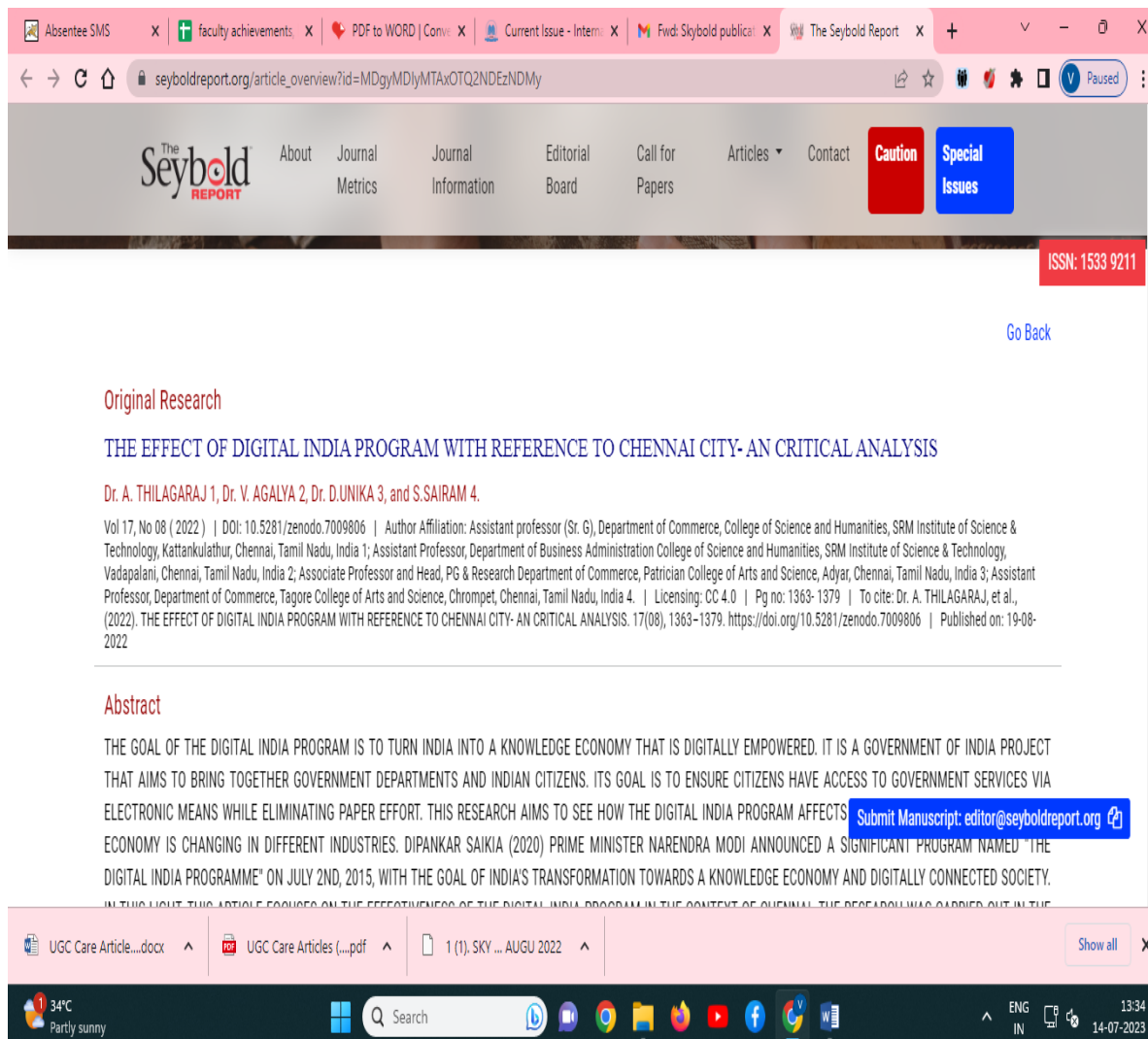
### ABSTRACT

The young people who are engaged in social network are virtually in contact with their friends and other, but not physically in touch with each other because they prefer to spend most of their time alone. Therefore impact of social network usage and academic self efficacy on academic performance of students of U.G students have been studied by collecting primary data through a structured questionnaire from 50 students enrolled in the Commerce and Science degree program. The objectives of the study are to examine the factors of social network usage and academic self efficacy and to analysis their impact on academic performance of the students. The statistical tools used for the study are percentage, weighted mean and correlation.

**Keywords:** Social network usage, academic self efficacy, academic performance, high performers, low performers



Dr.D.UNiKA



The screenshot displays a web browser window with multiple tabs open. The active tab is 'The Seybold Report', showing an article overview for 'THE EFFECT OF DIGITAL INDIA PROGRAM WITH REFERENCE TO CHENNAI CITY- AN CRITICAL ANALYSIS'. The browser's address bar shows the URL 'seyboldreport.org/article\_overview?id=MDgyMDlyMTAxOTQ2NDEzNDMy'. The website's navigation menu includes links for 'About', 'Journal Metrics', 'Journal Information', 'Editorial Board', 'Call for Papers', 'Articles', 'Contact', 'Caution', and 'Special Issues'. The ISSN 1533 9211 is displayed in the top right corner. The article title is 'THE EFFECT OF DIGITAL INDIA PROGRAM WITH REFERENCE TO CHENNAI CITY- AN CRITICAL ANALYSIS', authored by Dr. A. THILAGARAJ 1, Dr. V. AGALYA 2, Dr. D.UNIKA 3, and S.SAIRAM 4. The abstract states: 'THE GOAL OF THE DIGITAL INDIA PROGRAM IS TO TURN INDIA INTO A KNOWLEDGE ECONOMY THAT IS DIGITALLY EMPOWERED. IT IS A GOVERNMENT OF INDIA PROJECT THAT AIMS TO BRING TOGETHER GOVERNMENT DEPARTMENTS AND INDIAN CITIZENS. ITS GOAL IS TO ENSURE CITIZENS HAVE ACCESS TO GOVERNMENT SERVICES VIA ELECTRONIC MEANS WHILE ELIMINATING PAPER EFFORT. THIS RESEARCH AIMS TO SEE HOW THE DIGITAL INDIA PROGRAM AFFECTS ECONOMY IS CHANGING IN DIFFERENT INDUSTRIES. DIPANKAR SAIKIA (2020) PRIME MINISTER NARENDRA MODI ANNOUNCED A SIGNIFICANT PROGRAM NAMED "THE DIGITAL INDIA PROGRAMME" ON JULY 2ND, 2015, WITH THE GOAL OF INDIA'S TRANSFORMATION TOWARDS A KNOWLEDGE ECONOMY AND DIGITALLY CONNECTED SOCIETY. IN THIS LIGHT THIS ARTICLE FOCUSES ON THE EFFECTIVENESS OF THE DIGITAL INDIA PROGRAM IN THE CONTEXT OF CHENNAI. THE RESEARCH WAS CARRIED OUT IN THE'.

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Abstract

THE GOAL OF THE DIGITAL INDIA PROGRAM IS TO TURN INDIA INTO A KNOWLEDGE ECONOMY THAT IS DIGITALLY EMPOWERED. IT IS A GOVERNMENT OF INDIA PROJECT THAT AIMS TO BRING TOGETHER GOVERNMENT DEPARTMENTS AND INDIAN CITIZENS. ITS GOAL IS TO ENSURE CITIZENS HAVE ACCESS TO GOVERNMENT SERVICES VIA ELECTRONIC MEANS WHILE ELIMINATING PAPER EFFORT. THIS RESEARCH AIMS TO SEE HOW THE DIGITAL INDIA PROGRAM AFFECTS ECONOMY IS CHANGING IN DIFFERENT INDUSTRIES. DIPANKAR SAIKIA (2020) PRIME MINISTER NARENDRA MODI ANNOUNCED A SIGNIFICANT PROGRAM NAMED "THE DIGITAL INDIA PROGRAMME" ON JULY 2ND, 2015, WITH THE GOAL OF INDIA'S TRANSFORMATION TOWARDS A KNOWLEDGE ECONOMY AND DIGITALLY CONNECTED SOCIETY. IN THIS LIGHT THIS ARTICLE FOCUSES ON THE EFFECTIVENESS OF THE DIGITAL INDIA PROGRAM IN THE CONTEXT OF CHENNAI. THE RESEARCH WAS CARRIED OUT IN THE

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## Cryptocurrencies In Modern Finance: A Literature Review

*M*

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### Abstract

Over he past few years, there has been a tremendous development in information and communication technologies, which have led to the internet revolution. More people are active users of different online platforms and are involved in the purchase and selling of goods and services, payment, and money transfers. Even trading is now being done through online platforms. In this new era of technology, a new concept has come into being which is known as Cryptocurrency. Cryptocurrency is a virtual currency that is a valuable intangible asset used as a medium of transaction and also trading. It is not available in physical form and is not. The cryptocurrency market has evolved as a fast- growing market for investment with immense speed over a short time period. The first cryptocurrency Bitcoin was introduced in January 2009, and since then more than many more cryptocurrencies have been developed because of its increasing popularity and consumer interest. This paper focuses to provide a comparative analysis of the Cryptocurrency market of India with the rest of the world and a detailed study of the cryptocurrency Industry.

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# AN ANALYSIS OF THE EFFECTS OF LEADERSHIP QUALITY ON ORGANISATIONAL SUCCESS, WITH PARTICULAR REFERENCE TO AUTOMOTIVE INDUSTRIES, CHENNAI

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#### Abstract:

The ability to lead is not based on one's character traits but on their demonstrated behavior and a set of honed competencies. Leadership is transformed from an intangible notion into concrete actions and routines that can be taught and learnt by anyone who is up for the task. Successful leaders are able to use their expertise to forge a path forward for their teams. Intelligence on its own is insufficient. Good leadership techniques not only inspire employees to think beyond the box, but also facilitate the implementation of their ideas. Successful leadership practices turn as a colleague, friend, and humanitarian toward everyone in the organization for higher performance, therefore automotive industry executives need to learn the latest management and leadership strategies in the field (Shamir, 1999). Therefore, studies have concentrated on developing more efficient methods of utilizing existing evaluation tools to measure the effect that leadership practices have on organizational performance. To thrive in today's competitive marketplaces, automakers and suppliers alike must constantly innovate and improve their products and services (Arslan & Staub 2013). Research has shown that top executives have a crucial role in driving organizational success (Boal & Hooijberg 2000; Peterson et al 2003). Nonetheless, previous studies' conclusions about the impact of leadership techniques in boosting organizational performance



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## Views of Ambedkar on Social Change and Reform

A. Omprakash, T. Vaidegi, A.Abdul Raheem and A. Sivaprakasam

**Abstract:-** Ambedkar dedicated his life to the removal of untouchability and the promotion of untouchables in society. From 1924 to the end of his life, he was the leader of the untouchable movement. He was certain that the nation's progress could not be realised unless untouchability was abolished first. According to Ambedkar, untouchability was linked to the abolition of the caste system, which could only be accomplished by removing religious notions from the system's base. As a result, as part of his critique of the caste system, he examined and criticised Hindu religious philosophy. He did it bravely, often in the face of

on constitutional morality. In this way, he is rightfully regarded as the architect of the Indian Constitution. The Indian Constitution is a vast constitution with many administrative provisions (for example, provisions concerning the Public Service Commission, Attorney General, Comptroller and Auditor General, and so on). Ambedkar, on the other hand, justified the inclusion of such facts. He claimed that in a traditional civilization, we have established a democratic political structure. Unscrupulous rulers in the future may misuse the constitution without officially violating it if all specifics are not included.

As a result, the constitution may continue to function formally, but its true purpose may be defeated. The simplest way to avoid this is to write down all relevant facts and bind future rulers to these specifications. Such precautions are critical in a society with a shaky democratic tradition. This demonstrates Ambedkar's commitment to the rule of law. He believed that a government should be constitutional, and that the constitution should be treated as a sacred document. In constitutional politics, extra-parliamentary activities had no place. He also placed a premium on the evolution of constitutional standards and governmental policies

# Elements of Operation Research



**Mrs. Josephine Shanthi**  
**Dr B Subbulakshmi**

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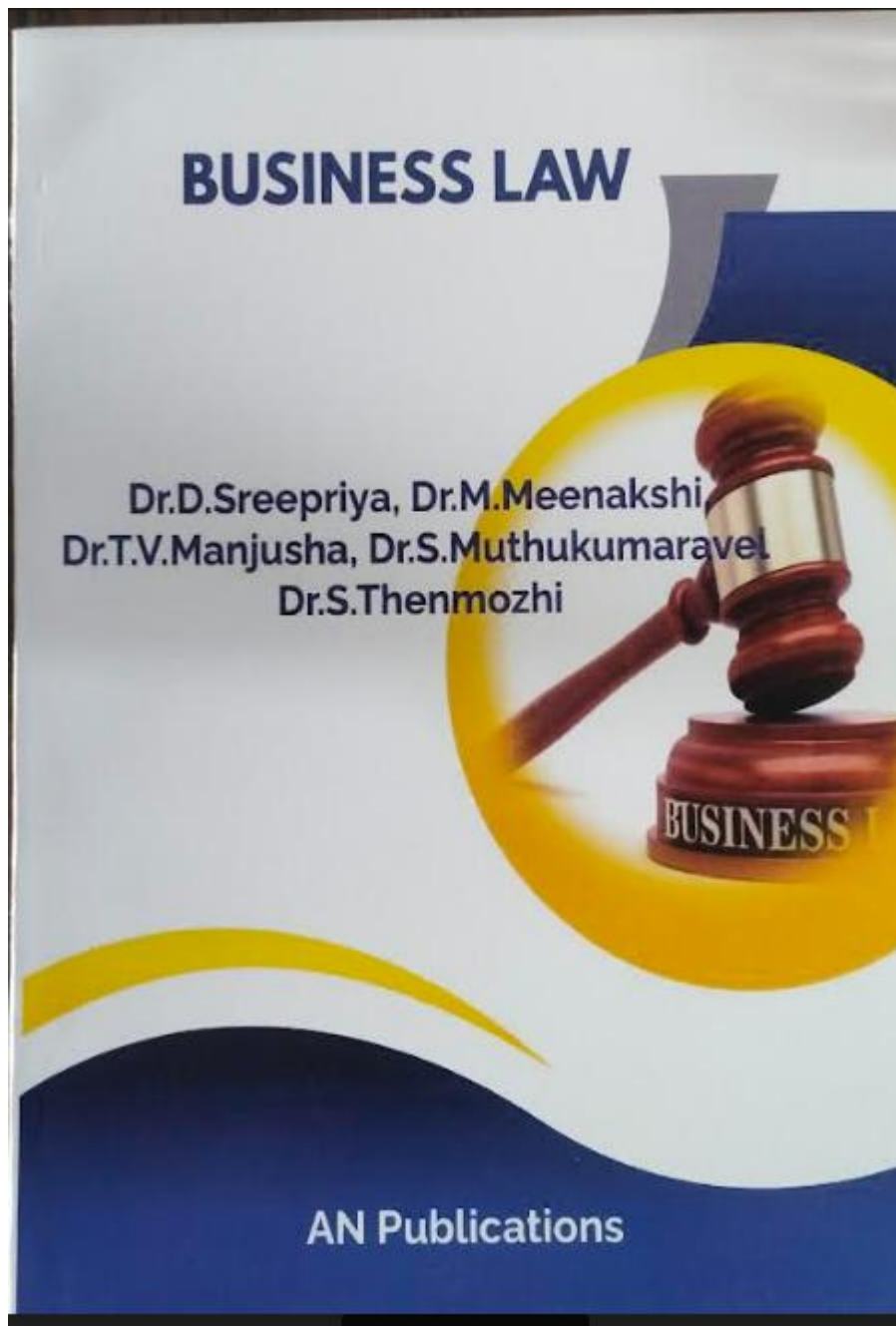
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