

**ENTREPRENEURSHIP
DEVELOPMENT
IN CONFLICT REGIONS**

Issues and Challenges

A. Ibemcha Chanu

Rural Entrepreneurship in Barak Valley of Assam: Challenges and Opportunities

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Introduction

Entrepreneurship is a vital component of productivity and growth (Baumol, 1993). Organization for Economic Cooperation and Development (OECD) defines entrepreneurs as "essential agents of change, who accelerate the generation, application and spread of innovative ideas and in doing so, not only ensure efficient use of resources, but also expand the boundaries of economic activities". The Global Entrepreneurship Monitor (GEM) reported a strong positive correlation between the level of economic activity and overall economic performance. It also reported that as firm startup rates increased, growth in national GDP and the employment rate increased (Zacharakis, et al, 1999). Therefore, acting as market innovators, entrepreneurs play critical roles in economic development (Schumpeter, 1934).

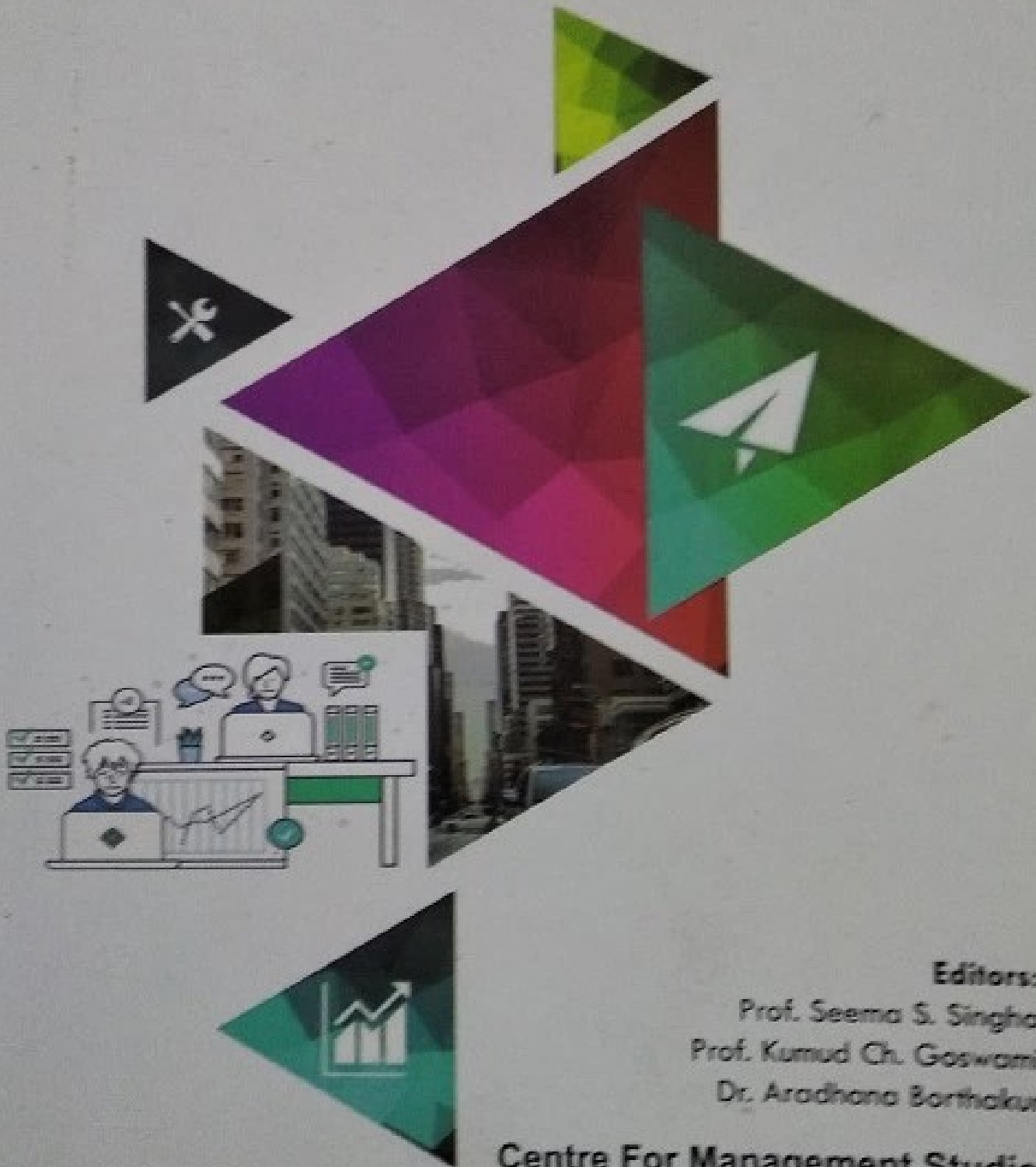
Rural entrepreneurship also conjures different meanings to different people. Without going into semantics, rural entrepreneurship can simply be defined as entrepreneurship emerging in rural areas is rural entrepreneurship. In other words, establishing industrial units in the rural areas refers to rural entrepreneurship (Khanka: 2003).

Rural entrepreneurship occurs in economically and socially



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A STUDY ON CONSUMER PREFERENCE AND PERCEPTION TOWARDS ONLINE SHOPPING IN LUMDING TOWN OF ASSAM

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ABSTRACT

Online marketing is a set of tools and methodologies used for promoting products and services through the internet. It can deliver benefits like growth in potential, reduce expenses, elegant communications, better control, improved customer service, competitive advantage, low costs, flexibility and convenience, analytics, multiple options, demographic targeting, Save Time, Save Fuel, Save Energy, Comparison of Prices and 24/7 Availability. Though this type of marketing has lack of tangibility, problems in payment and returns, it has gained much popularity over traditional marketing in recent years and continues to be a high growth industry. The present study attempts to assess the preference and perception of consumers towards online shopping in Luming Town of Assam.

Keywords: Online shopping, Consumer preference, Consumer perception, consumers

Introduction

Online marketing is a set of tools and methodologies used for promoting products and services through the internet. Online marketing includes a wider range of marketing elements than traditional business marketing due to the extra channels and marketing mechanisms available on the internet.

Online marketing is also known as internet marketing, web marketing, digital marketing and search engine marketing. It can deliver benefits like growth in potential, reduce expenses, elegant communications, better control, improved customer service, competitive advantage, low costs, flexibility and convenience, analytics, multiple options, demographic targeting, save time, save fuel, save energy, comparison of prices and 24/7 availability.

The broad online marketing spectrum varies according to business requirements. Effective online marketing programs leverage consumer data and customer

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Effect of Road Transport in the Development of Rural Economy of North-East India

Subit Dutta

Introduction

The North-east region of India comprises Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Tripura and Sikkim. This region has abundant natural resources like—minerals, coal, petroleum, forest, water, and biodiversity which constitute the basis of its potential wealth. It also provides a platform for India to extend its linkages with the immediate neighbourhood such as—China, Bhutan, Bangladesh, and Myanmar and thus influence the South-east Asia. But the region is also wrecked by several problems, the most invasive being underdevelopment, a huge number of insurgent outfits, and the resultant vulnerability to external interference. Defence and development of the North-east have thus emerged as a fundamental aspect of national security. The development of an efficient road network in the region is the only way to overcome these problems. Roads not only help to bind the divergent regions but also open up new areas for settlement and economic ventures.

The pattern of the road network that has evolved in the North-east reflects the priorities that have driven road building in the last 70 years. In the immediate aftermath of independence, there was a felt need to establish severed linkages between the North-

Sustainable Entrepreneurship Development

Dr. A. Ibemcha Chanu



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SUSTAINOPRENEURSHIP: A PARADIGM SHIFT IN THE MINDSET OF NEW GENERATION ENTREPRENEURS

Amrita Dutta & Dr. Subit Dutta

Introduction

Things have changed radically in the actual market. On one hand, the large corporations start to note the ecological issues and the facts that mounting societal inequalities are creating problems to the business environment and overall society. And on the other hand, the ultimate consumers are becoming more alarmed about these challenges to a sustainable economy. The global economy undergoes towards maturity, and changes from a "growth at all cost" to a "balanced growth". To face these changes, a new way of business organization was born, known as Sustainopreneurship, a blend of the words: sustainability and entrepreneurship. It is the new way to do business; it is about solving problems related to social and environmental sustainability.

Sustainability and sustainable development is gradually gaining attention of public, and more importance and reverence in academic research. A sustainable shift in society's development is required to assure a capability to endure. Sustainable development is vital to not only the environments' long-term well-being, but also a necessity to turn the gradual demise of the human race. Economic responsibility towards the environment and society is imperative. Sustainable development meets at the convergence of three constituent parts - environmental sustainability, economic sustainability and social sustainability, the foundations to a budding new field of entrepreneurship - Sustainopreneurship. These entrepreneurs perform a holistic move towards a venture start-up that embeds environmental, economic and social sustainability dimensions to solve a sustainability related problem.

**Demonetisation
and Approaches Towards**

Digital India

**Editors
Subit Dutta
Ratan Borman**

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Perceptual Constraints of Retailers on Adoption of Electronic Payment Method: An Analysis

Ratan Borman
Subit Dutta

Introduction

Retail traders sit at the crossroads of the cash economy and can help to expand the use of electronic payments by consumers. The regularity and frequency of purchases made from everyday retailers define the value of retail payment solutions to consumers, and generate an anchor for them within the formal financial sector. (*World Bank, 2016*)

Retail traders in developing economies, however, exhibit limited acceptance and use of electronic payment service, despite progress in elevating financial access and inclusion at both the global and country level, and the important role retail traders play in the economy. According to the global market sizing study, developing countries have a higher percentage of paper-based payment transactions (cash and cheques). The trend is also more prominent with small retailers, where many itinerant and fixed store retailers tend to shy away from electronic transactions, such as using debit or credit cards, because of extra costs (including transaction and bank fees), lack of awareness, difficulty in accessing financial services and other challenges.

Most retailers accept and effect payments mainly in cash, primarily because of their belief in its being "safe", limited access to formal credit for inventory and working capital, and are poorly integrated into electronic supply chains operated by supplier and consumer goods companies. In developing countries, electronic