

BUSINESS TRENDS

ISSUES AND IMPLICATIONS

EDITORS

**Dr. Vedava R.
Prof. Y. Muniraju
Prof. Ishwara R.
Dr. Preethi Keerthi Dsouza
Dr. Parameshwara**

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Preface

Businesses have a dynamic effect on the economy. Are businesses relying on the changes or are the changes in the economy a driving force for all innovations? is a debatable issue. Trends keep on changing and there is a disruption in the society with the new drift that keeps emerging. Some trends stay for a long time and some are just a passing fad. However the changes that are encountered by the customers are having a ripple effect on the decisions of the business houses. Hence this volume on emerging business trends holds great relevance.

The year 2020 has started with a vibrant note on one side and there are sceptic predictions done on the other. The growth rate of the economy is debated on and the share market shows an interesting trend too. The automobile sector is gasping and the industrial growth rate has another story to tell. All this is creating a new folder of knowledge in the business world. The trends on these times must be captured and recorded and this will be a direction for the future researchers to ponder on the issues that are happening now.

What the future holds for businesses and industry is not known. However the studies of today will have relevance for tomorrow and they can be directions for further studies too. Hence this volume on emerging business trends will be a great offering to the existing knowledge base.

Acknowledgements

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Editors

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Contents

❖ Preface	v
❖ Acknowledgements	vi
<hr/>	
1. Automobile Industry: A Road Ahead for Electric Vehicles in India <i>K.G. Alwyn and Emerson Crasta</i>	1
2. Changing Banking Trends among Business Customers: A Study with Reference to Mangaluru Taluk <i>K. Malathy and Dr. Subhashini Srivatsa</i>	8
3. Challenges Faced by Women Entrepreneurs in Yemen <i>Mohammed Mostafa Mohammed Qaied and Kundan Basavaraj</i>	16
4. Enterprising under Political and Economic Instability in Least Developing Countries: Challenges and Prospects—Case Study of Yemen <i>Mugaahed Abdu Kaid Saleh and Dr. Manjunath K.R.</i>	23
5. Live Stock Insurance: A Tool to Reduce Hazard: A Study on Factors Affecting the Take Off in Udupi District <i>Vidyadhara Hegde S. and Dr. Subhashini Srivatsa</i>	31
6. A Study on Market Potential of Print News Media among Gen Z with Special Reference to Palakkad District, Kerala <i>Raju Sarin and J. Balu</i>	38
7. The Factors Influencing Cultural Differences and the Impact on Performance of Expatriates in Sample IT & Automobile Firms <i>Dr. D. Govindappa and Smt. R. Soumya</i>	43
8. Problems Faced by Rural Women Entrepreneurial Members of SHGs in Accessing Loan: A Study in Dakshina Kannada and Udupi Districts <i>Shakira Irfana and Dr. Parameshwara</i>	51
9. Human Resource (HR) in Schools: How can Corporate Social Responsibility (CSR) Initiatives Improve Them? <i>Chinmaya Prakash and Dr. Shubha Chandra</i>	57
10. A Study On Customers' Awareness on Green Life Insurance Initiatives of LIC of India with Special Reference to Dakshina Kannada District <i>K. Chandrashekara and Dr. Abbokar Siddiq</i>	63

11. The Impact of Aviation on Tourism Management in India <i>B.M. Reshma and K.P. Sushmitha</i>	69
12. Shadow Banking: A Theoretical and Regulatory Framework in the Indian Context <i>Dr. P.B. Sajoy</i>	74
13. A Study on Impact of Integrated Marketing Network on Customers with Reference to Kodagu District <i>K.M. Sudarshini and B.K. Shashikala</i>	80
14. Emerging Trends in Tourism with Special Reference to Kodagu District <i>G.K. Yogananda</i>	87
15. A Study on Human Resource Trends in 2020: Transforming the Future of Work <i>Nayana Lohith and Roshni Kamath</i>	92
16. Usage Level of IoT Techniques in Agriculture with Special Reference to Puttur Taluq <i>Akshatha Nayak</i>	97
17. A Study on CSR Practices by Indian Companies: With Special Reference to Infosys Company Ltd. <i>K.M.B. Pooja and S.P. Sneha</i>	105
18. Efficacy of Management Education towards Entrepreneurship: A Study on Students in Davangere University <i>S.T. Chaitra</i>	111
19. A Study on Bitcoin as an Investment Avenue <i>Nemani Satish</i>	117
20. Problems and Prospects of Coir Industry in India <i>S. Raghavendra Shetty</i>	124
21. A Study on Indian Service Sector in Global Economy <i>Vinitha Venkatappa</i>	130
22. Service Sector in India: An Overview <i>Ranjith Kumar</i>	135
23. Social Security for Elderly Population through IGNOAP in India <i>Prof. S. Venkatesh and R. Shruthi</i>	140
24. A Study on Teachers' Perception towards Internet Banking <i>P.J. Sumalatha and Dr. P. Vedava</i>	145
25. Growth Performance of Service Sector in India: Issues and Challenges <i>Dr. H. Shobharani and Dr. S. Ravikumar</i>	152

26. Glass Ceiling in Healthcare Sector <i>R. Prathibha and Dr. K. Puttanna</i>	158
27. Investors Financial Perspective and Perception towards Indian Commodities Market <i>H.G. Rajaram and Dr. B. Hiriyappa</i>	163
28. An Awareness of E-Payment in Online Shopping: A Perceptual Study with Reference to the Consumers of Mangaluru City <i>H. Karthik Pai and Dr. Yathish Kumar</i>	170
29. Status of Construction Workers and their Social Responsibilities <i>P. Ishwara Gowda and Sam Joel Dias</i>	177
30. An Analysis of Advances and NPAs in Public Sector Banks <i>Dr. Siddappa</i>	183
31. A Study on the Factors that Influence Employee Turnover in the Hospitality Industry with Special Reference to D.K. District of Karnataka <i>B. Ganesha Acharya and Dr. Abbokar Siddiq</i>	189
32. Marketing Tools and Techniques for Promoting Library Resources and Services <i>Dr. Umesha Naik and K. Raghurama</i>	195
33. Awareness of E-Banking Services Among Women: A Perceptual Study with Reference to Mangalore City <i>Razeena and M.K. Thafsiya</i>	200
34. Changes in Tax Planning: A Case Study on Assessment of Businessman for the AY 2019–2020 and AY 2020–21 <i>K. Sandeepa</i>	206
35. Veteran Entrepreneurship in Relation to Armed Forces: A Study on Indian Context <i>Kasumurthy Poojitha</i>	213
36. Impact of Coronavirus on Indian Stock Market—An Event Study with Reference to Nifty 50 <i>Abhinandan, K. Sanath Kumar and Dr. Yathish Kumar</i>	219
37. Labour in the Unorganised Sector: An Empirical Study <i>Dr. Parameshwara</i>	225
38. Socio-Economic Condition Influencing Financial Literacy of Rural Muslims <i>Niyaz and Dr. Abbokar Siddiq</i>	233
39. Life Insurance Company IPOs and its Impact on Policy Holders: An Overview <i>Mohini Attimani and P. Ishwara</i>	239

40. The Challenges Faced by the Start-up in India <i>Chaithra Shetty</i>	247
41. Human Resource Planning and Development Practices at Sai Radha TVS Motor Ltd., Mangalore <i>Thara S. Shetty and Sathvika H. Shetty</i>	254
42. Analysis of Goods and Services Tax Revenue Trends in India <i>Dr. Balaji Bhovi</i>	259
43. Gender-based Consumers' Attitude towards Online Shopping: A Study with Reference to Mangaluru City <i>K. Vaishali</i>	265
44. A Study on Impact of Technological Advancement on Work-Life Balance of Bank Employees <i>Mrs. Rashmitha R. Kotian and Prof. Y. Muniraju</i>	271
45. Personal Financial Planning and Management: The Conceptual Background and Agenda for Future Research <i>Prof. Ajaya and Prof. Rashmitha R. Kotian</i>	277
46. Issues and Challenges Faced by the Builders in Real Estate Sector: A Perspective Study <i>Dr. Yathish Kumar and Mrs. Vidhya Rukkappa Poojary</i>	285
47. The Veracity of Cashless Transactions Post-Demonetisation: A Perceptual Study of Fisherwomen in Mangalore <i>Dr. Preethi Keerthi Dsouza</i>	290
48. Assessment of Investment Pattern and Marketing Margin of Fish Retailers in Coastal Karnataka <i>S. Gunakar</i>	298
49. A Study on Stock Price Performance of Selected BSE 500 Companies <i>Dr. K. Puttanna</i>	306
50. Information Content in the Announcement of Indian Rating Agencies <i>Dr. Chandrashekhar R.</i>	313
51. Performance Evaluation of Indian Mutual Fund Market <i>Dr. Chandrashekhar R.</i>	320
52. Corporate Social Responsibility: From Indian Context <i>H.B. Priyanka</i>	327
53. Entrepreneurial Insights into Beary Community of Coastal Karnataka: A Transformation <i>Hydarali</i>	332
AUTHOR INDEX	338



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