



Conference Proceedings of  
**National Conference on  
Modernizing  
Entrepreneurship: Emerging  
Trends and Opportunities  
NCME- 2025**

21<sup>st</sup> March 2025

**Editors**  
**Ms. M.S. Ramya**  
**Ms. S. Vidyasree**  
**Ms. E. Vijayalakshmi**



**Organized by**  
**Department of Commerce & Management**  
**APOLLO ARTS & SCIENCE COLLEGE**  
(Approved by Government of Tamilnadu and Affiliated to the University of Madras)

# APOLLO ARTS AND SCIENCE COLLEGE

(Approved by Govt of Tamilnadu & Affiliated to University of Madras)

POONAMALLEE, CHENNAI -602 015.

## NATIONAL CONFERENCE

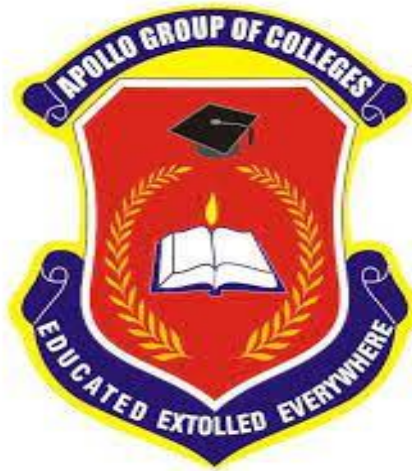
ON

**Modernizing Entrepreneurship:**

**Emerging Trends and Opportunities**

**NCME-2025**

**21<sup>st</sup> MARCH 2025**



**ORGANIZED BY**

**DEPARTMENT OF COMMERCE &  
MANAGEMENT**

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**National Conference**  
**on**  
**MODERNIZING ENTREPRENEURSHIP:**  
**EMERGING TRENDS AND OPPORTUNITIES**  
**NCME-2025**

**21<sup>st</sup> MARCH 2025**

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The abstracts in this book were submitted by participants of the National Conference. They were reviewed, evaluated by the editorial board committee and were accepted for Oral Presentations.

**Organized by**

**Department of Commerce & Management**

**Apollo Arts and Science College, Chennai**



# APOLLO ARTS & SCIENCE COLLEGE

(Approved by the Government of Tamil Nadu and Affiliated to the University of Madras)  
Mevalooruppam, Kattagaram, Valarpuram Post, Sriperumbudur (T.K.) Kanchipuram - 602 105.

## PRINCIPAL MESSAGE



Warm and Happy greeting to all. I am immensely happy to note that our Department of Commerce and Management organizing a National Conference on Modernizing Entrepreneurship: Emerging Trends and Opportunities scheduled on 21<sup>st</sup> March 2025.

The Conference aims to bring different ideologies, innovation, and excellence in field of Modern Entrepreneurship. Under the Guidance of Our Management of Apollo Groups, we Continues to march on the way of Success with Confidence.

The Sharp, clear-sighted vision and precise decision-making powers of our Management has benefited our college to say Competitive. I am happy to congratulate the respective Department Head and Faculties for making available yet another platform for the interested students, Faculties under research scholars to learn and discuss about the information during the Conference.

I wish the National Conference a GREAT SUCCESS.

**Principal**

Apollo Arts and Science College  
Poonamallee



# DEPARTMENT OF COMMERCE

School of Business Management & Legal Studies  
University of Kerala



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Date: 21.03.2025

Distinguished Management Committee Members, Principal, Guests, Other Keynote Speakers, Faculty Members, Researchers, and Dear Students,

It is indeed a great honor to stand before you today at the National Conference organized by the Department of Commerce and Management at Apollo Arts and Science College, Poonamallee. Let me express my heartfelt gratitude to the Management, Principal, Organizing Committee, and Faculty Members of the Department of Commerce and Management for hosting this event on such a crucial and contemporary theme.

As you all know, the theme of this conference, *Modernizing Entrepreneurship: Emerging Trends and Opportunities*, is highly relevant in today's dynamic economic landscape. Entrepreneurship is no longer confined to the mere creation of businesses; rather, it has evolved into a powerful instrument for regional development, social transformation, and innovation-driven growth. My address today will focus on three crucial aspects of entrepreneurship—**Local Economic Development (LED), the Role of Higher Education Institutions (HEIs), and the Power of Innovation**—which, when combined, can lead to sustainable economic transformation. By embracing entrepreneurship with a regional focus and fostering strong academic-industry interface alongwith prioritizing innovation, we can empower individuals and communities to drive meaningful progress.

## Entrepreneurship and Local Economic Development

Entrepreneurship is a key driver of economic growth and social transformation. Entrepreneurs are no longer just business owners; they are change-makers who leverage innovation to address local and global challenges. In today's rapidly evolving business environment, modernizing entrepreneurship requires an approach that integrates **innovation, regional resources, and institutional support** (Wang, 2022). By tapping into **locally available assets—such as indigenous knowledge, natural resources, and skilled labor—entrepreneurs can create context-specific solutions that strengthen local economies** (Kraus et al., 2021). Institutional support, particularly from HEIs, government bodies, and financial agencies, plays a crucial role in fostering an enabling ecosystem where entrepreneurial ventures can thrive (Cai & Liu, 2020).

The growing focus on **sustainable and inclusive business models** has further expanded the role of entrepreneurship as a tool for community empowerment. Social enterprises, cooperatives, and micro-businesses are increasingly being recognized as drivers of economic resilience, offering employment opportunities and improving the quality of life in underserved regions (Neumann, 2021). This shift towards **purpose-driven entrepreneurship aligns with**

To further foster an entrepreneurial mindset, HEIs should establish **incubators and startup ecosystems** within campuses, providing aspiring entrepreneurs with the necessary resources, mentorship, and funding opportunities (Etzkowitz, 2008). Additionally, integrating entrepreneurship into curricula with hands-on training can equip students with **practical skills, problem-solving abilities, and an innovation-driven approach** to business creation (Gibb, 2011).

### Innovation and Entrepreneurship

Innovation is a fundamental driver of entrepreneurship, involving the application of new ideas to create value or solve problems effectively (Schumpeter, 1934). Entrepreneurs must adopt a **Problem-Solution-Product (PSP) approach**, wherein they identify a local issue, develop a viable solution, and transform it into a marketable product.

For example, the **Thengai Thol Kizhavi coconut dehusking tool**, developed in Tamil Nadu, emerged from observing and addressing labor-intensive traditional practices. Similarly, student-driven startups focusing on **renewable energy, agritech, and smart manufacturing** have showcased how HEIs can nurture innovation by providing incubation support, technical training, and funding opportunities (Kayyani, 2023).

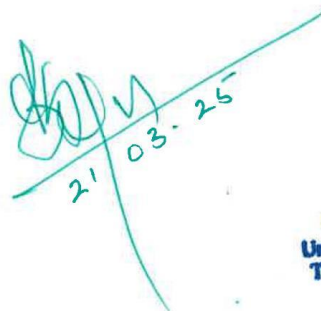
By recognizing and capitalizing on challenges through innovation, businesses, communities, and academic institutions can drive economic growth, improve livelihoods, and create sustainable solutions for pressing societal needs.

### Conclusion

Entrepreneurship is a key driver of Local Economic Development when combined with innovation and institutional support. HEIs must actively nurture entrepreneurial ecosystems by integrating hands-on training, research, and industry collaborations. By promoting the **PSP approach**, students can transform local challenges into viable business opportunities. Encouraging interdisciplinary collaboration and fostering university-industry linkages can further strengthen the entrepreneurial ecosystem, allowing students and researchers to co-create innovative solutions.

As the entrepreneurial landscape evolves, fostering a culture of **innovation and execution** will be essential in building resilient and sustainable economies. Let us all work together—academicians, policymakers, industry leaders, and young entrepreneurs—to create an ecosystem that supports sustainable and inclusive entrepreneurship.

Last but not the least, I would like to express my sincere gratitude to the organizers for inviting me to deliver this keynote address. It has been an honor to share my thoughts on such a vital topic, and I truly appreciate the opportunity to be part of this important discussion. Thank you.



**Dr. BIJU T.**  
**Professor & Head**  
**Department of Commerce**  
**University of Kerala, Kariavattom**  
**Thiruvananthapuram - 695 581**



## GOVERNMENT ARTS COLLEGE

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**Dr.Y.Lokeswara Choudary, M.Com, M.Phil, MBA, Ph.D.,**

**Asst.Professor & Research Supervisor,**

**Date: 21-03-2025**

Let me thank The Management, Principal, Department of Commerce, Organizing committee and the young students with vibrant minds for your kind presence and support to make this event as a grand Success and memorable one. No one is inferior to any one, if the right path is chosen at right time with Right intention.

Today the need of the hour is Job Creators, instead of job seekers. Many young and successful entrepreneurs from the country are hailing from small villages and lower and middle income families. The big ideas to resolve the day to day issues of the people and made the life easy. The success is a result of consistency and upgrading the reach out in all means. For that, a constant self-motivation and vision and mission to work needs to be engraved in the daily foot prints. Here are some of the emerging trends and opportunities to new age entrepreneurial ventures. Modernizing entrepreneurship involves embracing emerging trends and seizing new opportunities.

### **Emerging Trends**

**Rise of AI and Automation:** AI is becoming a crucial tool for entrepreneurs, enhancing efficiency, customer experiences, and strategic growth. AI tools like ChatGPT and Zapier automate tasks and provide data-driven insights.

**Focus on Sustainability and Social Responsibility:** Consumers are increasingly eco-conscious, pushing businesses to adopt sustainable practices. Companies focusing on reducing carbon footprints and supporting local communities will be preferred.

**Growth of Remote Work and Digital Nomadism:** The shift towards hybrid or fully remote work models allows businesses to access global talent and reduce overhead costs. Tools like Slack and Zoom facilitate remote collaboration.

**Emphasis on Personalization and Customer-Centric Approaches:** With AI and data analytics, businesses can offer personalized experiences, enhancing customer satisfaction and loyalty.

**Expansion of the Gig Economy:** Freelance platforms like Upwork and Fiverr enable businesses to hire specialized talent without long-term commitments, providing flexibility and cost-effectiveness.

***Education can change you, your status, personality, way of life and your generations forever.....***



**Prioritization of Mental Health and Well-Being:** Entrepreneurs must prioritize mental health for themselves and their teams, fostering a culture of well-being to attract and retain talent.

**Influence of Thought Leaders and Mentorship:** Aspiring entrepreneurs seek guidance from experienced leaders, highlighting the importance of mentorship and networking.

### Emerging Opportunities

**Neighborhood EV Charging Hubs:** With the rise of electric vehicles, micro-scale charging stations offer affordable and convenient solutions for residential areas.

**Farm-to-Table Meal Kits:** Partnering with local farmers to provide seasonal meal kits caters to the demand for sustainable and healthy food options.

**Mobile Pet Grooming Services:** Offering convenience and quality pet care without the need for a physical salon is gaining traction in urban areas.

**Biometric Health Devices:** Wearable devices that monitor health metrics are in high demand, offering opportunities for tech integrations like AI and IoT.

**AI-Powered Supply Chain Solutions:** AI-driven platforms optimize logistics, predict demand, and reduce waste, providing high ROI for businesses.

**Carbon Capture Startups:** Modular carbon capture solutions attract venture capital and government funding, addressing climate change.

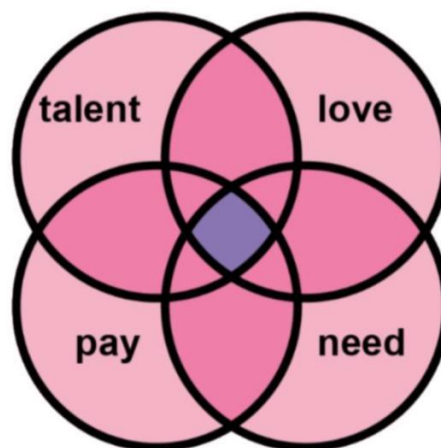
**Augmented Reality (AR) Retail Solutions:** Enhancing customer engagement with AR tools for virtual try-ons and interactive demos is surging in e-commerce.

**Digital Marketing and E-commerce:** The growing digital economy presents opportunities for entrepreneurs in social media management, SEO, and e-commerce platform development.

**Social Entrepreneurship:** Ventures focused on social impact are gaining traction, offering opportunities to address societal challenges while generating revenue.

# IKIGAI

Purpose lies at the intersection of the four circles: **what you love doing, what your talents are, what the world needs, and what you are paid for.**



**On-Demand Startups:** Meeting consumer demands for instant gratification through innovations like dark stores and instant pay startups is becoming increasingly important.

Follow IKIGAI- I can, I do and I will succeed in life one day..... **“A REASON FOR LIVING”**

*Education can change you, your status, personality, way of life and your generations forever.....*

In summary, modern entrepreneurship is about embracing technological advancements, sustainability, and personalized customer experiences while seizing opportunities in emerging sectors like EV charging, biometric health devices, and AR retail solutions.

Finally, I request at least try one start-up idea and success will follow you soon. All the best and May God Bless you all and have a wonderful learning, successful career and bright future with good health and happiness.

Best Wishes for a successful and impactful conference



**Dr. Y. LOKESWARA CHOUDARY**  
Asst. Professor & Research Supervisor  
PG & Research Department Of Commerce  
Government Arts College, Nandanam  
Chennai - 600 035.

***Education can change you, your status, personality, way of life and your generations forever.....***



Congratulations to Apollo Arts & Science College, Chennai for having taken the initiative to organize the National Conference on “Modernizing Entrepreneurship: Emerging Trends and Opportunities”. I deeply appreciate the Department of Commerce and Management on the incredible effort you’ve put into organizing the Conference.

As we navigate a rapidly evolving business landscape, staying ahead of trends and seizing new opportunities is more critical than ever.

During my keynote, I’ll be sharing insights on innovation, technology, market shifts, etc., equipping entrepreneurs and business leaders with strategies to thrive in today’s dynamic world. I look forward to engaging discussions, valuable networking, and learning from fellow thought leaders.

### **The Changing Landscape of Entrepreneurship**

Entrepreneurship today is vastly different from what it was a decade ago. Technology, globalization, and changing societal values have reshaped the way businesses are built and scaled.

#### **1. The Digital-First Business Model**

We are witnessing the rise of digital-first businesses—companies that prioritize online operations over traditional brick-and-mortar setups. From e-commerce platforms to SaaS (Software as a Service) solutions, businesses today are more scalable, borderless, and tech-driven than ever before.

#### **2. Remote Work & The Global Talent Pool**

The pandemic accelerated the shift to remote and hybrid work, allowing companies to hire talent from across the world. Entrepreneurs can now build teams without geographical limitations, opening up new possibilities for innovation and efficiency.

#### **3. The Purpose-Driven Entrepreneur**

Today’s consumers and investors are increasingly valuing social responsibility and sustainability. Businesses that align with causes—whether it's environmental sustainability, ethical sourcing, or social impact—are gaining a competitive edge.

## Emerging Trends in Entrepreneurship

### 1. AI & Digital Transformation

Artificial intelligence (AI) is no longer a futuristic concept; it's an essential tool for entrepreneurs. AI-powered automation, chatbots, and predictive analytics are helping businesses improve efficiency, reduce costs, and make data-driven decisions.

The question for entrepreneurs is no longer *if* they should embrace AI, but *how* they can leverage it effectively.

### 2. The Rise of the Creator & Gig Economy

Another massive shift is the creator economy—a market where individuals are monetizing their skills through digital platforms.

The Gig Economy refers to a labor market where temporary, flexible jobs are common, and companies frequently hire independent contractors and freelancers instead of full-time employees. This economy is driven by digital platforms that connect workers with short-term jobs or "gigs."

This trend democratizes entrepreneurship, allowing anyone with a skill and an internet connection to build a brand and business.

### 3. Sustainability & Green Entrepreneurship

Sustainability is no longer just a buzzword—it's a necessity. Consumers are making eco-conscious choices, and businesses that integrate sustainability into their core model are thriving.

Innovations in clean energy, waste reduction, and circular economy models are opening up new business opportunities. Companies like Tesla, Patagonia, and Beyond Meat have shown that profit and sustainability can go hand in hand.

For entrepreneurs, this means that green startups are not just good for the planet—they're good for business.

## Opportunities for Entrepreneurs in the Modern Age

With all these trends in play, how can entrepreneurs position themselves for success? Here are a few key strategies:

### 1. Identify Market Gaps & Solve Real Problems

The most successful businesses are not built on trends alone—they solve real problems. Keep an eye on industry pain points and build solutions that provide genuine value.

### 2. Stay Adaptable & Embrace Continuous Learning

The ability to pivot and evolve is what separates long-term success from short-lived ventures. Entrepreneurs who learn new skills, experiment with new technologies, and remain open to change will always stay ahead.



### 3. Build a Digital-First Brand & Community

Whether you're launching a startup or a personal brand, building an engaged online community can be a game-changer. Leverage social media, email marketing, and thought leadership to establish credibility and create lasting relationships with customers.

### 4. Collaborate & Leverage Networks

Entrepreneurship is no longer a solo journey. Building strategic partnerships, joining business incubators, and collaborating with like-minded individuals can accelerate growth and open doors to new opportunities.

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## Challenges & How to Overcome Them

Of course, the modern entrepreneurial landscape isn't without challenges.

- Regulatory uncertainties in AI, crypto, and emerging tech industries can create hurdles.
- Digital fatigue and mental burnout are becoming real concerns for entrepreneurs.
- Market saturation makes differentiation more important than ever.

The key is resilience—staying informed, setting boundaries, and continuously innovating.

---

## Closing Thoughts & Call to Action

Entrepreneurship today is filled with more opportunities than ever before. Whether you are leveraging AI, building a sustainable brand, or tapping into the creator economy, the future is wide open.

But here's the most important takeaway: The future of entrepreneurship belongs to those who are willing to embrace change.

Wishing you Success for this National Conference!



**Dr Meena Maheswari J**  
**Associate Professor**  
**PSGR Krishnammal College for Women**  
**Coimbatore**



# APOLLO ARTS & SCIENCE COLLEGE

(Approved by Govt. of Tamil Nadu & Affiliated to University of Madras)  
Chennai, Tamil Nadu

## National Conference

on

## Modernizing Entrepreneurship: Emerging Trends and Opportunities

Organized by

**DEPARTMENT OF COMMERCE & MANAGEMENT**

**Date: 21<sup>st</sup> March 2025**

### KEY NOTE SPEAKERS



Dr. T. BIJU

PROFESSOR AND HEAD  
DEPARTMENT OF COMMERCE  
KARIAVATTOM CAMPUS  
UNIVERSITY OF KERALA

**M.S.RAMYA**

**HOD , B.COM A&F**



Dr.Y.LOKESWARA CHAUDARY

ASSOCIATE PROFESSOR &  
RESEARCH SUPERVISOR  
DEPARTMENT OF COMMERCE  
GOVT ARTS COLLEGE  
NANDANAM CHENNAI

**S.VIDYASHREE**

**HOD , BBA**



Dr.J.MEENA MAHESHWARI

ASSOCIATE PROFESOR  
DEPARTMENT OF MBA  
PSGR KRISHNAMMAL COLLEGE  
COIMBATORE

**E.VIJAYALAKSHMI**

**HOD , BCOM (G)**

**Dr. S.SUTHAKAR**

**PRINCIPAL**

**MR.P.GANESH**

**VICE PRINCIPAL**

## PROGRAM AGENDA

TIMING	PROGRAM
10.00 am	Tamil Thai Vazhthu
10.05 am	Inauguration by Lightening the Lamp
10.10 am	<b>Welcome Address</b> Dr.Suthakar.S Principal Apollo Arts and Science college
10.20 am	<b>Felicitation of Chief Guest</b> Dr.Suthakar.S Principal Apollo Arts and Science college
10.25 am	<b>Release of Proceedings</b> <b>Principal &amp; Chief Guest</b>
10.30 am	Introduction of Chief Guest - <b>T.BIJU</b> Ms.Ramya.M.S H.O.D -B.COM A&F
10.35 am	<b>Key Note Speaker Address</b> <b>Dr. T.BIJU</b> PROFESSOR AND HEAD DEPARTMENT OF COMMERCE KARIAVATTOM CAMPUS UNIVERSITY OF KERALA
11.15 am	Introduction of Chief Guest - <b>Dr.Y.LOKESWARA CHOUDARY</b> Ms.Vidhyasree HOD, BBA
11.20 am	<b>Key Note Speaker Address</b> <b>Dr.Y.LOKESWARA CHOUDARY</b> ASSOCIATE PROFESSOR & RESEARCH SUPERVISOR DEPARTMENT OF COMMERCE GOVT ARTS COLLEGE NANDANAM CHENNAI
12.00 pm	Introduction of Chief Guest - <b>Dr.J.MEENA MAHESHWARI</b> Ms.Vijayalakshmi HOD, BCOM G
12.05 pm	<b>Key Note Speaker Address</b> <b>Dr.J.MEENA MAHESHWARI</b> ASSOCIATE PROFESOR PSGRKRISHNAMMAL COLLEGE COIMBATORE
12.45 pm	Student Paper Presentation
1.15 pm	Certification Distribution
1.30 pm	Vote of Thanks
1.35 pm	National Anthem

**ABOUT APOLLO GROUP OF COLLEGES**

Apollo educational group is a prestigious group which made a significant contribution to impart education for our students. Apollo arts & science college is affiliated to the University of Madras and offers 21 courses across of 9 streams, namely Science, Medical, Paramedical, Education, Vocational, IT, Commerce and Banking. The College imparts higher education with integral formation which involves academic excellence and spiritual growth. The college boasts with good infrastructural and has 3300 students guided by more than 120 faculties. Education is extolled everywhere-true to this motto of our college, the students of our group of Institutions have placed in respectable and lucrative jobs in various esteemed establishment.

**CONFERENCE OBJECTIVE**

The main objective of this conference is to bring the students, Research scholars, Professors, to present their research ideas in Commerce and Management. This conference is an endeavor to bring together the Students, Academicians, Researchers on Commerce and Management in International level to share their professional opinion, knowledge, innovations, and visualization on dealing with digital flow of Business in this modern era.

**DEPARTMENT OF COMMERCE & MANAGEMENT**

The Departments of Commerce in Accounting & Finance and Bank Management were established in the year 2017. The Department has an exclusive facility which is endowed with excellent infrastructure and a dedicated team of faculty members to train the students to meet the growing needs of the society. The Department follows a multidisciplinary approach to provide the necessary knowledge, skill and training to the Students. The activities of the Department are directed towards the all –round development of the individual keeping in mind the expectations of the recruiters and challenges of the environment.



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**CHAIRMAN &**

**VICE CHAIRMAN**

**APOLLO GROUP OF COLLEGES**

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**PATRONS**

**Dr.S.Suthakar**

**Principal**

**Mr.K.Ganesh**

**Vice Principal**

---

**KEY NOTE SPEAKERS**

**Dr. T.BIJU**

PROFESSOR AND HEAD  
DEPARTMENT OF COMMERCE  
KARIAVATTOM CAMPUS  
UNIVERSITY OF KERALA

**Dr.Y.LOKESWARA CHOUDARY**

ASSOCIATE PROFESSOR &  
RESEARCH SUPERVISOR  
DEPARTMENT OF COMMERCE  
GOVT ARTS COLLEGE  
NANDANAM CHENNAI

**Dr.J.MEENA MAHESHWARI**

ASSOCIATE PROFESOR  
DEPARTMENT OF MBA  
PSGR KRISHNAMMAL COLLEGE  
COIMBATORE.

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**1. NATIONAL CONFERENCE ON MODERNIZING ENTREPRENEURSHIP:  
EMERGING TRENDS AND OPPORTUNITIES  
KEYNOTE PAPER ON ENTREPRENEURSHIP, INNOVATION, AND REGIONAL  
DEVELOPMENT: THE ROLE OF HIGHER EDUCATION AND COMMUNITY -  
BASED STRATEGIES**

**Prof. Biju Terrence**

Professor and Head, Department of Commerce, School of Business Management and Legal  
Studies, University of Kerala.

**Abstract:**

Entrepreneurship today is not just about starting a business; it is about fostering innovation, sustainability, and local economic development (LED). This paper explores the role of entrepreneurship in LED, the contribution of Higher Education Institutions (HEIs) to fostering entrepreneurial mindsets, and the significance of innovation in addressing socio-economic challenges. It highlights key strategies for LED, such as utilizing local resources, skill development, and community-based enterprises. The paper draws from real-world examples, including Kerala's *Uravu Bamboo Village* and Tamil Nadu's *Auroville Village Action Group*, demonstrating how entrepreneurship can transform local economies. It also presents case studies from Kerala University's action research initiatives that have led to the establishment of women-led micro-enterprises. Furthermore, the paper underscores the role of innovation in problem-solving, particularly through the Problem-Solution-Product (PSP) approach, and the need for HEIs to actively support entrepreneurial ecosystems.

**Keywords:** LED, Bamboo Village, PSP approach, HEIs

**2. GUEST PERCEPTION AND EMPLOYEES ATTITUDE TOWARDS ADOPTION  
OF ROBOTICS, ARTIFICIAL INTELLIGENCE, AND SERVICE AUTOMATION  
(RAISA) IN THE STAR HOTELS – A STUDY FROM CHENNAI  
(A New Entrepreneurial Approach Study)**

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**Abstract**

Hotel is a place where a traveller gets its food and shelter provided he should be in a fit condition to pay for it. Based on the classification hotels differ in providing services and facilities. Hotels attract guest by marketing strategies, pricing, facilities and services offered. The idea of hospitality is what lies in the center of the tourism industry. The term Hospitality has been derived from a **French word “Hospice” which means “Taking care of the travelers”**. In Old times, locals used to let the travelers rest on kitchen floors or other extra spaces during their journey. There were no purpose-built resting facilities for tourists until monasteries decided to build one. This gave birth to lodging services. In the late 1700s, Inns came into being. Inns were nothing but a shelter by the road where travelers can stop to take rest and get some food. They would also take care of traveler's horses while they rest. This is the time when the seeds of the modern hospitality facility were planted.

**Keywords:** Hospice, monasteries, modern hospitality



**3. ENTREPRENEURIAL INTENTION AND ITS OUT COMES:  
A STUDY AMONG THE SELECTED STUDENTS FROM GOVERNMENT ARTS  
AND SCIENCE COLLEGES IN CHENNAI CITY**

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**Abstract:**

History shows numerous examples of the importance of entrepreneurship. At present, the importance of entrepreneurship goes much further. Fostering entrepreneurship has become an important topic for current policy makers of the India. It turns out that policy can contribute to boosting the level of entrepreneurship. While the internal market of the India expanded from 380 million people to 450 million after the enlargement, a lot of opportunities for entrepreneurial initiatives have been created. In order to reach the Lisbon employment rate target in 2010, the enlarged India has to create some 22 million jobs. An entrepreneurial intention survey can help to see the founding intentions among students and what make them intend to become self-employed. The main need of the study is to assess the level of interest, intention and motives among the students in Chennai and choosing entrepreneurship as their future carrier. A sample size of 538 is considered for the study selected through scientific method. The results show that, positive partial effect of entrepreneurial readiness towards entrepreneurial intention, holding all other variables as constant.

The results indicate that, the coefficient of X1 is -0.126 represents the negative partial effect of entrepreneurial readiness towards entrepreneurial attitude, holding all other variables as constant. The estimated positive sign implies that such effect is negative that entrepreneurial readiness score would decrease by -0.126 for every unit increase in entrepreneurial readiness and this coefficient value is not significant at 5% level. The coefficient of X2 is 0.457 represents the partial effect of perceived support and barriers on entrepreneurial attitude by holding all other variables as constant. Such effect is positive and the entrepreneurial attitude is increased by 0.457 for every unit increase in perceived support and barriers and this co-efficient is highly significant at 1% level of significant. The coefficient of X3 is -0.146 represents the negative partial effect of locus of control on entrepreneurial attitude by holding all other variables as constant. Such effect is positive and the entrepreneurial attitude is decreased by 0.146 for every unit increase in locus

**Key words:** Education-Self-employment-Career-Profession-Business intention

#### 4. INTERVENTIONS OF ENTREPRENEURIAL INTENTION AMONG COLLEGE STUDENTS IN GREATER CHENNAI CITY: AN EMPIRICAL STUDY

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##### **Abstract:**

In order to reach the Lisbon employment rate target in 2025, the enlarged India has to create some 60 million jobs. An entrepreneurial intention survey can help to see the founding intentions among students and what make them intend to become self-employed. The main need of the study is to assess the level of interest, intention and motives among the students in Chennai city and choosing entrepreneurship as their future carrier. A sample size of 538 is considered for the study selected through scientific method. The results show that, positive partial effect of entrepreneurial readiness towards entrepreneurial intention, holding all other variables as constant.

The results indicate that, self-efficacy has a positive impact on knowledge of entrepreneurial skills, ability to take risks, and entrepreneurial innovativeness demonstrated by ( $\beta = 0.111, 0.134, 0.160$ ); ( $t = 2.440, 2.748, 3.578$ ) and ( $p = 0.015, 0.006, 0.000$ ) correspondingly. Similarly, Family support has a positive impact on knowledge of entrepreneurial skills, ability to take risks, and entrepreneurial innovativeness as evidenced by ( $\beta = 0.182, 0.199, 0.140$ ); ( $t = 4.134, 4.199, 3.014$ ) and ( $p = 0.000, 0.000, 0.003$ ). Peers support has a positive impact on knowledge of entrepreneurial skills, ability to take risks, and entrepreneurial innovativeness as evidenced by ( $\beta = 0.375, 0.208, 0.313$ ); ( $t = 7.047, 3.727, 5.717$ ) and ( $p = 0.000, 0.000, 0.000$ ). Institutional support has a significant impact on knowledge of entrepreneurial skills, ability to take risks, and entrepreneurial innovativeness as evidenced by ( $\beta = 0.197, 0.345, 0.210$ ); ( $t = 3.843, 5.726, 3.351$ ) and ( $p = 0.000, 0.000, 0.001$ ).

Knowledge of entrepreneurial skills has a positive impact on entrepreneurial intention, as demonstrated by ( $\beta = 0.253$ ), ( $t = 5.266$ ), and ( $p = 0.000$ ). The ability to take risks has a positive impact on entrepreneurial intention, as evidenced by ( $\beta = 0.068$ ), ( $t = 2.469$ ), and ( $p = 0.014$ ). Entrepreneurial innovativeness has a significant impact on entrepreneurial intention, as shown by ( $\beta = 0.060$ ), ( $t = 15.213$ ), and ( $p = 0.000$ ). The literature study supports these results (Chen & Aklikokou, 2020).

To conclude, A prerequisite for nurturing Entrepreneurship is the creation of a favorable business environment. This goal is at the heart of India's economic liberalization initiatives. The key parameters of a conducive business environment include smooth flow of information; ease of starting a business and obtaining various clearances and permits; ease of filling taxes; an efficient legal system; enabling legislations and regulations; absence of corruption; and world-class infrastructure facilities.

**Key words:** Business intention- locus of control- attitude-risk taking behaviour

## 5. Measuring AI's Impact: A Data-Driven Analysis of Netflix's Recommendation System and User Engagement

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### **Abstract:**

This study uses a thorough statistical analysis of user replies to investigate the efficacy of Netflix's AI-driven recommendation engine. It looks into the complex connections between important user metrics like content discovery, engagement, and happiness and suggestions made by AI. This study provides solid empirical evidence on the impact of predictive analytics in digital marketing by utilizing sophisticated statistical approaches like factor analysis, regression modeling, ANOVA, and Chi-Square tests. The results offer insightful information about how AI might influence customer behavior, improve content personalization, and mitigate potential biases in recommendation systems.

### **KEYWORDS**

AI-Powered Recommendations - Predictive Analytics - User Engagement - Statistical Analysis - Content Discovery

## 6. PACKING INDUSTRY IN INDIA ENTREPRENEURIAL OPPORTUNITIES, GROWTH PROSPECTS AND THE ROAD AHEAD

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Nandanam, Chennai-35

### **Abstract**

The packaging industry in India is driven by the country's flourishing economy, rapid urbanization, heightened consumer awareness, and evolving consumer preferences. This industry plays a pivotal role in safeguarding products, enhancing their market appeal, and ensuring convenience for consumers across various sectors such as FMCG, pharmaceuticals, agrochemicals, personal care, electronics, and alcoholic beverages. These sectors require packaging of diverse types and sizes for their products and the growth, demand and supply of these industries directly impact the growth of the packaging industry. With increasing focus on environmental sustainability, regulatory compliance, and technological advancements, the industry is witnessing a shift from traditional packaging materials to innovative solutions like smart packaging and eco-friendly alternatives. With these factors at play, the Indian packaging industry is poised for continued growth and transformation in the years ahead.

## 7. ENTREPRENEURIAL INTENTION AND ITS ANTECEDENTS AMONG STUDENTS

**- A STUDY WITH REFERENCE COIMBATORE DISTRICT**

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### **Abstract:**

An economy's entrepreneurial capacity requires individuals with the ability and motivation to start businesses, and requires positive societal perceptions about entrepreneurship. Entrepreneurial attitudes convey the general feelings of a population toward entrepreneurs and entrepreneurship. A society can benefit from people who are able to recognize valuable business opportunities, and who perceive they have the required skills to exploit them. Moreover, if the economy in general has positive attitudes toward entrepreneurship, this will generate cultural support, financial resources, networking benefits and various other forms of assistance to current and potential entrepreneurs. Different demographic groups may make distinct judgments about opportunities and capabilities; these may be embedded in historical, socio-economic or cultural factors. At the same time, policy makers may seek to stimulate these attitudes.

The objective of the paper is to measure and identify determinants of entrepreneurial intention among the final year professional course students pursuing Technology oriented Engineering, Management, and Computer Application in various Universities and colleges in Coimbatore District. The empirical base is formed by survey among these students by taking a sample size of 650 students from the various technical universities and colleges in Coimbatore. The Personal factors include self-efficacy, family background, influence of role models and institution environment of research base projects and its conversion, entrepreneurial education, faculty influence etc.

**Keywords:** Entrepreneurial intention, personal factors, demographic factors, situational, education institution environment.

## 8. A STUDY ON INITIATIVES TAKEN BY TAMIL NADU GOVERNMENT WHICH OFFERS A WEALTH OF RESOURCES FOR TECH STARTUPS, FOSTERING INNOVATION AND GROWTH IN ENTREPREURSHIP DEVELOPMENT

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### **Abstract:**

Tamil Nadu has emerged as a burgeoning hub for startups, carving a unique niche in India's entrepreneurial landscape. With its rich cultural heritage, robust educational ecosystem, and progressive government policies, the state has become a hotbed for innovation. In 2025, Tamil Nadu's startup ecosystem is thriving more than ever, driven by diverse sectors like technology, healthcare, agritech, and sustainable energy. Let's explore the factors behind this growth and some of the inspiring success stories. Tamil Nadu's startups are at the forefront of innovation and societal impact in 2025. By combining the state's rich cultural and industrial heritage with cutting-edge technology, these ventures are redefining India's entrepreneurial landscape. As challenges are met with resilience and creativity, Tamil Nadu is poised to become not just a national leader, but a global powerhouse for startups. The journey ahead is bright, and the possibilities are endless. Discover how Tamil Nadu is transforming into a dynamic startup hub in 2025. From groundbreaking innovations in agritech and sustainable energy to advancements in healthcare and education, explore the inspiring success stories driving the state's entrepreneurial boom. Learn about the unique factors, including a rich talent pool, progressive policies, and sectoral diversity, that make Tamil Nadu a leader in India's startup ecosystem.

**Keywords:** Agritech, Ventures, Startups, heritage

## 9. THE FUTURE OF FINTECH AND ITS ROLE IN FINANCIAL INCLUSION

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### **Abstract:**

The financial technology (Fintech) sector has revolutionized the financial services industry by offering innovative solutions that enhance access to financial products and services. As fintech continues to evolve, it plays a crucial role in promoting financial inclusion, especially in underserved and unbanked populations. This project explores the future of fintech and its transformative impact on financial inclusion by examining key technologies such as mobile banking, digital wallets, peer-to-peer lending, block chain, and artificial intelligence. The research highlights how these technologies are breaking down barriers to financial access, reducing transaction costs, and improving transparency and security. Furthermore, it investigates the challenges of financial literacy, regulatory hurdles, and the digital divide that must be addressed for fintech to fully contribute to inclusive economic growth. The study aims to provide a comprehensive understanding of how fintech can empower individuals, foster entrepreneurship, and create a more inclusive global financial system.

**Keywords:** Fintech, Financial Inclusion, Mobile Banking, Digital Wallets



## 10. INVESTMENT DECISION-MAKING BEHAVIOR OF INVESTORS IN THE CAPITAL MARKET IN INDIA: AN EXPLORATORY STUDY

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### Abstract:

This study investigates the investment decision-making behavior of investors in the Indian capital market. A mixed-methods approach was employed, combining a survey of 500 investors with in-depth interviews of 30 investment experts. The results indicate that Indian investors' decision-making behavior is influenced by a range of factors, including risk tolerance, financial literacy, demographic characteristics, and market sentiment. The study also reveals that investors in India exhibit a strong preference for traditional investment instruments, such as fixed deposits and gold, over more modern and riskier options like stocks and mutual funds. Furthermore, the findings suggest that investors' behavioral biases, such as loss aversion and herding, play a significant role in shaping their investment decisions. The study's results have important implications for policymakers, investment advisors, and market regulators seeking to promote financial inclusion and investor education in India.

### Keywords:

investment decision-making, investor behavior, capital market, India, financial literacy, behavioral finance.

## 11. THE IMPACT OF DIGITAL TRANSFORMATION ON SMALL BUSINESSES

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### Abstract:

Digital transformation has become a key driver of business growth, particularly for small and medium enterprises (SMEs). With the rise of e-commerce, cloud computing, artificial intelligence, and fintech solutions, SMEs are leveraging technology to enhance operational efficiency, expand market reach, and improve customer engagement. This paper examines the impact of digital transformation on small businesses, highlighting both the opportunities and challenges. While digital tools offer significant benefits, including cost reduction and data driven decision-making, SMEs often face barriers such as financial constraints, cybersecurity risks, and resistance to change. Through case studies and empirical analysis, this study provides insights into how SMEs can successfully adopt digital technologies to ensure sustainable growth. The findings emphasize the need for financial support, digital literacy programs, and strategic planning to maximize the benefits of digital transformation. Keywords: Digital transformation, SMEs, e-commerce, fintech, business growth, innovation

**Keywords:** SME, e-commerce, Digital transformation, fintech

## 12. VENTURE CAPITAL FINANCING IN INDIA: AN OVERVIEW

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### **Abstract:**

In India, the venture capital industry is still at a nascent stage. With a view to promote innovation, enterprise, knowledge based ideas into commercial production and conversion of scientific technology, it is very important to promote venture capital activity in India. Venture capital companies will fill the gap between the knowledge based startup enterprises and capital requirements of technology and funding available from traditional institutional lenders such as banks. This gap exists due to new startups companies which are totally based on intangible assets such as human capital and on a technology- enabled mission, often with the hope of changing the world. In this paper an effort is being made to study the various methods of venture capital financing and to analyze the growth of total cumulative investment and the total number of intermediaries of venture capital financing in India.

**Keywords:** venture capital, problems, financial assistance, investments, intermediaries.

## 13. FRANCHISE VS INDEPENDENT BUSINESS

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### **Abstract:**

Which Is More Profitable? The decision to start a franchise or an independent business is a critical one for aspiring entrepreneurs, as it directly impacts their profitability, control, and growth potential. This study explores the key differences between franchise and independent businesses, focusing on profitability, operational control, and scalability. Franchises offer a proven business model, established brand recognition, and ongoing support, which can reduce risks for entrepreneurs but may come with higher initial fees and ongoing royalty payments. In contrast, independent businesses offer greater flexibility and autonomy, but owners often face the challenges of building brand recognition, marketing, and business systems from the ground up. By analysing financial performance, market trends, and case studies, the research examines which business model is more profitable in the long term. The findings suggest that while franchises may offer more stability and faster returns in the short term, independent businesses can potentially yield higher profits in the long run if successful. This paper aims to provide a comprehensive comparison of both models and offer insights for entrepreneurs in choosing the best path based on their goals and resources.

**Keywords:** Franchise, independent business, profitability, business model, brand recognition, control, scalability, entrepreneurial risk, case studies, financial performance.

## 14. CREATING A GREEN BUSINESS MODEL FOR URBAN AGRICULTURE

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### **Abstract:**

Urban agriculture has emerged as a promising solution to address food security, sustainability, and environmental challenges in rapidly growing cities. The creation of a green business model for urban agriculture involves integrating sustainable practices with innovative business strategies to provide fresh, local produce while minimizing environmental impact. This project explores the potential for developing a business model that utilizes urban spaces, such as rooftops, vacant lots, and indoor vertical farms, to grow food using eco-friendly methods like hydroponics, aquaponics, and organic farming. The model emphasizes reducing food miles, conserving water, and utilizing renewable energy sources, such as solar power, to drive operations. It also investigates how such businesses can integrate with local social equity. By examining market demand, scalability, and profitability, this study aims to propose a viable green business model that benefits both the environment and the economy in urban settings.

**Keywords:** Urban Agriculture, Green Business Model, Sustainability, Food Security, Environmental Impact, Hydroponics, Aquaponics, Vertical Farming, Renewable Energy, Social Equity, Local Produce, Eco-friendly Practices, Urban Farming.

## 15. THE SHARING ECONOMY AND ITS IMPACT ON TRADITIONAL INDUSTRIES

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### **Abstract:**

The sharing economy, characterized by peer-to-peer (P2P) exchanges and access-based consumption, has significantly reshaped traditional industries across the globe. This business model leverages digital platforms to facilitate the sharing of goods and services, reducing the need for ownership and encouraging collaborative consumption. The project investigates the impact of the sharing economy on industries such as transportation, hospitality, retail, and finance, analysing both the positive and negative consequences for traditional business structures. By examining the rise of platforms like Uber, Airbnb, and TaskRabbit, this study highlights how established businesses are being disrupted, leading to increased competition, innovation, and changes in consumer behaviour. Additionally, the research explores the regulatory challenges, the role of trust in P2P exchanges, and the potential for sustainability through reduced resource consumption. This study aims to provide insights into how traditional industries can adapt to or collaborate with the sharing economy to remain competitive and sustainable.

**Keywords:** Sharing Economy, Traditional Industries, Peer-to-Peer Exchange, Collaborative Consumption, Digital Platforms, Disruption, Innovation, Consumer Behaviour, Uber, Airbnb, Regulatory Challenges, Sustainability, Resource Consumption.

## 16.E-COMMERCE BUSINESS PLAN

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### **Abstract:**

This business plan outlines the establishment of an innovative e-commerce platform that seeks to cater to a specific niche market. The platform will provide a seamless online shopping experience for consumers by offering a curated selection of high-quality products, a user-friendly interface, secure payment systems, and reliable delivery services. The business will focus on leveraging data analytics and personalized marketing strategies to build a loyal customer base while addressing the growing demand for convenience and product variety in the online marketplace. Key elements of the business plan include market research, target audience identification, competitive analysis, product sourcing, marketing strategies, and financial projections. The goal is to create a sustainable e-commerce business that not only delivers value to customers but also generates consistent revenue through efficient operations and strategic growth. The plan further emphasizes scalability, with potential for expanding product lines and entering new markets as the business gains traction. Ultimately, this e-commerce platform aims to become a trusted and recognized brand within its niche, setting the foundation for long-term success in the competitive digital marketplace.

**Keywords:** E-commerce, online shopping, user experience, secure payments, data analytics, personalized marketing, market research, competitive analysis, product sourcing, scalable growth, brand development, financial projections

## 17.EXPLORING EMERGING TECHNOLOGIES LIKE AI, BLOCKCHAIN, OR IOT TO CREATE A TECH START UP IDEA

Mr.Manoj Kumar

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### **Abstract:**

This project explores the potential of emerging technologies—such as Artificial Intelligence (AI), Blockchain, and the Internet of Things (IoT)—to create an innovative tech start up. The startup will focus on leveraging these technologies to solve a specific problem or meet a market demand by developing smart, scalable solutions. AI will be used to enhance decision-making processes and improve user experiences through automation and predictive analytics. Blockchain will provide a secure, transparent, and decentralized framework for transactions or data management, ensuring trust and integrity. IoT will be integrated to create connected devices, enabling seamless communication between systems and improving operational efficiency. The business model will revolve around creating a tech solution that combines these technologies to offer innovative products or services in a specific industry, such as healthcare, finance, or logistics. The plan includes market research, competitive analysis, technology integration, and financial projections, aiming to disrupt the current market with a next-generation product. This tech startup will seek to scale quickly by capitalizing on the growth of these emerging technologies and providing practical, cutting-edge solutions to modern challenges.

**Keywords:** Artificial Intelligence (AI), Blockchain, Internet of Things (IoT), tech startup, emerging technologies, innovation, scalability, predictive analytics, decentralization, smart devices, market research, business model, disruptive technology, connected solutions.

## 18. WOMEN ENTREPRENEURSHIP AND THE CHALLENGES THEY FACE

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### **Abstract:**

Women entrepreneurship has gained significant attention as women continue to break barriers and contribute to economic growth through their businesses. However, women entrepreneurs face unique challenges that impact their ability to start, grow, and sustain their ventures. This study explores the various obstacles women encounter, such as gender discrimination, access to finance, balancing work and family responsibilities, and societal expectations. Despite these challenges, many women entrepreneurs demonstrate resilience, creativity, and innovative approaches to overcoming these hurdles. The research analyses the support systems available, including government policies, women-focused networks, and mentorship programs that aim to empower women entrepreneurs. Additionally, the study examines successful case studies of women-led businesses to highlight strategies for overcoming challenges and achieving success. This paper provides a comprehensive overview of the barriers and opportunities for women in entrepreneurship and offers recommendations to promote gender equality in the entrepreneurial ecosystem

**Keywords:** Women entrepreneurship, gender discrimination, access to finance, work-life balance, societal expectations, mentorship, empowerment, gender equality, women-focused networks, business growth.

## 19. CROWD FUNDING HAS EMERGED AS A REVOLUTIONARY FINANCING OPTION FOR STARTUP

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### **Abstract:**

Offering entrepreneurs an alternative to traditional funding methods such as bank loans and venture capital. By leveraging online platforms, startups can tap into a large pool of individual investors, often referred to as "backers," who provide financial support in exchange for rewards, equity, or debt repayment. This study explores the impact of crowdfunding on startup businesses, analysing its effectiveness, challenges, and benefits. The research delves into various crowdfunding models, including reward-based, equity-based, and debt-based crowdfunding, and examines successful case studies to highlight the potential of crowd funding to democratize access to capital. The findings suggest that crowdfunding provides startups with not only financial resources but also valuable exposure and market validation. However, it also presents challenges such as the need for effective marketing, risk of failure in funding campaigns, and regulatory concerns. This paper aims to provide a comprehensive overview of crowdfunding as a viable financing tool for startups and discusses the critical factors that contribute to a successful campaign.

**Keywords:** Crowdfunding, startups, financing options, venture capital, reward-based crowdfunding, equity-based crowdfunding, debt-based crowdfunding, market validation, financial resources, startup growth.



## 20. DISRUPTING TRADITION: THE IMPACT OF FINTECH ON TRADITIONAL FINANCIAL INSTITUTION.

Ms. Grenal .B.Com, MBA  
Assistant Professor  
(Department Of Commerce-Accounting And Finance)  
Apollo Arts And Science College,Poonamallee

### **Abstract:**

The emergence of fintech has revolutionized the financial services landscape, posing significant challenges to traditional financial institutions (TFIs). This study investigates the impact of fintech on TFIs, exploring the effects on their business models, operations, and customer relationships. A mixed-methods approach is employed, combining survey data from 200 TFIs with in-depth interviews from 30 fintech executives. The results reveal that fintech has forced TFIs to adapt and innovate, leading to increased investment in digital transformation, partnerships with fintech firms, and a shift towards customer-centric business models. However, the study also highlights the challenges TFIs face in responding to fintech disruption, including legacy system constraints, regulatory hurdles, and talent acquisition difficulties. The findings contribute to the understanding of the fintech-TFI nexus, informing strategies for TFIs to navigate the evolving financial landscape and remain competitive in the digital age.

**Keywords:** fintech, traditional financial institutions, disruption, innovation, digital transformation.

## 21. A STUDY ON GOVERNMENT OF INDIA'S START-UP INDIA INITIATIVES AND THEIR IMPACT ON ENTREPRENEURSHIP

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B.COM Accounting & Finance  
Apollo arts and Science College Poonamallee

### **Abstract:**

A start-up is a business or enterprise founded by an entrepreneur to develop, refine, and validate a scalable business model. While entrepreneurship covers all newly established firms, including self-employment and businesses with no plans for growth, start-ups specifically aim to expand beyond sole founder ownership. Start-ups face significant risk and uncertainty initially, but a small percentage achieve notable success and impact.

Prime Minister Modi envisions India as a nation of entrepreneurs rather than job seekers. The Start-up India mission is to support individuals with innovative ideas and skills, aiding them in establishing and growing their businesses. This initiative is designed to contribute to India's prosperity and global influence by fostering the creation and improvement of products and services while simultaneously generating employment opportunities.

The research identifies essential criteria for eligibility, emphasizing the importance of innovation and technology-driven solutions. The paper concludes with recommendations for improving the accessibility and effectiveness of the Start-up India initiatives, suggesting that addressing these challenges is crucial for sustaining growth and maximizing the impact of start-ups on India's economy.

**Keywords:** Start-up India, Entrepreneurship, Innovation, Government initiatives, Economic growth, Employment generation, Financial support, Seed Fund Scheme, Fund of Funds for Start-ups,

## 22. THE IMPACT OF MATHEMATICS ON ENTREPRENEURSHIP DEVELOPMENT

Ms.DIVANYA

Assistant Professor

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### **Abstract:**

Mathematics plays a profound role in entrepreneurship, shaping decision-making, innovation, and growth strategies. Entrepreneurs rely on mathematical models, analytics, and statistics to interpret data, forecast trends, and make informed decisions. Techniques like regression analysis or probability theory help assess risks and predict outcomes. Mathematics is critical for budgeting, cost analysis, pricing strategies, and profit calculation. Concepts such as break-even analysis and compound interest enable entrepreneurs to manage finances effectively. Operations research and mathematical optimization techniques are used to streamline business processes, minimize costs, and maximize productivity. For instance, supply chain management and inventory optimization rely on these principles. Entrepreneurs in technology-driven fields leverage mathematics to create algorithms, machine learning models, cryptographic solutions, and more. These innovations often form the core of tech startups. Mathematics helps in assessing uncertainties and risks in entrepreneurial ventures. Tools like risk matrices and financial simulations guide entrepreneurs in navigating volatile markets. Using statistical analysis and data science, entrepreneurs can understand customer behavior, segment their audience, and offer personalized products or services. Mathematics itself becomes the foundation of new ventures. Startups in fields like edtech, fintech, and artificial intelligence are often built on mathematical frameworks. Thus the Research shows the impact of mathematics on entrepreneurship is truly transformative, empowering entrepreneurs to make strategic decisions, innovate, and scale their businesses.

**Keywords:** Mathematics, Edtech, Fintech, AI

## 23. ROLE OF VENTURE CAPITALIST IN ENTREPRENEURSHIP

TAMILVANI

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Apollo arts and Science College Poonamallee

### **Abstract:**

Venture capital plays a vital role in driving innovation and fostering economic growth by providing funding and support to early-stage and high-growth startups. The research will explore the significance of venture capital in the startup ecosystem and its impact on innovation and economic development. Startups are known for their disruptive ideas and their potential to revolutionize industries. However, to bring these ideas to life and scale their operations, startups require significant financial resources. This is where venture capital steps in as a catalyst for innovation and economic growth. Venture capital funding allows startups to turn their innovative ideas into reality. With access to capital, startups can invest in research and development, hire skilled talent, and build the infrastructure necessary to bring their products or services to market. This funding enables startups to take risks and explore uncharted territories that traditional funding sources may shy away from. Venture capital firms not only provide financial support but also offer strategic guidance and mentorship to startups. They leverage their expertise, networks, and industry knowledge to help startups navigate challenges, make informed decisions, and seize opportunities. This long-term support is invaluable for startups as they grow and face various hurdles along the way. Startups that receive venture capital funding have the potential to create jobs and drive economic growth.

As these startups grow, they hire employees, contribute to local economies, and stimulate innovation within their industries. Venture capital-backed companies often become significant players in their respective markets, attracting further investments and fostering a culture of entrepreneurship. The Research shows the Venture capitalists are indispensable to the entrepreneurial ecosystem, as they empower founders to turn their vision into reality while contributing to economic growth and innovation.

**Keywords:** Startups, Venture Capital, Innovation, Economic growth

## **24. INNOVATION MEETS OPPORTUNITY: THE NEXT CHAPTER OF ENTREPRENEURSHIP**

P.ANOLIN JEBARANI (III B.COM ACCOUNTING AND FINANCE)

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**Abstract:**

Innovation is transforming the entrepreneurial landscape, paving the way for new opportunities and business advancements. With emerging technologies, digital disruption, and shifting consumer demands reshaping industries, entrepreneurs must embrace innovative approaches to stay ahead. This paper examines the convergence of innovation, digital transformation, artificial intelligence, sustainability, market adaptability, and business growth, emphasizing the key trends shaping modern entrepreneurship. By adopting technology-driven solutions, creative strategies, and agile business models, entrepreneurs can capitalize on new market possibilities and build sustainable, future-ready enterprises. This study provides insights into navigating the evolving business environment and thriving in the next phase of entrepreneurship.

**Keywords:** Innovation, Entrepreneurship, Emerging Trends, Digital Transformation, Artificial Intelligence, Business Growth, Market Adaptability, Sustainable Business, Agile Strategies.

## **25. “FROM TRADITION TO INNOVATION: THE NEW AGE OF ENTREPRENEURSHIP”**

NIVETHA. S (III B.COM AF)

Apollo Arts and Science College, Poonamallee

**Abstract:**

The world of entrepreneurship is undergoing a seismic shift, driven by advances in technology, changing consumer behaviors, and shifting economic landscapes. This transformation is giving rise to a new age of entrepreneurship, characterized by innovation, sustainability, diversity, and agility. This paper explores the key characteristics, trends, and opportunities that define this new era of entrepreneurship, as well as the challenges and barriers that entrepreneurs must overcome. By examining the intersection of tradition and innovation, this research aims to provide insights into the future of entrepreneurship and the role that entrepreneurs will play in shaping the global economy.

**keywords:**

entrepreneurship, innovation, sustainability, diversity, agility, tradition, future of work.

## 26.THE IMPACT OF TECHNOLOGY ON STARTUP

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### **Abstract:**

A technology startup significantly impacts the market by driving innovation through new products and services, disrupting traditional industries, creating new business models, and fostering rapid growth by leveraging cutting-edge technology to gain a competitive edge, often leading to improved customer experiences and economic development within the region where they operate; however, they also face challenges like rapid technological changes and potential ethical concerns regarding data privacy. Technology has significantly transformed the startup ecosystem, making it easier for entrepreneurs to launch and scale their businesses. With the rise of cloud computing, automation, and AI-driven solutions, startups can operate with lower costs and increased efficiency. Digital marketing and e-commerce platforms enable businesses to reach global audiences, while data analytics helps them make informed decisions. Additionally, remote work technology allows startups to hire talent worldwide, fostering innovation and diversity. However, with these advancements come challenges such as cybersecurity threats and intense competition. Overall, technology continues to drive startup growth, offering endless opportunities for innovation and disruption.

**Keywords :** New business model,innovation,startup growth,cloud computing.

## 27.SOCIAL ENTREPRENEURSHIP

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### **Abstract:**

Social entrepreneurship is a phenomenon that has resisted attempts to establish a clear definition. A focus on organizational structures and/or what constitutes a worthy social cause has created a diverse set of terminology. Observing the positive social impact of entrepreneurs catering to basic needs, this paper recognizes their unique role in efficiently contributing to the achievement of sustainable development goals. From this perspective, the term “social” can be much better defined. The frameworks proposed in this paper should guide much-needed further research and facilitate decision making about more focused support from a financial as well as a learning perspective.

**Keywords:** Social entrepreneurship, sustainable development, value creation

## 28. INNOVATION AND TECHNOLOGICAL ENTREPRENEURSHIP

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### Abstract:

Innovation and technological entrepreneurship play a vital role in driving economic growth and societal progress. Innovation involves creating new ideas, products, processes, or services that improve efficiency, solve problems, or meet emerging market demands. Technological entrepreneurship refers to the process of identifying technological advancements and transforming them into viable business opportunities. This requires combining technical knowledge with entrepreneurial skills to develop scalable solutions. Successful technological entrepreneurship often relies on collaboration, investment in research and development, and adapting to market trends. By fostering an innovation ecosystem, businesses and startups can accelerate the commercialization of novel ideas, driving industry advancements and improving global competitiveness. **keywords:** creativity, risk management, innovation ecosystem, commercialization, technology-driven solutions, market adaptability, collaboration, research and development (r&d), competitive advantage, technical expertise, economic growth, technological entrepreneurship, business acumen, scalability.

**Keywords:** Technological entrepreneurship, technology driven solutions, value creation

## 29. STANDARDIZATION VS CUSTOMIZATION IN MACHINE MANUFACTURING

Abinaya.R, Bavadharani.S, Charushree.V, Mahalakshmi.V, Priyadharshini.K

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### Abstract :

To remain effective and competitive in the ever-evolving field of machine manufacturing, businesses must strike a balance between standardization and customization. Standardization involves the use of uniform components, production processes, and design principles, leading to cost reduction, streamlined manufacturing, improved quality control, and ease of maintenance. On the other hand, customization enables manufacturers to tailor machines to specific customer needs, enhancing flexibility, innovation, and market differentiation. However, customization frequently comes with obstacles like longer lead times, higher costs, and increased production complexity. Both approaches' effects on manufacturing efficiency, product quality, cost-effectiveness, and customer satisfaction are examined in this study, as are their strengths and weaknesses. It also talks about new ways to effectively combine standardization and customization, like modular design, mass customization, and digital manufacturing technologies. Through industry case studies and market analysis, this research provides insights into how manufacturers can optimize their production processes by leveraging the strengths of both approaches. The findings aim to guide manufacturing firms in making informed decisions that balance efficiency, innovation, and customer-centric solutions in an increasingly competitive market.

**Keywords:** Manufacturing, Standardization, Innovation



### 30. DIGITAL MARKETING

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#### ABSTRACT

In today's competitive business landscape, digital marketing plays a crucial role in strengthening brand loyalty, increasing online visibility, and driving customer engagement. This project examines the impact of digital marketing strategies on brand loyalty, search engine rankings, and customer engagement. It focuses on the role of social media marketing, video marketing, AI-powered chatbots, marketing automation tools, and the effectiveness of image-based and social media advertising. Data collected through surveys reveal that businesses using personalized content and SEO achieve higher online visibility. Video marketing enhances customer retention, while AI-driven chatbots improve customer service by providing instant responses. Image-based and social media advertisements are found to be highly effective in increasing brand awareness and audience interaction. Marketing automation tools further streamline campaigns, enhancing efficiency and customer targeting. The findings highlight the importance of integrating these digital marketing strategies to create a strong online presence, build lasting customer relationships, and drive business growth in an increasingly digital-driven market.

**Keywords:** Digital Marketing , Brand Loyalty, Customer engagement

### 31. CUSTOMER RELATIONSHIP MANAGEMENT

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Customer Relationship Management (CRM) is a strategic approach that focuses on building and maintaining long-term relationships with customers through technology, data analysis, and personalized interactions. It integrates various business functions, including sales, marketing, and customer service, to improve efficiency and customer satisfaction. By collecting and analysing customer data, CRM systems help businesses understand customer behaviour, preferences, and needs, enabling them to tailor their offerings and communication. This leads to improved customer retention, increased sales, and enhanced brand loyalty. CRM solutions also automate processes, streamline workflow, and facilitate real-time communication, ensuring a seamless customer experience. Additionally, advanced CRM tools use artificial intelligence and predictive analytics to identify trends, optimize strategies, and provide proactive customer support. Businesses that implement CRM effectively gain a competitive advantage by strengthening customer engagement and fostering long-term loyalty. However, challenges such as data security, integration issues, and user adoption need to be addressed for successful implementation. Organizations must invest in proper training, infrastructure, and change management strategies to maximize the benefits of CRM. The evolving digital landscape has made CRM an essential tool for businesses of all sizes, helping them adapt to changing customer expectations. Cloud-based CRM solutions have further enhanced accessibility, scalability, and flexibility, making it easier for companies to manage customer relationships. As customer expectations continue to rise, businesses must continuously evolve their CRM strategies to remain competitive and drive sustainable growth.

**Keywords:** CRM, Data Analysis, Data, Cloud based CRM

### 32. HR RECRUITMENT AND SELECTION

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**Abstract:**

Effective recruitment and selection are vital for organizational success. This paper examines the strategic importance of HR recruitment and selection, highlighting best practices, challenges, and emerging trends. A comprehensive literature review reveals that a well-planned recruitment and selection process can lead to improved organizational performance, increased employee engagement, and reduced turnover. However, challenges such as bias, diversity, and technological advancements must be addressed. This paper provides insights for HR practitioners, managers, and scholars, emphasizing the need for a strategic and evidence-based approach to recruitment and selection. The study highlights the importance of diversity, equity, and inclusion in recruitment and selection, as well as the role of technology in enhancing the process.

**Keywords:** Recruitment, Selection, Diversity, Equity

### 33. LEADERSHIP DEVELOPMENT PROGRAM

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**Abstract:**

Leadership development is necessary for effective leaders who are capable of navigating complex organizational challenges and driving success. Key leadership theories, essential skills, and best practices for developing strong leaders are examined in this research. It looks at how leadership development is affected by emotional intelligence, communication, decision-making, and adaptability. Mentorship, training programs, and experiential learning are among the leadership development strategies highlighted in the research. The study also looks at current issues like leading in diverse and remote work settings. Leadership development is a strategic process aimed at enhancing the skills, competencies, and mindset of individuals to effectively lead organizations, teams, and initiatives. Organizations and individuals can cultivate impactful leaders for sustainable growth and innovation by understanding and implementing leadership development strategies. This process involves self-evaluation, mentoring, experiential learning, training, and the development of essential leadership skills like communication, decision-making, emotional intelligence, and adaptability. Effective leadership development programs align with organizational goals and foster a culture of continuous learning, innovation, and collaboration. They give leaders the skills they need to deal with complicated problems in fast-paced environments by combining coaching, workshops, real-world projects, and digital learning platforms. By investing in leadership development, businesses can ensure long-term viability, improve performance, and increase employee engagement. Future trends in leadership development emphasize agility, inclusivity, and the integration of technology, such as artificial intelligence and virtual reality, to create personalized and immersive learning experience

**Keywords:** Leadership, Emotional intelligence, Virtual reality

### 34. A STUDY ON INTERNATIONAL ENTREPRENEURSHIP

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#### **Abstract:**

International entrepreneurship refers to the process of creating and managing a business that operates across national borders. It involves exporting goods and services, investing in foreign markets, and establishing partnerships with international companies. Entrepreneurs can pursue international business individually or through organizations such as multinational corporations (MNCs), small and medium-sized enterprises (SMEs), and non-profit organizations. Startups can be global from the outset, and freelancers can offer services to clients worldwide, making international entrepreneurship accessible to individuals and businesses of all sizes. There are several advantages to international entrepreneurship, including increased market share, diversification, higher revenue potential, access to new funding sources, and improved supply chain management. However, it also comes with challenges such as language barriers, regulatory complexities, and cross-border risk factors. With careful planning, research, and effective risk management, businesses can successfully navigate these challenges and thrive in the global market.

**Keywords:** Global Business, Exporting, Market Expansion, Cross-Border Trade, Risk Management

### 35. A STUDY ON ENTREPRENEURSHIP GROWTH AND COMPETITIVENESS

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#### **ABSTRACT**

Entrepreneurial growth refers to the expansion of a business founded and managed by an entrepreneur, characterized by increased revenue, profit, and market share over time. This growth can be achieved through various strategic approaches, including product line expansion, market entry, business acquisitions, and investments in research and development (R&D). The rising popularity of entrepreneurship as a career path reflects a shift toward self-employment, innovation, and economic contribution. A strong entrepreneurial outlook is essential for business success, as it fosters a mindset of risk-taking, creativity, and opportunity identification. The business environment plays a crucial role in entrepreneurial success—a positive outlook is driven by economic growth, supportive government policies, and favorable regulations, while a negative outlook arises from economic downturns, restrictive policies, and political instability. Sustainable entrepreneurship is becoming a key focus area, as businesses are expected to integrate eco-friendly practices to reduce their environmental impact. This includes waste reduction, water conservation, carbon footprint minimization, and sustainable goal-setting. Entrepreneurs must also engage stakeholders and incorporate responsible business practices to ensure long-term success, competitiveness, and sustainability in a rapidly evolving market.

**Keywords:** Entrepreneurial Growth, Business Expansion Strategies, Sustainable Entrepreneurship, Market Opportunities and Challenges, Innovation and Environmental Responsibility

### 36. A STUDY ON INNOVATION AND TECHNOLOGICAL ENTREPRENEURSHIP

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#### **Abstract:**

This study explores the recent success of technological entrepreneurs and their role in driving innovation. Technological entrepreneurs are individuals who develop and commercialize advanced technological products, services, or processes by combining technical expertise with business acumen. Their innovations have transformed industries, reshaped business models, and contributed to economic growth. The rise of digital entrepreneurship has significantly impacted global economies by fostering job creation and self-employment. Key areas of technological innovation include Artificial Intelligence (AI), Machine Learning (ML), the Internet of Things (IoT), and Extended Reality (XR), which encompasses Virtual Reality (VR), Augmented Reality (AR), and Mixed Reality (MR). These advancements have provided new opportunities for entrepreneurs to develop cutting-edge solutions that enhance productivity and market efficiency. For successful technology-driven entrepreneurship, it is essential to identify real-world problems, conduct thorough market research, and develop innovative solutions that differentiate a business. Leveraging advanced technology tools, assembling a skilled team, securing funding, and continuously adapting to emerging trends are critical factors for sustaining and scaling a technology-based venture. This study highlights how innovation and entrepreneurship together drive economic progress and create new business opportunities in the digital era.

**Keywords:** self-employment, Artificial Intelligence, cutting-edge solutions, Augmented Reality, digital era

### 37. A STUDY ON NEW BUSINESS AND SUSTAINABILITY

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#### **Abstract:**

The successful establishment of a new business requires a combination of strategic planning, innovation, and adaptability to evolving market conditions. Entrepreneurs must carefully assess factors such as market demand, competition, financial resources, and technological advancements to build a strong foundation for long-term success. This study explores these critical elements that influence the growth and sustainability of new ventures, providing insights into the challenges and opportunities faced by emerging businesses. In today's dynamic business environment, sustainability has become an essential component of business strategy. Sustainable business practices involve environmental responsibility, resource efficiency, waste reduction, and long-term economic viability. Entrepreneurs are increasingly integrating eco-friendly solutions, ethical business models, and corporate social responsibility (CSR) into their operations to ensure not only profitability but also a positive impact on society and the environment. This study highlights the intersection of entrepreneurship and sustainability, emphasizing how businesses can balance profitability with social and environmental consciousness. By adopting sustainable strategies, businesses can enhance brand value, attract socially responsible investors, and comply with global environmental regulations, ultimately contributing to a more resilient and sustainable economy.

**Keywords:** New Business Development, Sustainability in Business, Entrepreneurship and Innovation, Eco-Friendly Business Strategies, Corporate Social Responsibility (CSR)

### 38. A STUDY ON ENTREPRENEURSHIP AND INSTITUTIONS

S. RAJESH

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**Abstract:**

Entrepreneurship plays a crucial role in economic development, job creation, and innovation. However, the success and growth of entrepreneurial ventures are significantly influenced by institutions, including government policies, financial systems, educational frameworks, and legal regulations. This study examines the relationship between entrepreneurship and institutional support, highlighting how a strong institutional environment fosters business development and sustainability. Institutions provide the necessary resources, infrastructure, and regulatory frameworks that shape entrepreneurial activities. Supportive policies, access to funding, business incubators, and skill development programs enhance the ability of entrepreneurs to launch, manage, and scale their businesses. Conversely, weak institutional structures, bureaucratic barriers, and policy uncertainties can hinder entrepreneurial progress. This study explores how institutions can create an entrepreneurial ecosystem that encourages innovation, investment, and long-term business success. By analyzing the role of institutions in shaping entrepreneurship, this research provides insights into how policymakers, educational institutions, and financial organizations can better support entrepreneurs in a competitive global economy.

**Keywords:** Institutions, Policy Support, Regulatory Framework, Business Development, Entrepreneurial Ecosystem, Institutional Influence

### 39. A STUDY ON ENTREPRENEURSHIP AND GOVERNMENTAL SUPPORT

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**Abstract:**

Entrepreneurship plays a crucial role in driving economic growth, generating employment, and fostering innovation. However, the ability of entrepreneurs to successfully establish and expand their ventures is often influenced by the extent of governmental support. Governments around the world implement various policies, financial assistance programs, infrastructure development initiatives, and regulatory frameworks to encourage and sustain entrepreneurial activities. This study explores how governmental support mechanisms, such as subsidies, tax incentives, business incubators, grants, low-interest loans, and training programs, contribute to the growth of startups and small businesses. Additionally, government-backed research and development (R&D) initiatives and public-private partnerships further enhance the entrepreneurial ecosystem by fostering innovation and investment. Despite these benefits, entrepreneurs often face bureaucratic challenges, complex regulatory requirements, policy uncertainty, and administrative hurdles, which can slow down business expansion and discourage new ventures. This study examines both the positive impacts and challenges of governmental support, offering insights into how policies can be optimized to create a more dynamic and sustainable business environment. By analyzing government initiatives and their effectiveness, this article highlights the crucial role of public policy in shaping entrepreneurship and provides recommendations for creating a stronger, more supportive entrepreneurial ecosystem.

**Keywords:** Government Support, Policy Incentives, Financial Assistance, Regulatory Frameworks, Public Policy, Economic Sustainability

#### 40. A STUDY ON FUNDAMENTALS OF NEW BUSINESS DEVELOPMENT

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**Abstract:**

Starting a new business requires careful planning, creativity, and a deep understanding of the market and industry trends. Entrepreneurs must identify profitable opportunities, analyze customer needs, and develop strong business models to establish a competitive presence. Key factors such as funding, competition, and effective marketing strategies play a vital role in determining business success. Additionally, addressing challenges like financial risks, regulatory hurdles, and changing market conditions is essential for sustainable growth. This study explores the fundamental principles of entrepreneurship, focusing on the critical elements that contribute to a thriving startup ecosystem. It highlights the importance of innovation, customer engagement, and strategic decision-making in building a strong and competitive business. By analyzing successful startups and their growth strategies, this research provides valuable insights for entrepreneurs, investors, and policymakers to foster economic development and long-term business sustainability.

**Keywords:** New Business Development, Entrepreneurship and Innovation, Market Research and Business Strategy, Startup Growth and Challenges, Sustainability in Business

#### 41. THE IMPACT OF TECHNOLOGY ON STARTUPS

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**Abstract:**

Technology has significantly transformed the startup ecosystem, shaping how businesses are created, operate, and scale. Technology has reduced the costs associated with starting a business. For instance, cloud computing eliminates the need for expensive on-premise servers, while software-as-a-service (SaaS) tools provide affordable solutions for everything from project management to marketing. Startups are leveraging technologies like artificial intelligence, blockchain, Internet of Things (IoT), and augmented reality to create cutting-edge products and services. These advancements allow startups to disrupt traditional industries and solve problems in innovative ways. Technology enables startups to connect with customers, partners, and investors worldwide. Social media, e-commerce platforms, and digital marketing make it easier to access global markets, regardless of geographic location. Access to big data and advanced analytics tools empowers startups to make informed decisions. Startups can analyze customer behavior, market trends, and operational efficiency to optimize their strategies. In essence, technology has democratized entrepreneurship, providing startups with the tools and platforms to innovate, grow, and thrive in a competitive landscape.

**Keywords :** SaaS , IoT, Social media



## 42. BLOCKCHAIN TECHNOLOGY AND IT'S APPLICATION IN ENTREPRENEURSHIP

Bala Parasad J

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### **Abstract:**

Blockchain technology has revolutionized entrepreneurship by introducing decentralized and secure systems that enhance various business processes. One significant application is in crowdfunding, where blockchain enables token-based fundraising, allowing startups to raise capital efficiently while maintaining transparency. Additionally, smart contracts automate agreements, reducing the need for intermediaries and minimizing transaction costs. Data security is another critical area where blockchain excels; its immutable ledger ensures that sensitive information remains tamper-proof, addressing privacy concerns effectively. Furthermore, blockchain facilitates the development of decentralized applications (dApps), providing entrepreneurs with platforms to create innovative solutions without relying on centralized entities. These applications collectively empower entrepreneurs to operate more securely, transparently, and efficiently in the digital economy.

**Keywords:** Blockchain technology, dApps

## 43. THE ROLE OF INNOVATION IN ENTREPRENEURIAL SUCCESS

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### **Abstract:**

Entrepreneurship is a key driver of economic growth, fostering innovation and job creation. This study explores the role of innovation in entrepreneurial success, analyzing how new business models, technological advancements, and creative problem-solving contribute to sustainable enterprises. The paper highlights case studies of successful startups and examines the challenges entrepreneurs face in adopting innovative strategies. By understanding the impact of innovation, aspiring entrepreneurs can enhance their chances of long-term success. Innovation is a cornerstone of entrepreneurial success, enabling businesses to stand out, solve problems, and adapt to evolving markets. Entrepreneurs who embrace innovation are better equipped to adapt to changes in consumer preferences, technology, and industry trends. Agility ensures that businesses stay relevant and competitive over time.

**Keywords:** Entrepreneurship, Innovation, Business Growth, Startups, Economic Development

#### 44.A STUDY ON GREEN ENTREPRENEURSHIP

Virthika

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##### **Abstract:**

This study explains green entrepreneurship, eco-entrepreneurship or sustainable entrepreneurship, is about starting businesses that take care of the environment while also making a profit. It combines eco-friendly ideas with business strategies to reduce harm to nature while earning money. In simple terms, it's about creating businesses that focus on reducing pollution, saving energy, and using renewable resources while also benefiting society and the economy. People in this field come up with smart solutions to environmental problems, like making products that cut down waste or use less electricity. This trend is growing because more people want eco-friendly products, governments are making rules to protect the environment, and awareness about sustainability is increasing. As the world moves toward a greener future, these entrepreneurs play a key role in building a cleaner, more sustainable economy that balances environmental care, economic growth, and social well-being. As consumers increasingly demand sustainable products and services, green entrepreneurship is becoming an essential component of a low-carbon economy. By supporting green entrepreneurship, governments, and societies can foster a more sustainable future, address pressing environmental challenges while promoting economic prosperity and social well-being. Green entrepreneurship transcends the purely technical aspects of conducting business and stems from a degree of technical innovation such as pollution reduction, clean production methods, and resource efficiency. It can promote a way of thinking that is lifecycle-based and encourage ecological innovation at the societal level.

**Keywords:** eco-entrepreneurship, sustainable development, eco-friendly, environmental care, economic growth.

#### 45. TECHNICAL ADVANCEMENT IN ENTREPRENEURSHIP

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##### **Abstract:**

Technological advancements have significantly transformed entrepreneurship, enabling businesses to operate more efficiently and innovate rapidly. Cloud computing and artificial intelligence (AI) have empowered entrepreneurs to start and scale businesses more easily than ever before. The rise of remote work and virtual teams, facilitated by digital communication tools, allows entrepreneurs to access a global talent pool, reduce overhead costs, and increase flexibility. Moreover, digital platforms and e-commerce solutions have opened new markets, allowing startups to reach customers worldwide with minimal investment. These technological innovations have lowered traditional barriers to entry, fostering a more dynamic and competitive entrepreneurial landscape.

**Keywords :** Startup ecosystem, innovation, technological.

#### 46. THE RELATIONSHIP BETWEEN AN ENTREPRENEURIAL MINDSET AND OPPORTUNITY RECOGNITION

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##### **Abstract:**

An entrepreneurial mindset is integral to effective opportunity recognition. This mindset encompasses traits such as curiosity, proactivity, and resilience, which enable individuals to identify and seize new business prospects. Entrepreneurs with this outlook actively seek innovative solutions and remain attentive to emerging market needs, allowing them to spot opportunities that others might overlook. Their willingness to embrace change and learn from failures further enhances their ability to adapt and capitalize on evolving circumstances. By fostering an entrepreneurial mindset, individuals enhance their capacity for opportunity recognition, leading to the creation and growth of successful ventures.

**Keywords :** problem-solving, risk-taking, creativity, willingness.

#### 47. THE ROLE OF CREATIVITY AND INNOVATION IN DEVELOPING AN ENTREPRENEURIAL MINDSET

S. POOJA

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##### **Abstract:**

Creativity and innovation are fundamental to cultivating an entrepreneurial mindset. Creativity enables entrepreneurs to generate novel ideas and envision unique solutions to problems, fostering a mindset open to growth and adaptability. Innovation involves implementing these creative ideas into practical applications, leading to the development of new products, services, or processes that can differentiate a business in the marketplace. This combination of creativity and innovation encourages entrepreneurs to challenge the status quo, identify opportunities where others see obstacles, and continuously seek improvement. By embracing these qualities, individuals are better equipped to navigate the uncertainties of entrepreneurship, drive business growth, and contribute positively to society.

**Keywords:** entrepreneurial mindset, creativity, innovation, adaptability, growth mindset

#### 48. THE PSYCHOLOGICAL FACTORS THAT INFLUENCE ENTREPRENEURIAL DECISION-MAKING AND RISK-TAKING BEHAVIOR

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##### **Abstract:**

Entrepreneurial decision-making and risk-taking are profoundly influenced by various psychological factors. A strong need for achievement drives entrepreneurs to set and pursue challenging goals, often leading them to undertake calculated risks. Risk tolerance enables them to navigate uncertainties inherent in new ventures, while a high degree of self-efficacy—the belief in one's capabilities—bolsters confidence in making pivotal decisions. Additionally, an internal locus of control, where individuals perceive outcomes as a result of their actions, fosters proactive behavior in opportunity recognition and problem-solving. These psychological traits collectively shape an entrepreneur's approach to decision-making and their propensity to engage in risk-taking behaviors.

**Keywords :** entrepreneurial decision-making, risk-taking.

#### 49. THE IMPACT OF ARTIFICIAL INTELLIGENCE ON ENTREPRENEURIAL VENTURE

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**Abstract:**

Artificial Intelligence (AI) is profoundly transforming entrepreneurial ventures by offering advanced tools that enhance innovation and efficiency. Entrepreneurs are leveraging AI technologies—such as machine learning, natural language processing, and data analytics—to gain deeper insights into market trends and consumer behaviors, facilitating more informed decision-making. This integration of AI enables the development of innovative products and services, streamlines operations, and optimizes resource management. For instance, European startups are increasingly embedding AI into their business models to revolutionize traditional industries and drive innovation. However, the adoption of AI also presents challenges, including the need for new skills and potential ethical considerations. Entrepreneurs must navigate these complexities to harness AI's full potential effectively.

**Keywords :** AI adoption, innovation, efficiency, automation, cost reduction, data privacy

#### 50. THE EVOLUTION OF THE ENTREPRENEURIAL MINDSET

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**Abstract:**

The entrepreneurial mindset has evolved significantly over time, shaped by economic, technological, and societal changes. Initially driven by necessity and survival in early trade and agriculture, entrepreneurship later transformed during the Industrial Revolution, fostering risk-taking and innovation. The 20th century saw the rise of corporate entrepreneurship, emphasizing strategic thinking and leadership. In the digital age, the entrepreneurial mindset is increasingly characterized by adaptability, creativity, and resilience, influenced by rapid technological advancements and globalization. Today, entrepreneurs embrace a growth mindset, leveraging digital tools and networking to navigate dynamic markets. This paper explores the historical progression of entrepreneurial thinking, highlighting key shifts and contemporary trends shaping future entrepreneurs.

**Keywords:** Entrepreneurial mindset, innovation, adaptability, risk-taking

## 51. ENTREPRENEURSHIP: THE FOUNDATION OF INNOVATION

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### **Abstract:**

Entrepreneurship and business are closely connected, but they represent different aspects of the economic landscape. Entrepreneurship offers numerous advantages, both personal and professional. Entrepreneurship serves as the foundation of innovation by fostering a culture of creativity, risk-taking, and problem-solving. Entrepreneurs identify unmet needs and gaps in the market, introducing groundbreaking products, services, or business models. They challenge the status quo and drive progress by thinking outside the box. Many innovative technologies and advancements, such as artificial intelligence, renewable energy solutions, and biotech breakthroughs, stem from entrepreneurial ventures. Startups often act as incubators for pioneering ideas that disrupt entire industries. Entrepreneurship drives job creation, fosters competition, and stimulates economic development. By introducing innovative solutions, entrepreneurs often improve productivity and efficiency across sectors. Social entrepreneurship focuses on creating innovations that address societal challenges, such as education, healthcare, and environmental sustainability, thereby improving quality of life. Entrepreneurs are inherently agile and responsive to changing market demands. This adaptability not only fuels innovation but also ensures that businesses stay relevant in dynamic environments. Entrepreneurs often bring together diverse teams with unique skills and perspectives. This collaborative spirit fosters creativity and leads to more effective, innovative solutions.

**Keywords:** Creativity, risk-taking, and problem-solving

## 52. THE IMPACT OF DIGITAL MARKETING ON CONSUMER BEHAVIOUR

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### **Abstract:**

Digital marketing has become the most common method employed by marketers to communicate products or services to consumers since the evolution of digital technology. This necessitated the need to understand the impact of digital marketing on consumers in order to maximize value creation. This paper was aimed to explore qualitatively the impact of Digital marketing on consumers buying behaviour. The findings of the study revealed that consumers found digital marketing useful for their intentions, namely to get better deals on the products and services they had intended to acquire. The study identified possible issues which could hamper the adoption of this form of marketing such as privacy issues. Consumers find advertisements that are visually appealing favourable, and they tend to react to advertisements like that.

**Keywords:** Digital marketing, Marketing, Digitalization and Consumer buying behaviour.

### 53. THE PHILOSOPHY OF AN ENTREPRENEURSHIP

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#### Abstract:

The philosophy of entrepreneurship revolves around the mindset, values, and principles that guide entrepreneurs as they navigate the world of business creation and innovation. It is rooted in creativity, risk-taking, and problem-solving. Here are some key aspects:

1. Vision and Purpose: Entrepreneurs often start with a clear vision or mission that drives them to create solutions that address market needs or social issues.
2. Innovation and Creativity: The entrepreneurial mindset thrives on innovation, whether through new products, services, or business models.
3. Value Creation: Entrepreneurship focuses on creating value for customers, society, and stakeholders, often leading to economic growth and social impact.
4. Adaptability and Continuous Learning: Successful entrepreneurs are adaptable and open to learning from experiences, feedback, and market trends.
5. Ethical and Social Responsibility: Many entrepreneurs prioritize ethical practices and sustainability, aiming to positively impact society and the environment.
6. Independence and Self-Reliance: Entrepreneurs often value autonomy and the freedom to make decisions that align with their vision.
7. Networking and Collaboration: Building relationships and partnerships is essential for gaining resources, knowledge, and support.

**Keywords:** Value Creation, Networking and Collaboration, Risk-Taking and Resilience

### 54. THE FUTURE OF ENTREPRENEURSHIP

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#### Abstract:

The future of entrepreneurship is evolving rapidly, driven by technological advancements, societal changes, and global trends. AI and Automation: Entrepreneurs will leverage artificial intelligence, machine learning, and automation to create smarter products and streamline business operations. Blockchain and Decentralization: The rise of decentralized finance (DeFi) and Web3 technologies will enable new business models and financial systems. Green Tech and Sustainability: Innovations in renewable energy, eco-friendly products, and circular economies will be key drivers of sustainable entrepreneurship. Global Talent Pools: Remote work will allow startups to hire talent from anywhere, reducing costs and increasing diversity. Virtual Collaboration Tools: Platforms like Zoom, Slack, and Trello will evolve to support seamless global collaboration. Freelance and Gig Economy: A rise in independent contractors and gig workers will give entrepreneurs access to flexible talent. Data-Driven Decision Making: Advanced analytics and customer insights will help businesses create highly personalized products and services. Subscription-Based Models: Recurring revenue models will dominate in industries like software, media, and e-commerce. Experience Economy: Consumers will seek unique, meaningful experiences rather than just products. The future of entrepreneurship will be defined by creativity, adaptability, and social responsibility. Those who embrace technology, prioritize sustainability, and understand global markets will thrive in this dynamic environment.

**Keywords:** Freelance, Gig Economy, DeFi



## 55.IMPORTANT PSYCHOLOGICAL TRAIT OF ENTREPRENEUR

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### **Abstract:**

Successful entrepreneurs possess a distinct combination of psychological traits that empower them to thrive in uncertain environments, make informed risk-taking decisions, and foster innovation. These traits encompass risk tolerance, resilience, self-efficacy, proactivity, adaptability, passion, open-mindedness, and self-motivation. Entrepreneurs who embody these characteristics are uniquely equipped to navigate ambiguity, rebound from setbacks, and maintain unwavering confidence in their abilities. By taking initiative, anticipating challenges, and capitalizing on opportunities, they propel their businesses forward with unrelenting passion and perseverance. Furthermore, their flexibility, receptiveness to novel ideas, and intrinsic motivation enable them to set ambitious goals and drive themselves towards achieving success. The presence of these psychological traits is instrumental in determining entrepreneurial success, as they facilitate effective navigation of the complexities and uncertainties inherent in building and growing a business. Entrepreneurs possess a unique psychological profile that enables them to succeed in their ventures. Key traits include risk tolerance, resilience, self-efficacy, proactivity, adaptability, passion, open-mindedness, and self-motivation. These characteristics facilitate innovative thinking, strategic decision-making, and effective problem-solving, allowing entrepreneurs to navigate uncertainty, overcome obstacles, and drive business growth. By understanding these psychological traits, we can gain insights into the entrepreneurial mind set and identify potential areas for development and support.

**Keywords:**Risk Tolerance, Proactivity, Self-Motivation, Adaptability

## 56. THE PARADOX OF SUCCESS AND FAILURE IN ENTREPRENEURSHIP

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### **Abstract:**

The paradox of success and failure in entrepreneurship highlights the complex and intertwined nature of these two outcomes, which often coexist on the path of building and scaling a business. Many successful entrepreneurs experience failure before achieving their goals. Each failure provides valuable lessons, shaping strategies and perspectives that drive future success. The ability to learn, adapt, and persevere transforms setbacks into stepping stones. While success is often celebrated, it can introduce its own set of challenges. Rapid growth may lead to operational strain, a loss of focus on core values, or difficulty managing customer expectations. Paradoxically, achieving success can create vulnerabilities. The fear of failure often inhibits risk-taking, a vital component of entrepreneurial success. At the same time, excessive risk-taking can lead to failure, underscoring the fine balance that entrepreneurs must navigate. Success can sometimes lead to complacency, where entrepreneurs stop innovating or fail to anticipate market changes. This stagnation can pave the way for competitors to overtake them, illustrating how success, if not managed properly, can sow the seeds of future failure. In essence, the paradox of success and failure underscores the dual nature of entrepreneurship. Success often stems from the lessons of failure, and failure is a natural part of the entrepreneurial journey. The key lies in embracing both, adapting, and continuing to innovate.

The Core Insight:

"Success and failure are not opposites; they are part of the same journey."

**Keywords:** successful entrepreneurs

**57.HOW TO IDENTITY THE PROFITABLE BUSINESS IDEA.**

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**Abstract:**

Identifying a profitable business idea starts with finding a real problem that people are willing to pay to solve. Begin by researching market demand, analyzing trends, and understanding customer pain points. Look for gaps in existing products or services and assess the competition to see how you can offer something better or different. Validate your idea by gathering feedback, conducting surveys, or launching a small test version. Consider scalability, profit margins, and long-term demand to ensure sustainability. Additionally, leverage your skills, experience, and passion, as businesses driven by expertise and interest often have a higher chance of success. Finally, assess financial feasibility, ensuring that startup costs align with expected revenue. By combining market needs with a solid business model, you can identify an idea with real profit potential.

**Keywords :** focus on market research, competitive analysis, understanding your target audience.

**58.THE IMPACT ON SOCIAL MEDIA ON MODERN BUSINESSES.**

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**Abstract:**

Social media has significantly transformed modern businesses, offering powerful tools for marketing, customer engagement, and brand awareness. Platforms like Facebook, Instagram, Twitter, and LinkedIn enable companies to reach a global audience with cost-effective advertising, influencer partnerships, and targeted campaigns. Real-time interaction fosters customer trust, strengthens relationships, and enhances brand loyalty. Businesses can use analytics to understand consumer behavior, personalize content, and improve conversion rates. However, social media also presents challenges, such as negative reviews, shifting algorithms, and the potential for viral crises that can harm a brand's reputation. Companies must stay adaptable, responding proactively to customer feedback and industry trends. A single viral post—whether positive or negative—can dramatically impact business success.

**Keywords :** Social media marketing, Customer engagement, Brand building

## 59. THE FUTURE OF AI IN ENTREPRENEURSHIP

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### **Abstract:**

The future of AI in entrepreneurship is poised to revolutionize business operations, innovation, and decision-making. AI-driven automation will enhance efficiency, reducing costs and streamlining processes like customer service, marketing, and inventory management. Entrepreneurs can leverage AI for data analysis, predicting market trends, and personalizing customer experiences, leading to better business strategies. AI-powered chatbots and virtual assistants will improve customer engagement, while machine learning algorithms will optimize financial planning and risk assessment. Additionally, AI will drive innovation by enabling startups to develop advanced products and services. However, challenges such as ethical concerns, data privacy, and the need for AI literacy must be addressed. Entrepreneurs who embrace AI and adapt to its evolving capabilities will gain a competitive edge and drive future business success.

**Keywords :** AI-powered automation, data-driven decision-making, AI agents.

## 60. PROBLEMS FACED BY ENTREPRENEURS AS THEY NAVIGATE THE JOURNEY OF BUILDING AND RUNNING A BUSINESS

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### **Abstract:**

First-time entrepreneurs often make the mistake of jumping into business without proper market research, assuming their idea is enough to guarantee success. Many fail to develop a clear business model, underestimating costs while overestimating revenue, leading to financial struggles. They also try to do everything alone, avoiding delegation and mentorship, which results in burnout. Another common error is neglecting marketing, believing a great product will sell itself, while ignoring customer feedback can lead to a product that doesn't meet real needs. Some scale too quickly, hiring too many people or expanding before proving their model, while others mismanage cash flow, prioritizing profit over liquidity. Poor team choices, including the wrong co-founder or employees, can also create internal conflicts. Lastly, some entrepreneurs either give up too soon when facing challenges or refuse to pivot when necessary. Learning from these mistakes increases the chances of building a sustainable and successful business.

**Keywords :** Startup Pitfalls, Entrepreneurial Mistakes, New Business Challenges.

## 61. THE IMPACT OF YOUTUBE ON ENTREPRENEURSHIP AMONG COLLEGE STUDENTS: AN EXPLORATORY STUDY

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Department of Journalism and Science Communication, Madurai Kamaraj University

2. Dr.S.Rajeshkumar

Assistant Professor

Department of Journalism and Science Communication, Madurai Kamaraj University

### Abstract:

YouTube has become a powerful platform for fostering entrepreneurship among college students. It provides access to a wealth of resources, including tutorials, success stories, and business strategies, which can inspire and guide aspiring entrepreneurs. The platform's global reach allows students to showcase their ideas, products, or services to a wide audience, often with minimal investment. Studies have highlighted how YouTube serves as both an educational tool and a marketing platform. For instance, it helps students learn essential skills like digital marketing, content creation, and audience engagement. Additionally, it offers opportunities for monetization through ad revenue, sponsorships, and collaborations, enabling students to turn their passions into viable businesses.

YouTube serves as an incredible hub for developing entrepreneurial skills. Here are some key skills that college students and budding entrepreneurs often gain from the platform:

1. **Content Creation:** Learning how to produce engaging videos teaches the importance of storytelling, branding, and creating value for an audience.
2. **Digital Marketing:** By promoting their content, students master social media strategies, search engine optimization (SEO), and analytics to grow their reach.
3. **Audience Engagement:** Understanding audience behavior and responding to comments or feedback helps entrepreneurs foster strong customer relationships.
4. **Monetization Strategies:** YouTube offers insights into ad revenue, sponsorship deals, merchandise sales, and crowdfunding as potential income streams.
5. **Problem-Solving and Adaptability:** Experimenting with various content formats and strategies encourages a mindset of innovation and adaptability.
6. **Time and Resource Management:** Balancing video production, marketing, and studying (for students) instills discipline and efficiency.
7. **Personal Branding:** Building a unique identity online teaches how to stand out in a competitive marketplace.

This Research paper shows the Impact of YOUTUBE on Entrepreneurial Development.

## 62. INNOVATION-DRIVEN ENTREPRENEURSHIP: NAVIGATING TRENDS AND OPPORTUNITIES

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### **Abstract:**

In today's fast-evolving business landscape, innovation has become the cornerstone of entrepreneurial success. As emerging technologies, shifting consumer demands, and global market dynamics redefine industries, entrepreneurs must adopt innovative strategies to stay ahead. This paper explores the impact of digital transformation, artificial intelligence, sustainability, and agile business models in shaping modern entrepreneurship. It highlights how businesses can leverage technology-driven solutions, creative problem-solving, and adaptive strategies to seize new market opportunities and drive long-term growth. By navigating these trends effectively, entrepreneurs can build resilient, future-ready enterprises that thrive in an increasingly competitive world.

**Keywords:** Innovation, Entrepreneurship, Digital Transformation, Emerging Trends, Market Adaptability, Artificial Intelligence, Sustainable Business, Agile Strategies.

## 63. EMERGING TRENDS IN ENTREPRENEURSHIP – A ROADMAP FOR FUTURE BUSINESS LEADERS

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### **Abstract:**

Entrepreneurship is changing fast due to new technologies, shifting customer needs, and global challenges. To succeed, future business leaders must be innovative and adaptable. Key trends like artificial intelligence (AI), blockchain, and digital businesses are making companies more efficient and scalable. Sustainability is also becoming important, with businesses focusing on eco-friendly products, ethical sourcing, and reducing waste. The growth of e-commerce, remote work, and online businesses is changing how companies operate and connect with customers. New ways of funding, such as crowdfunding, digital payments, and decentralized finance (DeFi), are making it easier for startups to grow. However, challenges like market competition, changing regulations, and the need to keep learning remain. To build successful businesses, future entrepreneurs must develop strong problem solving skills, embrace technology, and focus on sustainability. This paper explores the latest trends in entrepreneurship and provides insights on how new business leaders can use these opportunities to succeed in a fast-changing world.

**Keywords:** Entrepreneurship, Emerging Trends, Artificial Intelligence (AI), Sustainability, E-commerce, Problem-Solving Skills, Technological Adoption.





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