

Snapdeal

Dr. D. PRASANNA KUMAR, Dr. SS. ASADI & Dr. PASUMARTHY PHANI BHASKAR

Fostering Innovation in Venture Capital and Startup Ecosystems Sharma, Renuka, Mehta, Kiran, Yu, Poshan, 2024-03-11 The disruptive potential of technologies such as Artificial Intelligence (AI), blockchain, the Internet of Things (IoT), and biotechnology catalysts redefine traditional business models and serve as instrumental forces in attracting venture capital investments. The lower barriers to entry, facilitated by these disruptive technologies, empower entrepreneurs to bring their ideas to market, creating a more accessible landscape for funding and innovation. *Fostering Innovation in Venture Capital and Startup Ecosystems* explores this transformative intersection, where emerging technologies catalyze change, fuel innovation, and redefine the dynamics of financial investments and entrepreneurial endeavors. Moreover, the book delves into how embracing AI, IoT, blockchain, and augmented reality/virtual reality can expedite innovation, enhance efficiency, and scale businesses. Through a multidisciplinary lens, readers understand how these technologies influence established markets, drive economic growth, and create job opportunities. This book is ideal for venture capitalists, angel investors, entrepreneurs, startup founders, and policymakers.

Indian Business Case Studies Volume IV Priti Pachpande, Sham Bachhav, 2022-06-15 It has been decades since many business schools outside India adopted the case study methodology for teaching almost all branches of management studies. This trend has been seen in India, too, where top management institutes have implemented the case study-based methodology as an important pedagogical tool in business education. The major issue in India, however, is a severe shortage of Indian case studies through which business schools can provide industry insights to students. This volume fills that gap. It has twenty Indian cases related to different aspects of business management. The cases cover some of the prominent disciplines of management like marketing, finance, human resource management, strategy management, operations management, accounting, and mergers and acquisitions. These cases best serve the purpose of adoption of 'case methodology' in classroom teaching or online lecture sessions for the faculty and students of business management.

CLICK! Jagmohan Bhanver, Komal Bhanver, 2017-03-25 A sharp study of the evolution of the e-commerce sector in India and how it is reshaping the way we do business. Whether we're hailing a cab or ordering food, buying groceries or shopping for clothes, booking a hotel or finding the right doctor ? our lives today are lived online. For a population with severe trust issues with online payments, Indian consumers have embraced ecommerce with phenomenal enthusiasm in the past few years. In turn, an incredible number of e-commerce companies operate here today, the more successful among them disrupting business paradigms and changing the way products and services are bought, sold and consumed in the country. Just how has this transformation come about? Through the stories of eight players that have experienced the incredible highs and lows that the industry has witnessed ? Flipkart, Snapdeal, MakeMyTrip, Pepperfry, Just Dial, redBus, InMobi, Paytm ? that have experienced the incredible highs and lows that the industry has witnessed, this book unravels the incredible story of the evolution of e-commerce in India. Taking into account the recent rumblings that have shaken the industry ? from competitive pricing and discount wars to devaluation of former star companies to new and stringent government regulations ? Click! presents a long view of where the industry is headed and presents an incisive vision of it that is both inspirational and cautionary.

Six Billion Shoppers Porter Erisman, 2017-09-26 An insightful, practical guide to e-commerce in emerging markets--and how to profit from their explosive boom. From China to India to Nigeria, e-commerce is entering a golden era in countries that were long left out

of the e-commerce gold rush experienced in the West. If the story of the first twenty years of e-commerce's growth was set in developed markets, the story of the next twenty years will be set in emerging ones. The rise of e-commerce in emerging markets is being driven by three major trends: widespread internet adoption, a rising middle class, and, most importantly, innovative new business models that serve the needs of local customers better than the models used by western e-commerce giants. Six Billion Shoppers takes readers on an exciting and colorful journey around the world to visit the next e-commerce mega markets and explore how a new e-commerce boom is opening opportunities for entrepreneurs and global brands alike. Traveling through Nigeria, China, India, Southeast Asia, and Latin America, Porter Erisman addresses e-commerce across these new markets and what it means for western brands. He argues that e-commerce in developing countries is revolutionary and will play a much larger role in emerging markets than in the West. With e-commerce in emerging markets entering a rapid period of expansion, Six Billion Shoppers explains how to seize the massive opportunity created by emerging market consumers and provides practical advice on how to ride this new business trend.

RECENT TRENDS IN E-MARKETING Dr. D. PRASANNA KUMAR, Dr. SS. ASADI & Dr. PASUMARTHY PHANI BHASKAR, 2022-03-01 The internet was hyped as a revolutionary tool of the twentieth century like the telephone and television. Today, internet has virtually become a household name in India. In a short span of time, Internet and World Wide Web has been viewed as the most vital medium for information, entertainment, communication and commerce. Today, internet has become a necessity for everyone. With the proliferation of Internet, the E-commerce and e-business concepts have expanded. Therefore, a boost in the expansion of the internet in the country will not only help countries to become a vital player of the emerging global economy, but will also enable the citizens of the country to avail the benefits associated with the web technologies.

Big Billion Startup: The Untold Flipkart Story Mihir Dalal, 2019-10-06 The definitive account of India's biggest startup that redefined e-commerce, entrepreneurship and the way we shop and live. IIT graduates Sachin Bansal and Binny Bansal founded out of a Bangalore apartment what would become India's biggest e-commerce startup. Established in October 2007, Flipkart began as an online bookstore and soon came to be known for its 'customer obsession'. As the startup's reputation grew, so did its value, with venture capitalists in India and abroad lining up to invest heavily in the company that stood for bold ambition, unabashed consumerism and the virtues of technology. Investigative journalist Mihir Dalal recounts the astounding story of how the Bansals built Flipkart into a multi-billion-dollar powerhouse in the span of a few years and made internet entrepreneurship a desirable occupation. But it is also a story of big money, power and hubris, as both business and interpersonal complexities weakened the founders' control over their creation and forced them to sell out to a retailer whose dominance they had once dreamt of emulating. Flipkart's auction involved some of the corporate world's biggest names, from Jeff Bezos, Satya Nadella, Sundar Pichai to Masayoshi Son and Doug McMillon, an ironic testimony to the strength of what the Bansals had forged. Based on extraordinary research, extensive interviews and deep access to key characters in the Flipkart story, *Big Billion Startup* is the riveting and revealing account of how Sachin and Binny Bansal built and sold India's largest internet company.

Customer Perception about Online Shopping, Tamilnadu M. MOHANRAJ, M. SAKTHIVEL, 2016-08-03 Online Shopping is a current occurrence which has developed a great importance in the modern business environment. The evolution of online shopping has opened the door of opportunity to exploit and provide a competitive advantage over firms in this era. This paper analyzed the customer perception of online shopping. The research aims to provide the present status of online shopping and explores the factors that

influence the customer perception about online shopping. The Study provides insights into consumers' online shopping behaviors and preferences based on the customers' perception. Internet has created opportunities for firms to stay competitive by providing customers with a convenient, faster and cheaper. Privacy and security risk emerges frequently as a reason for internet shopping. Shopping convenience, immediate possession, information seeking, social interaction, and variety affects the consumer perception towards online shopping.

Emerging Issues in Finance Dr Saif Siddiqui, 2017-10-11 Edited Conference Proceedings Volume I

Financing Entrepreneurship and Innovation in Emerging Markets Lourdes Casanova, Peter Klaus Cornelius, Soumitra Dutta, 2017-11-17 Financing Entrepreneurship and Innovation in Emerging Markets offers an original perspective on the links between macro data on innovation, data on micro-entrepreneurial processes and venture capital supply. The authors synthesize two disparate fields of research and thinking—innovation and entrepreneurship and economics—to illuminate how domestic companies compete and the business environment in which entrepreneurial firms operate. Its broad scope and firm linkages between processes at different levels leapfrogs research topics. For those investigating entrepreneurship and innovation in the early stages of economic development, this book demonstrates how micro and macro foundations of productivity, and hence economic growth and development, are inextricably intertwined. Combines macro and micro perspectives on innovation processes Reveals how economic growth and development are inextricably intertwined Uses case studies to portray the entrepreneurial firm and its role in accelerating the speed of innovation and dissemination of new technologies Identifies common flaws undermining public venture programs, including poor design, a lack of understanding for the entrepreneurial process and implementation problems

The Unicorn Quest Archana Rai, 2023-11-10 Starting up is not just about business. In the life of a young nation like India, it is also a marker of changing mores, aspirations and perhaps even the evolving cultural fabric of a society that is finally coming into its own. This book will seek to illustrate how this wave of change, which differs from earlier ones in the history of Indian business, has come to pass. It will examine what these changes mean in an era that looks set to be dominated as much by the uncertainties of climate change and a transition away from a fossil-fuel economy as also by the rise and disquieting threat of artificial intelligence. This is a story of innovation, of ambition and yes, the grand vision of a select few that is transforming the way India learns, works and plays.

Fibre2Fashion - Textile Magazine - April 2017 Fibre2Fashion, 2017-04-01 Fibre2Fashion magazine—the print venture of Fibre2Fashion.com since 2011—is circulated among a carefully-chosen target audience globally, and reaches the desks of top management and decision-makers in the textiles, apparel and fashion industry. As one of India's leading industry magazines for the entire textile value chain, Fibre2Fashion Magazine takes the reader beyond the mundane headlines, and analyses issues in-depth.

A Study On Consumers Perception About Online Shopping In India Seema Gopichand Hariramani,

Competition Law in India Abir Roy, 2024-03-12 In the last few years, the Competition Commission of India has been extremely assertive in its enforcement outlook, especially in the digital markets. Additionally, the relevance of competition law in India continues to grow in importance as investment activity increases. This comprehensive, practical guide outlines the highly distinctive manner in which competition law is interpreted in this major global market. Highlighting the key aspects of Indian competition law, a leading competition law practitioner describes elements of Indian competition law encompassing the following: the dual regulatory-judicial nature of the Competition Commission; investigatory powers of the Commission's Director General; mandated business conduct policies

(e.g., active risk management procedures); availability of sanctions, remedies, and private actions; cartels and leniency programmes; extraterritorial application of the Competition Commission; merger review; pricing and non-pricing abuse; approach in digital markets; appeal process; fines – companies, directors and officers; fines for non-cooperation or furnishing false information; and liability of state-owned enterprises. Analysis of numerous leading cases decided by the Indian competition authorities enhances the book's practical value. This comprehensive guide provides an incomparable overview of practice in a key jurisdiction that is increasingly becoming one of the most important in the international recognition and enforcement of competition law. As a guide to the 'landscape' of competition law in India, it has no peers. The book will be of inestimable value to professionals in this area of legal practice, whether in law firms, corporations, academia, government or the judiciary, as well as to investors, economists and business executives.

The Tip of the Iceberg Suveen K Sinha, 2016-08-16 A wave of entrepreneurship has been sweeping across India. The success of start-ups like Flipkart, Snapdeal, Paytm, Ola and others has veered the discourse towards high valuations. But what we mostly see is very much the tip of the iceberg. Behind every high valuation of today is a story of blood, sweat, toil and tears. For every entrepreneur who has an amazing success story to tell, there are countless others who have fallen by the wayside. The going has often been a far cry from the presumed romance of breaking the mould, disrupting the order and changing the world. It is a desire to change the world that drives successful entrepreneurs, for they alone have the blind passion that is often the difference between success and failure, and they are the ones who love the journey more than the destination. Today, when questions are being asked whether the start-up party is nearing its end, whether we will soon see a rerun of the dot com bust of the early noughties, it is time to remember India's start-up warriors. This is the story of their remarkable journeys. Some found their destination. Some did not.

Funding Options for Startups K.S.V. Menon & Garima Malik, 2016-06-10 This is a pioneering effort to provide in one place, alternative sources of funding, professionally structured business plan and other related aspects of raising start-up funds. Beginning with a detailed analysis of the Startup Ecosystem, the role of Incubators, Mentors & Accelerators (IMA) from the stage of ideation to the actual setting up of a project, principal players in this process like Universities, IITs, IIMs, Indian Business Houses, Multinational Corporations and reputed professionals and intrapreneurs have been identified and listed. Pros and cons of angel finance, seed capital, venture capital, crowdfunding, impact investment, hedge fund, debt fund, private equity, valuation, recent deals & exits, emerging trends and ideas in the startup scenario are some of the areas discussed in detail in the publication. Existing success stories and the government's thrust on creating India as a hub of startups is drawing many students to entrepreneurship. B-schools and IITs are rolling out enthusiastic professionals, accelerators etc. A unique feature of the publication is a section on case studies, which demonstrate bird's eye view of their birth pain, how they traversed the thorny path, faced failure after failure, changed their ideas and strategies and finally how they reached their destination successfully.

The Digitalization Conundrum in India Keshab Das, Bhabani Shankar Prasad Mishra, Madhabananda Das, 2021-03-01 This book examines the nature, extent and implications of rapid strides digitalization has made in India since the turn of the millennium. These have been examined not merely in the sphere of information and communication technology (ICT) but its multifarious applications spreading across almost all aspects of production, services and institutions which have profound repercussions for the transformation of the society and economy at the micro, meso and macro levels. With contributions from both ICT scholars and social scientists, this book presents diverse scenarios and unravels challenges faced in the process of technical applications, access by the users of these

disruptive technologies (automation, e-commerce, big data analytics & algorithms, artificial intelligence, cloud computing, etc.) which, unlike heavy machines (embodied technology), mostly defy physical space, pace of mobility and inoperability between technologies. Chapters in this volume address challenges and possibilities in establishing and operating intricate engineering infrastructure, technical and societal constraints encountered in broad-basing digitalization across layers of educational and social skills conducive to difficult geographies. Issues dealt within this book include farming, healthcare, education, food processing, e-commerce, labour, rural community development, open source data and information democracy. The chapters also reflect upon implications on local economy and society, of the very global nature of these seamless technologies where inter-operability remains the quintessential advantage of digitalization whether promoted or spearheaded through the state, private sector or global capital. The book critiques policy inadequacies and suggests plausible policy approaches to reduce the adverse impacts of fast digitalization and broad-base potential benefits across space and levels of socio-economic development of regions and society. This book would be of interest to scholars, practitioners, technocrats, industry analysts, policy makers and civil society agencies.

Current Affairs August 2015 eBook Jagran Josh, Current Affairs August 2015 eBook brought to you by Jagranjosh.com covers all the international and national current affairs that will help the candidates while preparing for different competitive exams like IAS/PCS, SSC, Bank, MBA and others. Details – Current Affairs August 2015 eBook · It provides the comprehensive coverage of the current affairs that happened in August 2015. · It covers the current affairs of August 2015 with ample background and provides a detailed analysis of all the national and international events. · The presentation of the current affairs is provided in very simple and easy-to-understand language. · The August 2015 eBook will be of immense help for the candidates preparing for forthcoming exams. · The eBook will be handy for the forthcoming exams like IBPS CWE PO/MT –V (Main) Exam, IBPS CWE RRB - IV, Combined Defence Services Exam (II) 2015, NDA & NA Exam (II) 2015, Indian Economic Services/Indian Statistical Services Exam 2015, Combined Geo-Scientist & Geologists Exam 2015, Engineering Services Exam 2015, Combined Medical Services Exam 2015, Civil Services (Mains) Exam 2015, Central Armed Police Forces (AC) Exam 2015 and others. The August 2015 eBook is the result of effort of experts in competitive exams and covers the current affairs from the field of national, international, economy, corporate, sports, science & technology, environment & ecology, awards/honours, books/authors, committees/commissions, reports/surveys, and other important current affairs.

Changing Face Of E-commerce In Asia Abhishek Behl, Pankaj Dutta, Pratima Amol Sheorey, Chris Rowley, 2022-03-23 Asia has been a hub for e-commerce companies in the past decade and the growth trajectory narrates the story of bright future. Its growth has largely impacted the economic, social and technological advancements in every country and contributed to global trade. Nonetheless, the success and failure of e-commerce companies lies on various factors, some of which include product pricing, competition, strategies and business models. However, with surveys in India indicating how sale of counterfeit products remains a significant problem for online shoppers across many e-commerce sites, e-commerce companies claim they are taking tough steps to ensure that counterfeit products do not make their way to customers, by delisting fraud sellers, using tamper-proof packaging and monitoring warehouses. This book aims to unwrap the stories of e-commerce companies in Asia and how they have contributed to the society. It discusses the growth and failures of some e-commerce giants and looks at both theoretical and practical aspects of e-commerce by presenting the issues, challenges and successes of e-commerce businesses. It examines interdisciplinary and transdisciplinary aspects from micro and macro perspectives and links disciplines like strategy, management, entrepreneurship, competitiveness, finance, technology and operations.

VUCA in Start-ups Dr. Aseem Chauhan, Prof. (Dr.) Manoj Joshi, Prof. (Dr.) Ashok Kumar & Suhayl Abidi, 2021-12-25 How to Thrive as a Start-Up in an Uncertain World What motivates a start-up in its journey? Wealth and fame? Or is it hunger for innovation? VUCA in Start-Ups attempts to capture a start-up's entrepreneurial journey and find out why some do well when others don't. It's a highly volatile environment out there for entrepreneurs and start-ups, thanks to the unprecedented Covid-19 crisis filled with volatility, uncertainty, complexity and ambiguity (VUCA). Many businesses that did well in the past had to shut shop as a result. So what went wrong? To find the answer, it's important to understand what worked in the past and why a new venture must discover fresh and innovative opportunities to survive. Learn from those who chose the road less travelled, including Zomato, Paytm, Flipkart, Ola Cabs and Quikr, and discover the underlying causes for start-up successes and failures. These well-researched case studies aim to inspire those who wish to embark on an entrepreneurial journey.

Contemporary Research in Management Ramesh Kumar Chaturvedi, 2018-12-20 This is an edited book that contains the chapters contributed by budding researchers. The works reported by these researchers are mostly outcome of their research dissertation submitted for award of higher research qualifications. Dynamics in the business environment warrants managers to be abreast of latest changes happening around it that has potential to impact the business. Some of the forces in the environment put detrimental impact where as others bring new opportunities. Being aware of these opportunities is essential to be competitive and develop sound strategy. Further being knowledgeable of potential threats in the environment allows taking proactive steps to mitigate the risks. Scanning the environment and collecting relevant information are important steps to understand the environment. Academic researches provide much needed information to industry through their research outputs. Though academic research is fundamental by nature, yet managers could get deep insights about changes happening in the business environment, expectations of consumers and stakeholders etc. This book presents compilation in form of chapters of some latest research conducted by young academic researchers in field of business and management studies. These researches can prove to be vital for practicing managers by simplifying decision making. The researches presented in this book are from diverse areas and cover wide range of contemporary issues. The book is intended to serve both academic as well as industrial application.

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