

# Contents

SR. NO.	TITLE OF THE PAPER AND THE NAME OF THE AUTHOR	PAGE NO.
1	<b>COLLABORATION BETWEEN CORPORATES AND START-UPS: BENEFITS AND RISKS ANALYSIS</b> <i>BY AKANKSHA GANDA,</i>	1 - 5
2	<b>ENTREPRENEURSHIP: A WEAPON TO FIGHT WITH UNEMPLOYMENT</b> <i>BY DR. ANITA GAJRAJ &amp; DR. RATNA SAXENA</i>	6 - 9
3	<b>SITUATED THEORY FOR BUSINESS INCUBATION</b> <i>BY DR. ANITA PATEL &amp; DR. JACKSAN JUDAN FERNANDES</i>	10 - 29
4	<b>START -UP POLICY: STATES' STARTUP POLICY</b> <i>BY DR. ARCHANA SHARMA</i>	30 - 32
5	<b>"ENABLING EASE OF COMPLIANCES UNDER VARIOUS LAWS"</b> <i>BY DR. ARUNDHATIP.DASANI</i>	33 - 36
6	<b>"AN EMPIRICAL STUDY ON INVESTORS BEHAVIOURAL PATTERN TOWARDS MUTUAL FUND"</b> <i>BY CHARMI SHAH &amp; DR. KRUPA BHATT</i>	37 - 42
7	<b>STATE INITIATIVES FOR START-UPS IN RAJASTHAN</b> <i>BY DAMYANTI SODHA</i>	43 - 48
8	<b>ACT OF GREEN MARKETING ON CONSUMER BEHAVIOR: A STUDY WITH SPECIAL REFERENCE TO JAMMU"</b> <i>BY DR. DEEPAK KUMAAR JAIN &amp; BHAVANI GUPTA</i>	49 - 57
9	<b>FACTORIAL ANALYSIS OF GROWTH OF ONLINE RETAIL AND STUDY OF ONLINE BUYING BEHAVIOUR OF CONSUMERS IN JAMMU CITY</b> <i>BY DR. DEEPAK KUMAAR JAIN &amp; RISHIKA GUPTA</i>	58 - 69
10	<b>OMNI-CHANNEL E-TAILING: DYNAMICS OF CONSUMER PURCHASE DECISION BEHAVIOUR</b> <i>BY DR. DEEPAK KUMAAR JAIN &amp; SHRIYA GUPTA</i>	70 - 78
11	<b>START-UP IN INDIA: PROSPECTS, PROBLEMS AND PLANS</b> <i>BY FAHMEEDA F. SHAIKH</i>	79 - 84
12	<b>THE STUDY OF SOCIAL CHANGES OF HIGHER EDUCATION FOR POSITIVE CONTRIBUTION TO THE PROGRESS OF SOCIETY</b> <i>BY DR. GARIMA CHAUHAN</i>	85 - 88
13	<b>A COMPARATIVE STUDY ON CORPORATE SOCIAL RESPONSIBILITY PRACTICES IN SELECTED PUBLIC AND PRIVATE SECTOR BANKS IN INDIA</b> <i>BY MS. HIMANDRI KEWLANI &amp; DR. KRUPA BHATT</i>	89 - 98



14	THEORETICAL EVIDENCES FROM PSYCHOLOGY FOR ENTREPRENEURIAL SUCCESS <i>BY HIMANSHI RASTOGI &amp; SHIALZA SHUKLA</i>	99 - 107
15	GROWTH OF FOOD TECH STARTUPS: A STUDY ON VARIOUS FOOD DELIVERY SERVICES <i>BY DR. JAYANTI GOYAL, MS. ANJALI VIJAYVARGIYA &amp; MS. POONAM AWASTHI</i>	108 - 114
16	“STARTUP INDIA: AN OVERVIEW” <i>BY DR. KHADIJA N. RUWALA</i>	115 - 120
17	ROLE OF GOVERNMENT IN ECOSYSTEM AND BUSINESS INCUBATION <i>BY DR. LATIKA CHANDEL</i>	121 - 124
18	AN EMPIRICAL STUDY ON START-UPS <i>BY DR. MAMTA BRAHMBHATT</i>	125 - 134
19	OVERVIEW OF STARTUPS POLICIES IN INDIA- WITH SPECIAL REFERENCE TO ARTIFICIAL INTELLIGENCE <i>BY MANU TYAGI</i>	135 - 142
20	START-UP POLICY: NEW DAY, NEW FATE <i>BY MANU TYAGI &amp; NAMITA MISHRA</i>	143 - 148
21	INDUSTRY – ACADEMIA PARTNERSHIP: CHALLENGES & EXPECTATIONS <i>BY DR. MEENAKSHI SHARMA</i>	149 - 152
22	THE ROLE PLAY IN ENTREPRENEURSHIP DEVELOPMENT OF START-UP <i>BY PROF. MOHIT P. PATEL</i>	153 - 162
23	GOVERNMENT’S ROLE IN THE GROWTH AND PROSPECTS OF START-UP ECO-SYSTEMS IN INDIA <i>BY NEELAM KUMARA</i>	163 - 168
24	E LEARNING APPLICATIONS – AN EFFECTIVE STARTUP AND MEDIUM OF RURAL EDUCATION <i>BY NIVEDITA MOHITE</i>	169 - 181
25	START-UPS IN INDIA: CHALLENGES AND OPPORTUNITIES <i>BY PALU JOSHI</i>	182 - 192
26	AN EDGE AND ROLE OF GOVERNMENT FOR CREATION OF AN INNOVATION AND PRE- INCUBATION ECO SYSTEM SUPPORT <i>BY DR. PARUL KUMARI P BHATI</i>	193 - 201
27	EDUCATION IN INDIA : EMERGING ISSUES, CHALLENGES <i>BY DR. PIYUSH P. SOLANKI</i>	202 - 207
28	IN THE INDIAN EDUCATION SYSTEM CONTEMPORARY ISSUES <i>BY DR. PRASHANT M. JOSHI</i>	208 - 214



29	REORIENTATION OF HIGHER EDUCATION SYSTEM IN INDIA THROUGH INNOVATION AND CREATIVITY <i>BY DR. PREETI AGRAWAT</i>	215 - 219
30	STARTUP INDIA – OPPORTUNITIES AND CHALLENGES <i>BY PROF. DR. ROSHAN S. PATEL</i>	220 - 224
31	START-UP: ECOSYSTEM SERVICES AND CONNECTIONS <i>BY DR. RITU JAIN &amp; DR. SUNITA SHEKHAWAT</i>	225 - 232
32	“STARTUP INDIA: A MISSION” <i>BY RIVA SOLANKY</i>	233 - 238
33	ISSUES OF STARTUP IN INDIA <i>BY DR. ROHITASH BAIRWA &amp; DR. SHRI CHAND</i>	239 - 245
34	ROLE OF INDUSTRY IN EDUCATIONAL INSTITUTIONS TO SET UP INCUBATORS AND SUPPORT FOR VOCATIONAL TRAINING <i>BY DR. RUPAL S. PATEL</i>	246 - 250
35	“DIFFERENCE BETWEEN STARTUP AND SMALL BUSINESS” <i>BY DR. RUPALI SHAH</i>	251 - 254
36	CHALLENGES, ISSUES AND OPPORTUNITIES BEING FACED BY INDIAN STARTUPS <i>BY DR. S.S. SODHA</i>	255 - 263
37	ROLE OF INDIAN HIGHER EDUCATIONAL INSTITUTIONS IN DEVELOPMENT OF ENTREPRENEURIAL SKILLS <i>BY DR. SANJAY S. JOSHI</i>	264 - 266
38	RECENT TRENDS IN BANKING AND CUSTOMER SATISFACTION <i>BY DR. SARLA SHARMA</i>	267 - 291
39	START UP POLICY <i>BY DR. SATYAJEET S. DESHPANDE</i>	292 - 295
40	DEVELOPMENT OF TEACHING LEARNING MATERIAL <i>BY DR. SHARDABEN P. PATEL</i>	296 - 300
41	ADOPTING AN INNOVATIVE TECHNIQUE FOR DEAF AND DUMB STUDENTS FOR HIGHER STUDIES <i>BY SHIVANI MONGA &amp; DR. KAVITA</i>	301 - 306
42	START-UP POLICY AND ITS IMPACT ON INDIAN ECONOMY <i>BY SUNITA PRAJAPATI &amp; DR. SHAHNAWAZ ALAM</i>	307 - 308
43	INCUBATED JAIPUR: THE NEXT EMERGING MARKET OF STARTUPS <i>BY DR. SUPRIYA SINGHAL</i>	309 - 312
44	AN ANALYSIS OF GROWTH IN START UP OF INNOVATIVE BUSINESS INCUBATION THROUGH MOBILE APPLICATION SYSTEM IN BANKING SECTOR <i>BY DR. VANDANA SACHDEVA,</i>	313 - 322



45	<b>ROLE OF INVESTMENTS IN INNOVATIVE BUSINESS INCUBATION</b> <i>BY DR. VANDANA SHARMA</i>	323 - 326
46	<b>HIGHER EDUCATIONAL INSTITUTE AS A PLATFORM FOR STARTUP</b> <i>BY DR. VIBHATI VASANTRAO KULKARNI</i>	327 - 330
47	<b>STARTUPS</b> <i>BY CMA VIJAY KUMAR SHARMA</i>	331 - 338
48	<b>INDIAN MACRO ECONOMY: AN OVERVIEW OF EMERGING ISSUES</b> <i>BY DR. VISHNUPRIYA TEMANI &amp; MS. SHWETA BANSAL</i>	339 - 345
49	<b>CORPORATE SOCIAL RESPONSIBILITY (ANALYSIS OF SELECTED PHARMACEUTICAL AND IT COMPANIES)</b> <i>BY YASHREE DIXIT</i>	346 - 356
50	<b>SKILL DEVELOPMENT AND OFF FARM ACTIVITIES: ROLE OF NABARD NATIONAL BANK FOR AGRICULTURE AND RURAL DEVELOPMENT</b> <i>BY MS. DEVINA SHUKLA</i>	357 - 360
51	<b>STARTUP INDIA INITIATIVE: THE STRENGTHENING ROLE OF EDUCATIONAL INSTITUTIONS</b> <i>BY DR. MEENAKSHI SRIVASTAVA</i>	361 - 364
52	<b>ADOPTING AN INNOVATIVE TECHNIQUES FOR STUDENTS IN SECONDARY SCHOOL</b> <i>BY SARIKA SHARMA &amp; PROF. DR. MANJU SHARMA</i>	365 - 368
53	<b>HIGHER EDUCATION REDUCES ENTREPRENEURIAL STRESS?</b> <i>BY DR. SURABHI SHARMA</i>	369 - 371
54	<b>DIGITAL EDUCATION: IMPACT OF SOCIAL MEDIA IN QUALITY HIGHER EDUCATION</b> <i>BY DR. PRIYANKA KHURANA</i>	372 - 375
55	<b>STUDY OF HAZARDOUS SITUATION OF ACADEMIC UNDERPERFORMANCE IN RURAL AREA</b> <i>BY DR. GUNJAN SHAH</i>	376 - 379
56	<b>IMPORTANT FACTOR CONTRIBUTING TO THE GROWTH OF DERIVATIVE AND OPPORTUNITIES OF DERIVATIVE MARKET</b> <i>BY SUNNY A. KARANJAWALA</i>	380-382

