

# **Innovation and Entrepreneurship in the Global Economy**

*Edited by:*

**Professor (Dr.) S.S. Modi**

Former Head

Department of Accountancy and Business Statistics

Faculty of Commerce

University of Rajasthan, Jaipur, Rajasthan (India)

Email ID: editorinspiraira@gmail.com, profdrssmodi@gmail.com

Mobile No. +91-98293 21067

**Dr. Ravi Kant Modi**

Head

Department of Economic Administration & Financial Management

Lal Bahadur Shastri P.G. College, Jaipur, Rajasthan (India).

Email ID: editorinspiraira@gmail.com, ravimodii@gmail.com

Mobile No. +91-98285 71010

**I N S P I R A<sup>TM</sup>**

Reg. No. SH-481 R- 9-V P-76/2014

JAIPUR - 302018 (INDIA)

*Published by*  
INSPIRA  
Prof. (Dr.) S S Modi  
Proprietor  
25, Modi Sadan  
Sudama Nagar  
Tonk Road  
Jaipur-302018  
Rajasthan, India

© Editors

ISBN: 978-81-938131-1-9

First Edition: March, 2020

*All rights reserved. No part of this book may be reproduced in any form without the prior permission in writing from the Publisher. Breach of this condition is liable for legal action. All disputes are subject to Jaipur Jurisdiction only.*

Price: Rs. 750/-

*Laser Type Setting by*  
INSPIRA  
Tonk Road, Jaipur  
Ph.: 0141-2710264

*Printed at*  
Akрати Advertisers, Jaipur

## CONTENTS

Chapter	Name of Chapter	Page No.
1	Sustaining the Society and Businesses with Sustainopreneurship <b>Prof. (Dr.) Gaurav Lodha &amp; Arun Gautam</b>	<i>01-06</i>
2	Microfinance through Self Help Group as Catalyst for Women Empowerment in Jammu and Kashmir <b>Dr. Mohd Azhar Ud Din Malik</b>	<i>07-15</i>
3	A Study of Artificial Intelligence With Special Reference of Digital India <b>Minakshi Kandari</b>	<i>16-21</i>
4	Green Supply Chain: Drivers and Practices <b>Dr. Shilpi Chakravarty</b>	<i>22-27</i>
5	An Analytical Study to Find the Relationship between Consumer's Intentions to Purchase Green Products and Environmental Purchase Behaviour <b>Dr. Shubha. R. Singh</b>	<i>28-37</i>
6	Potential and Prospects of India's Trade with Japan: A Quantitative Analysis <b>Dr. Sadhna</b>	<i>38-49</i>
7	Impact of Globalization on Entrepreneurship <b>P A L N S Kalyani</b>	<i>50-56</i>
8	The Methods & Techniques for Writing Thesis, Dissertation and Research Paper <b>Dr. Vitthal V. Parab</b>	<i>57-59</i>
9	A Relative Evaluation of Ramanujan and Mahapatra from the Theoretical Point of View <b>Mrinal Kanti Das</b>	<i>60-76</i>
10	Financial Inclusion: Way to Women's Empowerment in India <b>Dr. Saurabh Sharma &amp; Arun Gautam</b>	<i>77-82</i>
11	Innovation in Entrepreneurship: Boon or Bane <b>Shivangi &amp; Dr. Rohit Bansal</b>	<i>83-89</i>
12	Innovation Management: A Key to Success of Entrepreneurship <b>Utpal Pal</b>	<i>90-108</i>
13	Digital Marketing: Transitional Journey of Marketing <b>Dr. Iti Gaur</b>	<i>109-118</i>

14	Entrepreneurship and Economic Growth in a Global Economy <b>Bheem Singh Shekhawat</b>	119-124
15	E-Commerce in Globalised Business Environment: A Study on its Impact on Indian SMEs <b>Chandra Bhowal</b>	125-132
16	The Role of Innovative Entrepreneurship in the Economic Development: An Empirical Analysis of G20 Countries <b>Pravata Kumar Jena</b>	133-148
17	Entrepreneurship in India <b>Mrs. Seema Gotwal</b>	149-152
18	Corporate Social Responsibility as a Change Agent on Livelihoods: A Case Study of "Grasim Industries Limited" in Ganjam District State of Odisha <b>Dr. Jyoti Prakash Mohanty &amp; Rabindra Mohanty</b>	153-162
19	Healthcare Innovation and Entrepreneurship: A Review of the Dynamics and Success Factors in Select Indian Cases <b>Dr. P.S. Raychaudhuri &amp; Himanshu Kaushik</b>	163-184
20	Management Education: Myth and Reality <b>Dr. Sanjay J. Bhayani &amp; Dr. Butalal Ajmera</b>	185-189
21	Economic Ideas of Mahatma Gandhi <b>Monika Kataria</b>	190-194
22	Small Scale Industries in India <b>Suman Chandolia</b>	195-200
23	Entrepreneurship in Globalized Economy <b>Dr. Ummed Singh &amp; Bheem Singh Shekhawat</b>	201-208
24	The Role of Choice of Technique in Economic Development of Developing Countries <b>Dr. Ummed Singh &amp; Madhu Shankwal</b>	209-216
25	Digital Education: A Need of the Hour <b>Anupama Tripathi</b>	217-225
26	Agricultural Finance in India <b>Suman Chandolia</b>	226-232
27	Implications of Trade Liberalization for Developing Countries <b>Dr. Ummed Singh &amp; Madhu Shankwal</b>	233-240

