

# **Navigating Transformations for Business – Industry 4.0**

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**Virudhunagar Hindu Nadars' Senthikumara Nadar College**

*(An Autonomous Institution Affiliated to Madurai Kamaraj University)*

**76<sup>th</sup> Rank at College Category in NIRF Ranking by 2023**

**Virudhunagar 626 001, Tamil Nadu, India**

Estd:1947

Title of the Book **Navigating Transformations for Business – Industry 4.0**

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First Impression **July 2024**

Pages **277**

ISBN **978-81-974481-2-6**

Amount **Rs. 500/-**

Printed at Muthu Computers & Printers  
25-B, T.T.K.Road, (Near M.G.R. Statue)  
Virudhunagar – 626 001, Tamil Nadu, India.  
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**Publishers:**

**Virudhunagar Hindu Nadars' Senthikumara Nadar College (Autonomous),  
Virudhunagar 626001, Tamil Nadu, India**

**&**

**Mangayarkarasi College of Arts and Science for Women, Paravai, Madurai 625402,  
Tamil Nadu, India**

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## Contents

<b>Chapter No.</b>	<b>Title and Author Name</b>	<b>P.No.</b>
1	Employee Satisfaction towards Compensation Practices with Reference to Readymade Garment Industry - <b>Dr. Abhinandan N</b>	1-10
2	A Study On Entrepreneurial Skills Among College Students in Pollachi Taluk - <b>Dr.M.Deepa &amp; A.Arshad Ahamed</b>	11-14
3	Performance of Initial Public Offering IPO Investing in Indian Capital Market A Study of Banking IPOs - <b>Ms.A.Delphin Sudha &amp; Dr.A.Velanganni Joseph</b>	15-21
4	Bridging the Technological Evolution: A Comparative Analysis of Industry 4.0 and Industry 5.0 - <b>I. Yasar Shariff &amp; Dr. S. Thowseaf</b>	22-28
5	A Comparative Analysis between Amazon & Flipkart in the Perspective of General Public – Sathankulam - <b>T.Gnana Surya &amp; Dr.E. Angel Saral Rose</b>	29-32
6	Study of Issues and Challenges of Women Entrepreneurship Working in Handicraft Industries in Kutch District - <b>Panchal Jankiben &amp; Dr. Mohammed Abid</b>	33-36
7	Cutting-edge Green HRM Practices in India: Navigating Towards Environmental Sustainability - <b>Dr. Ankita Goyal, Dr. Anjali Sharma &amp; Dr. Ashish Kumar Sharma</b>	37-42
8	Global Economic Challenges and India's Macroeconomic Growth Including Obstacles, Growth Drivers, and Inclusive Growth – An Assessment - <b>S.Krithika, P.Keerthana &amp; A. Aneez Fathima</b>	43-51
9	Relationship Between Brand Loyalty and Customer Satisfaction on Cosmetic Products - <b>M.Narmadha, N.Harin Jeba Lydia &amp; A.Kaviya Priya</b>	52-54
10	Exploring Customer Experience and Preference towards Exclusive Men's Apparel Showrooms - <b>T.Manoj Kumar &amp; Dr.G.Venkadasalapathy</b>	55-63
11	Role of Internet of Things (IoT) in Adoption of Industry 4.0 - <b>J.Nagasudha</b>	64-67

## CHAPTER 2

### A STUDY ON ENTREPRENEURIAL SKILLS AMONG COLLEGE STUDENTS IN POLLACHI TALUK

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#### **Abstract**

*An entrepreneur first has to identify by some means, the activities that he will take up in his/her business with the expectation of the profits. He then has to organize the resources that the activity will require –men, money, machinery or whatever else Entrepreneurs play important roles in economic development of a country. However, studies have found that the percentage of graduates who venture into entrepreneurship after graduation is very low in most of developing countries. There are four objectives framed for this study are as follows: To examine the awareness towards startups among the students and to analyze the entrepreneurial knowledge hidden among the students. This study consists both Primary and secondary data. There are 100 students were taken for this study. Convenient sampling method was used for this study. The findings of the study are Majority of the respondents (65.00%) are unmarried, most of the online consumers (40.00%) are under graduates, majority of the respondents (60.00%) are in joint family.*

**Keywords:** Entrepreneurial skills, Entrepreneurship, Startup

#### **I. Introduction**

An entrepreneur first has to identify by some means, the activities that he will take up in his/her business with the expectation of the profits. He then has to organize the resources that the activity will require –men, money, machinery or whatever else. Having set up the business, he then has to manage it efficiently. And finally, as the risk taker, apart from enjoying the wealth that he creates, he will have to sustain its continuing need for different resources, as it hopefully expands and grows. One realizes the rationale behind inculcating the Entrepreneurial Skills among the graduates who belongs to science and technology category. However not everyone can become an entrepreneur, as numerous studies have revealed. There are certain psychological traits; socio cultural, demographical and economic factors, perceptions about the external environment, etc., which impact the entrepreneurial intent and entrepreneurial competence of an individual. Just as water diviners identify the ground which will yield water, there is a need to identify the potential candidate, who, when given the necessary inputs and training is likely to become an entrepreneur. Relatively few studies have examined the initial stages of Entrepreneurial intent prior to actually commencing the enterprise. Few studies have sought to examine the competence inventory to soon- to- be graduates, to identify whether they have the interest and whether they have the competence to take up entrepreneurship as a career choice.

#### **II. Literature Review**

**Miroslav Glas et al (1992)** studied the impact of the graduate Programme on student attitudes towards entrepreneurship in general, starting up new businesses and leading managerial careers in dynamic SMEs. Second, it wanted to obtain a Programme evaluation and suggestions for possible changes in the future.

**Morris and Lewis (1995)** – This study Examines the interface of entrepreneurship and marketing; defines entrepreneurship as a variable phenomenon that can be applied at the societal, organizational and individual levels. Marketing is conceptualized as a fundamentally entrepreneurial activity. Argues that entrepreneurship is an environmentally-driven

phenomenon and that the environmental determinants of entrepreneurship can be categorized into three groups: infrastructure, turbulence and personal life experiences. Draws out the implications of these determinants, and the corresponding level of entrepreneurship that they produce, for the nature and role of marketing at the macro and micro levels.

**Lars Kolvereid and oystein Moen (1997)** – The framework of the study is, Entrepreneurship has become a widely taught subject in Universities and Business Schools. However, only a very small number of studies have investigated the effect of entrepreneurship education. This research compares the behavior of business A Study on the Entrepreneurial Skills among Students in Chennai <http://www.iaeme.com/ijarm.asp> 39 editor@iaeme.com graduates with a major in entrepreneurship and graduates with other majors from a Norwegian business school. The results indicate that graduates with an entrepreneurship major are more likely to start new businesses and have stronger entrepreneurial intentions than other graduates.

**Neck et al (1999)** – The concept of the paper is “Thought Self-Leadership” involves individual self-influence through cognitive strategies that focus on selfdialogue, mental imagery, beliefs and assumptions, and thought patterns. This research provides consistent support for the relationship between constructive selfleadership of these cognitive processes and enhanced performance.

### **III. Statement of the Problem**

The following are the problems are raised in the minds of researcher are as follows:

1. What are the entrepreneurial skills hidden in the minds of students.
2. Whether the students are aware about entrepreneurial skills among students.

### **IV. Objectives of the Study**

The following are the main objectives are as follows:

- i) To examine the awareness towards startups among the students.
- ii) To analyze the entrepreneurial knowledge hidden among the students.

### **V. Methodology**

The present study is based on both the primary and secondary data. The primary data has been collected through well framed questionnaire. The secondary data was collected through different sources like Books, articles, journals, magazines and newspapers. Sample size indicates the number of components selected for the study. To analyze the problem, more than 120 students are going to considered for this study. The following statistical tools were going to use for analyse the data are as follows; Simple percentage method and Chi-square test

**TABLE 1.1**  
**PROFILE OF ONLINE CONSUMERS**

Particulars	Numbers	Percentage
<b>Age</b>		
Up to 20 years	25	25.00
20-30 years	40	40.00
Above 30 years	35	35.00
<b>Gender</b>		
Male	60	60.00
Female	40	40.00
<b>Marital status</b>		
Unmarried	35	35.00
Married	65	65.00
<b>Educational qualification</b>		
Up to H.Sc	20	20.00
Under Graduate	40	40.00
Post Graduate	20	20.00
Diploma	20	20.00
<b>Type of family</b>		
Joint family	60	60.00
Nuclear family	40	40.00

Source: Primary data

N=100

#### **VI. Findings of the Study**

- Majority of the respondents (40.00%) belong to the age group 21-30 years,
- Majority of them (60.00 %) are male;
- Majority of the respondents (65.00%) are UNmarried,
- Most of the online consumers (40.00%) are under graduates.
- Majority of the respondents (60.00%) are in joint family

#### **VII. Suggestions of the Study**

The following are the suggestions of the study are as follows:

- i) Government may organize motivational programmes like workshop, conference and seminars to the various groups of entrepreneurs.
- ii) Government may take measures for better enforcement of cyber laws to protect online shopping consumers.

#### **VIII. Conclusion**

In today business most of the entrepreneurs are known the various services and role played by MSME. MSME development is very important and crucial for the development of industries, achieving sustainable growth and creating inclusive growth for MSMEs in India. This research found out that problems faced by MSMEs in India are access to financial or capital and managerial capacity. But it is imperative that access to capital or finance alone is not sufficient to attain entrepreneurial development. Therefore, the finance obtained by FIs should be capable of being managed. It is not important to have access to necessary information as to what he/she should do; the money would go down the drain. With this study, it can be concluded that MSMEs entrepreneurs are more satisfied with financial support and also with other facilities provided by the SIDBI.

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