



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

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

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

Mr.Sreejith S.Nair&Dr.Y.Lokeswara Choudary

Ph.D(PT-External) Research Scholar,
PG&Research Department of Commerce,
Government Arts College,
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.

2. ENTREPRENEURIAL INTENTION AND ITS ANTECEDENTS AMONG STUDENTS -A STUDY WITH REFERENCE COIMBATORE DISTRICT

Dr.B.KANAMMAI,

Assistant professor, Department of Commerce
Nallamuthu Gounder Mahalingam College, Pollachi.
E-Mail Id: dr.b.kanammai2020@gmail.com

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, policymakers 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.

