

A Text Book of



ADVANCES IN BUSINESS, MANAGEMENT AND ENTREPRENEURSHIP

Dr. Shipra
Dr. K Kiran Kumar Varma



R. Vimal
Dr. R. VIMAL NISHANT, M.Com., M.Phil., Ph.D.,
PRINCIPAL

Excelsior College for Commerce and Science
Komarapalayam-637 303.
Dr. Zameer Ahmed S. Mulla

Ms. R. Ramya

Advances in Business, Management and Entrepreneurship

Dr Shipra

Dr Zameer Ahmed S. Mulla

Dr K Kiran Kumar Varma

Ms. R. Ramya

RK Publications



R. Vimal
Dr. R. VIMAL NISHANT, M.Com., M.Phil., Ph.D.,
PRINCIPAL
Excel College for Commerce and Science
Komarapalayam-637 303.

RK Publications

India | Brazil | Kenya

1ST Edition - 2023

ISBN 978-81-962214-3-0

This book has been published with all reasonable efforts taken to make the material error-free after the consent of the author. No part of this book shall be used, reproduced in any manner whatsoever without written permission from the author, except in the case of brief quotations embodied in critical articles and reviews.

The Author of this book is solely responsible and liable for its content including but not limited to the views, representations, descriptions, statements, information, opinions and references ["Content"]. The Content of this book shall not constitute or be construed or deemed to reflect the opinion or expression of the Publisher or Editor. Neither the Publisher nor Editor endorse or approve the Content of this book or guarantee the reliability, accuracy or completeness of the Content published herein and do not make any representations or warranties of any kind, express or implied, including but not limited to the implied warranties of merchantability, fitness for a particular purpose. The Publisher and Editor shall not be liable whatsoever for any errors, omissions, whether such errors or omissions result from negligence, accident, or any other cause or claims for loss or damages of any kind, including without limitation, indirect or consequential loss or damage arising out of use, inability to use, or about the reliability, accuracy or sufficiency of the information contained in this book.

Price - INR ₹ 800 | USD \$10

Head office -Saravanampatti
Coimbatore, India



P. Vimal
Dr. R. VIMAL NISHANT, M.Com., M.Phil., Ph.D.,
PRINCIPAL
Excel College for Commerce and Science
Komarapalayam-637 303.



Dr. Shilpa, Associate Professor, Ph.D, MBA (HR), School of Management & Commerce, RIMT UNIVERSITY Mandi Gobindgarh. Her area of specialization are Entrepreneurship & Innovation, Finance, Information Systems & Digital Transformation, Management, Marketing, Medical Industry Leadership Institute (MILI), and Supply Chain & Operations. She has published a number of research articles in reputed journals.



Dr. Zameer Ahmed S. Mulla, B.Sc., BED., MCM., MPM., MCA., MBA-HR, PhD is Professor & NAAC, IQAC and NISP Coordinator (Startup and Innovation Cell), Sinhgad Institutes, Pune. 7 Research scholars are pursuing PhD. Under his guidance allotted by SPPU (Savitribai Phule Pune University)-Pune. Maharashtra. He has published many Research articles in National/ International Journals/ Conferences. He had carried out 1 Funded Project. He has 27 years of Experience in academics and 5 years of experience in Industry. He has published 2 Patents. His area of Specialization is Computer Management and Human Resource Management. He has one year of teaching and administration experience in Rwanda, an African country. He has edited six books and authored 3 Books.



Dr. K Kiran Kumar Varma is working as an Assistant Professor in the department of Humanities at SagiRamaKrishnam Raju Engineering College, Bhimvaram, West Godavari District, Andhra Pradesh. He received his MBA degree from Acharya Nagarjuna University, Andhra Pradesh, India and he was awarded doctorate by Andhra University, Visakhapatnam, Andhra Pradesh, India. He has 27 years of teaching experience. He published several papers in reputed international and national journals.



Ms. R. Ramya is currently working as Assistant Professor in Department of Business Administration at Excel College for Commerce and Science, Komarapalayam, Namakkal. She has obtained Bachelor Degree from Bharathiar University, Master Degree in Business Administration from Anna University, M.Phil in Management from Bharathiar University, She is currently pursuing Ph.D (Human Resource Management) in Bharathiar University. Additionally she is pursuing PGDHRM in IGNOU. She has 2 years Industrial Experience in various positions and 2 years of Teaching Experience. Now she has been teaching the subjects like Human Resource Management, Marketing Management, Production and Materials Management, Management Information System, Business Law, Organizational Behaviour, Business Communication, Entrepreneurship Development, and Business Environment.



ISBN 978-81-962214-3-0

PRINCIPAL

Excel College for Commerce and Science
Komarapalayam - 637 007

9 788196 221430

Export to Excel

Search:

#	Book Title	ISBN	Product Form	Language	Name of Publishing Agency/Publisher	Name of Author/Editor	Publication Date
1	ADVANCES IN BUSINESS, MANAGEMENT AND ENTREPRENEURSHIP	978-81-962214-3-0	Book	English	RK Publications	Author : Dr Shipra, Dr Zameer Ahmed S. Mulla, Dr K Kiran Kumar Varma, Ms. R. Ramya	21/02/2023

Showing 1 to 1 of 1 entries

Previous 1 Next

Total Visitors 2807595



R. Vimal
 Dr. R. VIMAL NISHANT, M.Com., M.Phil., Ph.D.,
 PRINCIPAL
 Excel College for Commerce and Science
 Komarpalayam-637 303.