

**Twelfth Biennial Conference on Entrepreneurship**  
February 22-24, 2017  
(Conference Papers)

### **Entrepreneurship Development Institute of India (EDII)**

EDII, an acknowledged National Resource Institute for Entrepreneurship Education, Research, Training & Institution Building and an autonomous & not-for-profit institute, set up in 1983, is sponsored by apex financial institutions - the IDBI Bank Ltd., IFCI Ltd., ICICI Bank Ltd. and the State Bank of India (SBI). The Government of Gujarat pledged twenty three acres of land on which stands the majestic and sprawling EDII campus. To pursue its mission, EDII has helped set up twelve state-level exclusive entrepreneurship development centres and institutes. One of the satisfying achievements, however, was taking entrepreneurship to a large number of schools, colleges, science and technology institutions and management schools in several states by including entrepreneurship inputs in their curricula. In view of EDII's expertise in Entrepreneurship, the University Grants Commission had also assigned EDII the task of developing curriculum on Entrepreneurship and the Gujarat Textbook Board assigned to it the task of developing textbooks on Entrepreneurship for 11th & 12th standards.

In the international arena, efforts to develop entrepreneurship by way of sharing resources and organizing training programmes, have helped EDII earn accolades and support from the World Bank, Commonwealth Secretariat, UNIDO, ILO, FNSt, British Council, Ford Foundation, European Union, ASEAN Secretariat and several other renowned agencies.

### **Centre for Research in Entrepreneurship Education and Development (CREED)**

CREED was set up at the Institute in 1997 to provide an identifiable thrust to the entrepreneurship development movement and act as a central link between theory and practice in the field. The Centre networks among researchers and institutions by encouraging inquiries into emergence and growth of entrepreneurship as a discipline. CREED promotes research activities, provides seed grant and academic support through short-term research fellowships and organizes lecture series by inviting eminent scholars. *The Journal of Entrepreneurship*, published under the auspices of CREED, has established itself as a reputed refereed journal in the field. The JoE completed 25 years of service to the profession in 2016. The Centre supports biennial conferences on entrepreneurship, providing a platform for researchers, academics, planners, and policy-makers to share their work, ideas, and concerns for entrepreneurship development.

# **Twelfth Biennial Conference on Entrepreneurship (Conference Papers)**

## **Volume-I**

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## **Twelfth Biennial Conference on Entrepreneurship**

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Over the past twenty two years, the **Biennial Conferences on Entrepreneurship** have been organized by the **Centre for Research in Entrepreneurship Education and Development (CREED), Entrepreneurship Development Institute of India (EDII)**. Biennial Conferences are established forums for researchers, educators, practitioners, planners and policy makers to share their ideas and research with other researchers in the field, interchange feedback and sharpen their own ideas for entrepreneurship research and development. Eleven conferences held thus far brought together more than 900 academicians, researchers and practitioners for presentation of over 800 papers from 30 countries. The Twelfth Biennial Conference on Entrepreneurship (February 22-24, 2017, EDII, Ahmedabad) testifies to the institute's pursuit of excellence and clear contribution to entrepreneurship education, research, training and institution building within India and internationally. One hundred and forty three papers were presented during the three day conference. The papers represent current developments in entrepreneurship from India and abroad. The contributions cover a wide array of themes such as Academic Entrepreneurship & Intellectual Property Rights, Agripreneurship, Corporate Social Responsibility, Ecopreneurship, Entrepreneurship Education, Entrepreneurship in the MSME Sector, Entrepreneurship Policy, Entrepreneurship: Perspectives and Practices, Family Business & Corporate Entrepreneurship, Grassroots Innovation, Psychology & Entrepreneurship, Rural & Tribal Entrepreneurship, Sectoral Entrepreneurship, Social Entrepreneurship, Startups, Technopreneurship and Women Entrepreneurship.

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# Contents

*Acknowledgements*

v

## Volume - I

### Dr. Elmar Stuhler Memorial Lecture

1. Turning Change into Chance and Success: Challenge for Innovating Innovation  
*Helmut K Loeckenhoff* 1

### Entrepreneurship: Perspectives and Practices

2. Exploring the Association between Criminology and Entrepreneurship  
*Neha Sharma* 11
3. Gender and Entrepreneurship: An Exploration of the Feminist Perspectives  
*Astha Jaiswal* 18
4. Hephapreneurship for Social Change and Transformation in South Africa  
*Maximus Monaheng Sefotho* 24
5. Religious Entrepreneurship: The Profitability of the Product Called "God"  
*Jean Dsouza and Rajvi Jani* 32
6. Self Management: Individual and Organizational Levels  
*Leszek Karczewski* 39
7. The Journal of Entrepreneurship: Twenty Five Year Bibliometric Analysis and Future Directions  
*Ganapathi Batthini, Nupur Vaishnav, Ashok Madnani and Ashok Chaudhary* 48

### Psychology & Entrepreneurship

8. A Study of Entrepreneurship Awareness and its Impact on Entrepreneurial Intention among Management Students  
*Mohsin Shaikh* 69
9. A Study on Need Satisfaction Level among Male Entrepreneurs with reference to Entrepreneurs in Ernakulam, Kerala  
*Jubel Mathew, M Edwin Gnanadhas and S Narayana Rajan* 82
10. Application of Entrepreneurial Intention Model in India  
*Mohd Yasir Arafat, Javed Ali and Imran Saleem* 88

11.	Assessing the Impact of Entrepreneurial Competencies on Small Business Performance <i>Arshad Nabi Wani and Khurshed Ahmad Butt</i>	98
12.	Emotional Intelligence: Proximal Factor of Entrepreneurial Behaviour <i>Ekta Sinha</i>	109
13.	Entrepreneurial Intention among Students: A Case Study of Jamia Millia Islamia (Central University) <i>Safoora Habeeb and Naseeb Ahmad</i>	120
14.	Entrepreneurship as Human Agency <i>Umajyothi V</i>	126
15.	Impact of Parental Education Levels on Entrepreneurial Intentions in Post-Socialist Market Economies: A Case of J&K State, India <i>Vivek Sharma and Kusha Sharma</i>	134
16.	Influence of Personality Traits on Entrepreneurial Performance: Study among Start-ups of Kerala <i>T Vinay Kumar and M Sivakumar</i>	145
17.	The Impact of Entrepreneurship Education on Entrepreneurship Intention among Students of Higher Learning Institutions of Middle Gujarat <i>Pranav Desai</i>	157
18.	The Influence of Entrepreneurial Traits and the Location of the Firm on the Success of Microenterprises: Empirical Evidence from Jharkhand State <i>Debanjan Nag and Niladri Das</i>	164
19.	The Influence of University Support on Entrepreneurial Self-Efficacy: An Australian Perspective <i>Deepa Subhadrammal</i>	175
<b>Entrepreneurship Policy</b>		
20.	Developing Entrepreneurship Policy in India: Looking for Order in Chaos <i>Raj K Shankar and Nithyananda K V</i>	185
21.	Entrepreneurship Readiness in India: An Inter-State Comparative Study <i>Amir Jafar and Anjan Kumar Ghosh</i>	193
22.	Importance and Effects of Pillars of Telecentre Sustainability with Special Reference to Akshaya Project, Kerala <i>Sreejith S and S Ganesan</i>	205
23.	Nurturing Women Entrepreneurship in India through Governmental Programmes: An Oriental Overview <i>Sakshi Chhabra and R Raghunathan</i>	215



24. On Measurement of Small Enterprise Performance: Theoretical and Practical Implications for Women Entrepreneurs under Prime Minister's Employment Generation Programme  
*Julie Tripathy* 225
25. Viability of Bayh-Dole Act of USA in the Context of India: Critical Evidence from Review of Literature  
*Ajay Kumar Singh, Shah Nawaz Ashraf and Satya Ranjan Acharya* 235

### **Academic Entrepreneurship & Intellectual Property Rights**

26. Academic Entrepreneurship Model to Empower Education and Research in Biotechnology: A Case Study of BioSakshat  
*P Kolekar and P Panigrahi* 253
27. Implications of Intellectual Property Rights and Socio-economic Factors on Growth of Manufacturing Sector in Selected Cross Economies: An Empirical Assessment  
*Ajay Kumar Singh, Satya Ranjan Acharya and Pravin Chavda* 262
28. Innovation: The Marketing Imperative in a Flat World  
*Basava Raju Atyam* 280
29. Legal Strategies for the Protection and Exploitation of Intellectual Property Rights for Startups  
*Batthini Divya Pravalikha* 286
30. The Linkage Between Traditional Knowledge as an Intellectual Property Right and Entrepreneurship  
*Eliana Vanessa Valenzuela Araujo* 294

### **Entrepreneurship Education**

31. A Study on the Linkage between Entrepreneurship, Innovation and Technology in the Context of Professional Education and Students in Gujarat  
*Jay Merja and P K Priyan* 301
32. An Empirical Study on Understanding Entrepreneurial Intent of University Students in Uttarakhand  
*Manjib Bhuyan and Prachi Pathak* 310
33. Critical Analysis of Entrepreneurship Development Programmes (EDPs): A Study of Jammu and Kashmir Entrepreneurship Development Institute (JKEDI)  
*Irm Jalali Bodha* 321
34. Developing Digital Learning Operating Framework for Entrepreneurship Education in Nigerian Universities: A Blended Learning Approach  
*Ezekiel Jide Fayomi, Ziska Fields and Given Mutinta* 331

35.	EDP as Intervention for the Development of an Entrepreneur <i>Prakash K Vadavadagi</i>	342
36.	Entrepreneurial Traits among Undergraduate Technical Students: Insights for Startup Education <i>Kumar Aashish</i>	354
37.	Entrepreneurship: A Concrete Solution of Unemployment in India <i>Madan Singh and Asheesh Pandey</i>	363
38.	Factors Affecting Entrepreneurial Perception among Students in Oman: An Empirical Study <i>Chintan A Joshi</i>	371
39.	Impact of Developmental Factors on Youth and Traditional Entrepreneurship in Goa <i>Pradeep B Salgaonkar</i>	380
40.	Impact of Microenterprise Participation on Child Education: A Case Study in West Bengal <i>Debasish Joddar</i>	388
41.	Innovation in Edupreneurship: An Analysis of Innovative Practices Adopted by Sri Chaitanya Educational Institutions <i>B Madhusudhan Rao</i>	397
<b>Family Business &amp; Corporate Entrepreneurship</b>		
42.	Barriers of Intrapreneurship in Organizations: A Literature Review <i>Rajesh Kumar and Govind Swaroop Pathak</i>	409
43.	Employees' Psychological and Non Psychological Variables: Do they have Relationship with Corporate Entrepreneurship? <i>Umar Gunu and Emmanuel Tsado</i>	418
44.	Human Resource Management Practices in Family Business: Reflecting on the Agency and Stewardship Theory <i>Subhendu Mishra</i>	428
45.	Impact of Social Capital on Organizational Innovativeness in Indian Entrepreneurial Firms <i>Yesha Seth Dua and Asha Bhandarker</i>	435
46.	Issues of Self-Organization and Empowerment of Enterprise Stakeholders as Intrapreneurship: A Phenomenological Approach <i>Bronislaw Bombala</i>	451
47.	Transition Management in a Family Business: A Case of Excel Transporters <i>Manoj Joshi, Amit K Sinha, Shailja Dixit and Balvinder Shukla</i>	460

### Entrepreneurship in the MSME Sector

- |     |  |     |
|-----|--|-----|
| 48. | An Empirical Analysis of Entrepreneurship in MSME's: A Global Perspective<br><i>Zahoor Ahmad Paray and Ashish Kumar</i>  | 475 |
| 49. | Attitudinal Dimension of Government towards MSME Ecosystem<br><i>Supriyo Das, Amit Kundu and Arabinda Bhattacharya</i>   | 490 |
| 50. | Critical Success Factors that Drive Cluster Development Approach in West Bengal<br><i>Archana Sharma and Ranita Guha</i>   | 498 |
| 51. | Demographic and Personal Factors influencing Entrepreneurial Success: Study based on MSMEs of Kerala<br><i>Joseph Mathews Cherukara and James Manalel</i>  | 519 |
| 52. | Entrepreneurial Networks and Small Firm Performance: A Study of Small Enterprises in Kamrup, a District of Assam<br><i>Mandakini Das and Nivedita Goswami</i>  | 534 |
| 53. | Entrepreneurial Settings for the Development of Handloom Micro-entrepreneurs in North East India<br><i>Kishor Goswami, Kalpana Handique and Bhabesh Hazarika</i>   | 544 |
| 54. | Factors Impacting on Maserus Small Medium and Micro Enterprises in Lesotho<br><i>Liako Priscilla Masupha, Andrisha Beharry-Ramraj and John Amolo</i>   | 554 |
| 55. | HR Practices and Issues in MSME's in India: A Case Study<br><i>Reena Shah and Ruchi Tewari</i>   | 568 |
| 56. | Investigating the Effect of Entrepreneurial Marketing Strategy in SMEs through Fuzzy TOPSIS Method<br><i>Mahtab Eshghiaraghi, Mitra Azarloo, Vahab Habibpoor, Seyed Yousuf Salehi and Mohammad Jahangiri</i> | 576 |
| 57. | Mexican Entrepreneurial Culture as a Key Factor of Success for Micro, Small and Medium Enterprises<br><i>José G. Vargas-Hernández and Mauro Francisco Alatorre Villarruel</i>                                | 589 |

### Technopreneurship

- |     |  |     |
|-----|--|-----|
| 58. | Evolution of Technology Business Incubation: Process and Progress in Indian Scenario<br><i>S Prakash and B Priyanka</i>  | 599 |
| 59. | Factors Affecting Technological Entrepreneurship and Innovation in Small and Medium Enterprises (SMEs) and its Role in Countries' Economic Development<br><i>Mitra Azarloo, Mahtab Eshghiaraghi, Seyed Yousuf Salehi, Vahab Habibpoor and Mohammad Jahangiri</i> | 606 |

- 
60. IT Adoption Factors by Small Enterprises in the Auto Ancillary Industry  
*Suresh Kasanagottu and Sudipto Bhattacharya* 616
61. Mapping India's Technology Incubation Innovation System  
*Kanchan Lala* 626
62. Technology in the New Economy and the New Entrepreneurs  
*Mario B Curatolo* 636
63. Turmeric (*Curcuma Longa*) based Business Start-Ups with Special Reference to Nanotechnology  
*Sumit Kumar* 640

### Startups

64. An Analysis of Modus Operandi of Venture Capitalists in India  
*Akriti Sharma, Ankur Ojha, Neeru Bhooshan and Aditya KS* 649
65. Determinants of Entrepreneurial Startups in India: A Study Using GEM Data  
*Mohd Yasir Arafat and Imran Saleem* 656
66. Development of Entrepreneurship in ZMG: Growth Startups and Precursor of Innovation and Economic Development  
*José G. Vargas-Hernández and Andrea Bejarano Hernández* 666
67. Entrepreneurial Persistence and Exit: An Empirical Investigation  
*Brajaballav Kar* 678
68. Modelling Start-up Funding and its Determinants in Indian Context  
*Anush Gupta and Prabha Bhola* 693
69. The Start-Up System  
*Palak Patel and Jay Merja* 701

## Volume - II

### Grassroots Innovation

70. Entrepreneurship Behaviour for Women Engaged in Sericulture: A Study in Uttarakhand  
*Neelam Yadava* 711
71. Entrepreneurship Development as a Viable Option for Creating Sustainable Livelihood in Nigeria  
*Nathaniel C Ozigbo* 718
72. Exploring Scaling up Mechanism of Grassroots Innovations through Entrepreneurship in India  
*Gautam Sharma and Hemant Kumar* 728

73. Impact of Financial, Social and Human Capital on Entrepreneurial Success  
*Maheshwar Prasad Yadav* 736
74. Sustainability at Grassroots through Collective Entrepreneurship: A Case Study of Stone Quarry Workers  
*Farheen Husain and Sunit Singh* 746

### **Social Entrepreneurship**

75. A Study on Challenges and Prospects of Social Entrepreneurship  
*Hitesh D Vyas* 755
76. Challenges, Alternatives and Innovations in Social Enterprises Financing  
*Mayank Patel* 765
77. Enriching Lives: The Toy Bank Story  
*Rachna Sharma and Prema Ramachandran* 775
78. Establishing Social Enterprises as a Unique Organizational Type: A Mission-Value Grid  
*Sumit Mitra and Pradeep Kumar Hota* 784
79. Social Values Creation through Social Entrepreneurial Efforts  
*Saurabh Kumar* 798
80. Tagore's Pioneering Approach and Entrepreneurial Role in Rural Transformation: Lessons from his Experiments and their Relevance Today  
*Samar K Datta, Kalisankar Chatterjee, Sharad Mahajan and Hemantbhai Naik* 802
81. The Role of Emotional Intelligence and Moral Obligation in Predicting Social Entrepreneurial Intention  
*Preeti Tiwari, Anil K Bhat and Jyoti* 811

### **Corporate Social Responsibility**

82. A Case Study on Corporate Social Responsibility of Public Sector Undertakings with special reference to Maharatna Companies of India  
*Muhammed Fazal K and Abdul Jabbar* 829
83. Combining Corporate Social Responsibility (CSR) and Social Entrepreneurship (SE): A Conceptual Framework for Social Value Creation  
*Archana Singh* 840
84. Corporate Social Responsibility (CSR) and Pharmaceutical Sector in India: Insights from Annual Reports of Selective Pharma Companies  
*Vikas Aggarwal and Anil Kumar Angrish* 852
85. CSR through Volunteering: A Case Study of Sri Sathya Sai Vidya Vahini  
*U Pranav and N Sivakumar* 871

86. Social Entrepreneurship as a Path for Corporate Social Responsibility: An Exploration  
*Preeti E Ramanathan* 881

### Agripreneurship

87. Agripreneurship Model for Banana Farmers of Bhagalpur, Bihar: The Case of Umbrella Programme for Natural Resource Management  
*Deepak Chamola, Saumya Mathur and A Sahay* 889
88. An Embryonic Innovative Opportunity in World's Next Well-Being Crisis: Digital Detoxification Farms in India  
*Neelam Saxena and Balvinder Shukla* 897
89. Post-Harvest Losses: A Major Obstruction to Agribusiness for Small Holders of Agriculture Sector in Developing Countries: The Case Study of Gujarat State in India and Tanga Region in Tanzania  
*David Stephen Lwechungura and S O Junare* 908
90. Promoting Entrepreneurship through One Panchayat One Product (OPOP): A Study into its Dynamics and Feasibility in the Tribal Areas of the State of Odisha  
*Sabat Kumar Digal* 920
91. Seizing Entrepreneurship Opportunities in Rural Non-farm Activities to Ensure the Country's Economic and Political Stability  
*Samar K Datta, Apurba Mukhopadhyay, Kunal Chakraborty, Soumitra Chakraborty and Mukut Roy Chaudhuri* 929
92. The Role of New Technologies in the Development of Employment and Rural Entrepreneurship through Fuzzy Method  
*Mohammad Jahangiri, Seyed Yousuf Salehi, Vahab Habibpoor, Mitra Azarloo and Mahtab Eshghiaraghi* 938

### Ecopreneurship

93. Green Businesses: The Temple Experience  
*Kavita Gupta and Mrinalini Bhargava* 955
94. Green Entrepreneurship for a Sustainable Social System: Bee Basket Pvt. Ltd as a Case Study  
*Pradnya Chitrao and Pravin Kumar Bhojar* 962
95. Green Entrepreneurship in the Changing Market Scenario in India  
*Stuti Haldar* 968
96. Solid Waste Management: A Pragmatic Approach for Socio-Rural Entrepreneurship by Local Governments in Andhra Pradesh  
*Satyavani Gandham* 978

97.	Solid Waste Minimization Hierarchy of Waste Management for Sustainable Development <i>Vijayan Gurumurthy Iyer</i>	991
98.	Start-up Opportunities and Challenges for Paint Industries by Going “Green” in India <i>Sumit Kumar and Pratik Manavadariya</i>	1005
<b>Sectoral Entrepreneurship</b>		
99.	‘Yogapreneur’ Baba Ramdev and Patanjali Ayurved Limited <i>Krishna Rohit Misra</i>	1017
100.	A Study on Domestic Soft Drinks Manufacturing Entrepreneurs in Selected Districts of Karnataka <i>Ashoka M L, Rakesh T S and Madhushree S</i>	1025
101.	Consumption Pattern of Local Meat Products in Nigeria: Market Insights for Meat Entrepreneurs <i>I S R Butswat, S Balarabe, D Zahradeen and A A Mohammed</i>	1034
102.	Digitization in Retailing: A Shift from Multi-Channel towards Omni Channel Retailing and Developing Entrepreneurship in Retailing <i>Sahil Singh Jasrotia, Roop Lal Sharma and Hari Govind Mishra</i>	1043
103.	Entrepreneurship Development in the Indian Beedi Sector: Issues and Challenges <i>Amir Jafar, Md. Abdul Hamid and Arindam Ghosh</i>	1055
104.	Factors Influencing Lifestyle Retail Store Choice: A Qualitative Study on Lifestyle Entrepreneurs <i>Malika Sharma, P K Sinha, H G Mishra and Roop Lal Sharma</i>	1066
105.	Rabbit Cultivation as a Source of Opportunity for Skill-Based or Necessity Driven Entrepreneurship <i>A A Mohammed, D Zahradeen and S Balarabe</i>	1075
106.	Strategic Development Pattern of Creative Industry and Tourism in Supporting Handicraft Entrepreneurs: Study in Semarang Regency, Indonesia <i>Nurchayati, Andalan Tri Ratnawati and Susetyo Darmanto</i>	1083
107.	The Art of Pochampally: Declining or Reviving? <i>Bhavya Mahendra</i>	1091
108.	Tourism as an Entrepreneurial Tool in Developing the Economy: With Special Reference to Odisha <i>Smruti Rekha Sahoo</i>	1100
109.	Tourism Entrepreneurship in Tanzania: Challenges and Strategies for Growth <i>Angelo Nzarabahi</i>	1105

### Rural and Tribal Entrepreneurship

110. A Qualitative Exploration of Entrepreneurial Behaviour among the Rural Tribes: A Lesson from Eastern India  
*Bidyut Suman Ekka* 1113
111. City, Caste and Business: A Study of Khatri in Amritsar  
*Gurpreet Bal* 1120
112. Migration and Skill Development in Padhar Community: A Study  
*Brijesh Bansal and Praveen Patel* 1128
113. Role of Youth in Revolutionising Entrepreneurship in the Tribal State of Mizoram  
*Shailaja S Thakur* 1138
114. Study of Factors Influencing and Influenced by Entrepreneurial Intensity  
*Analjyoti Basu and Pankaj Bharti* 1145
115. Traditional Wisdom of a Tribal Entrepreneur and Sustainable Livelihood: Case Study – An Experience with Techno-Managerial Skills of an Illiterate Multi-Skilled Personality  
*Lokesh Jain* 1158

### Women Entrepreneurship

116. A Research Overview of Women Entrepreneur's in Malaysia: How Far Have They Come?  
*Ponnmalar N Alagappar and Jesrina Ann Xavier* 1171
117. Assessment of the Challenges and Opportunities of Women Entrepreneurs in Sodo Town, Ethiopia  
*Yesuneh Gizaw, Sintayehu Tsega and Kibrehevan Hailegiorgis* 1181
118. Developing Conceptual Model of Woman Entrepreneur Career Maturity  
*Susetyo Darmanto and Giyah Yuliani* 1187
119. Economic Empowerment of Women & Self-Help Groups (SHGs): An Empirical Study on the SHGs of Northern Indian Sunderban Delta (ISD)  
*Amit Majumder, Sajal Kr Maiti and Debasish Sarkar* 1191
120. Entrepreneurial Process and Eco-system of Women Entrepreneurs: A Study from Drought Prone Region of Maharashtra  
*Anjali Kulkarni* 1209
121. Gender Inequality and Social Perceptions: Entrepreneurship as a Human Development Approach  
*Zahoor Ahmad Paray* 1218
122. Identity as a Women Entrepreneur: Does It Pre Defines the Area of Entrepreneurship Matching the Societal Outlook?  
*Rimu Chaudhuri, Ipsita Ghatak and Sreyasi Sengupta* 1225



---

123.	Impact of Entrepreneurship Education in Developing Women Entrepreneurs: A Case Study in NCR <i>Neelam Saxena and Shikha Kapoor</i>	1236
124.	Inclusive Growth and SHG: A Case Study of Women Entrepreneurship in Odisha <i>Kishore Kumar Das and Swetapadma Dash</i>	1244
125.	Inclusive Growth and Women Empowerment through Entrepreneurial Growth in Rural India <i>Sarita Agrawal</i>	1254
126.	Rhetoric about Challenges that Women Entrepreneurs Face in Urban Organised Sector of Uttar Pradesh <i>Nomita P Kumar</i>	1268
127.	Role of Micro Finance Institutions in Changing Socio-Economic Status of Women Entrepreneurs: Evidence from Sonitpur District in Assam <i>Nikita Sharma</i>	1283
128.	Rural Dalit Women Entrepreneurs in the Growth of Hill Economy: A Study <i>Amaldass M and Neema Gnanadev</i>	1292
129.	SHG Training Programme Nurture Entrepreneurial Activity for Rural Women <i>Ankur Yadav</i>	1304
130.	The Role of Women in Social Entrepreneurship for Sustainable Development <i>A N Rao and Kaazvin Kapadia</i>	1314
131.	Transactional Analysis in Women Entrepreneurs <i>Dashora P, Purohit S and Baurah Himakshi</i>	1320
132.	Tribal Women Entrepreneurship in Southern Region of India <i>Krishnaveni Motha</i>	1326
133.	Women Empowerment through Craft Revival: A Case Study of Rehwa, Indore <i>Rama Venkatachalam</i>	1336
134.	Women Entrepreneurship for Energy Democracy <i>Apurwa Raghuvanshi</i>	1346
135.	Women Entrepreneurship in Rural India <i>Shital Vilas Hiraskar</i>	1353
136.	Women Entrepreneurship through Microfinance: A Case Study of Prayas Jan Vikas Bhandol - Gandhinagar <i>M Roja Lakshmi, Kanak Maleyvar and Dhanraj Singh Rathod</i>	1357

137. Women Entrepreneurship: A Behavioural Economics Approach  
*Pooja Bhatia and Rasananda Panda* 1367
138. Women in STEM: Emerging Mountains in the Great Indian Entrepreneurship Landscape  
*Rachana N Pradhan and Priyanka Joshi* 1374
139. Women's Entrepreneurship through MSMEs: Growth and Development in Uttarakhand  
*Kumari Amrita and Saumya Singh* 1380

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**Dr. Elmar Stuhler Memorial Lecture**

