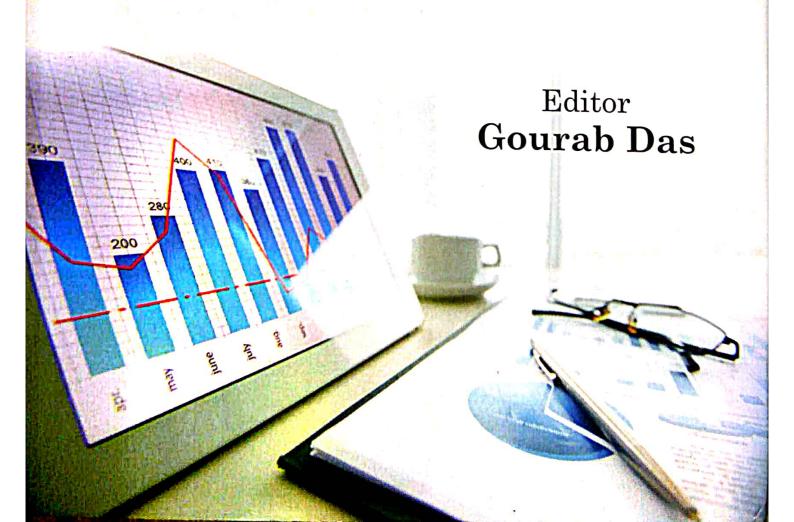
# Emerging Issues in FINANCE & MANAGEMENT



## EMERGING ISSUES IN FINANCE & MANAGEMENT

Editor: Gourab Das

© Department of Commerce, Vidyanagar College

The moral rights of the author have been asserted.

All rights reserved. This book, or parts thereof, may not be reproduced in any form or by any means, electronic or mechanical, including photocopying, recording or any information storage and retrieval system now known or to be invented without written permission from the Publisher.

ISBN: 978-93-88866-55-2

Year of Publication: February, 2021

Published by
Rohini Nandan
19/2, Radhanath Mallick Lane, Kolkata - 700 012
Mail to rohininandanpub@gmail.com
Phone: (033) 7963 5719 | 9231508276

Cover designed by: Avijit Karmakar

Printed at
Rohini Nandan printing division

Price: ₹900/-

Opinions expressed in the articles are solely under the responsibility of authors / contributors and are not be attributed to the Editors and Publisher.

# CONTENTS

Accounting Engineering in the light of Digitization is Accounting and Its Impact on Selected Companies-A Empirical Study Based on West Bengal	
Dr. Anupam Karmakar	19
Financial Performance of Micro Finance Institutions in Tamilnadu Radha. T & Dr. R. Viji	39
An Investor's Guide to Exchange Traded Funds  Dr. Debashis Kundu &  Madhusree Kundu (Banerjee)	<i>57</i>
A Study on Working Capital Management and Financial Statement Analysis of Asian Paints Ltd.  **Babitha B**	72
Measurement of Business Risk and Financial Soundness – A Study on selected companies in Telecommunications sector Sayan Basu & Anusree Bose	86
A Statistical Appraisal of the Determinants of Foreign Direct Investment across the States in India Pallavi Julasaria	104
Impact of Working Capital Management on Profitability- An Empirical Study of Select Pharmaceutical Companies in India Priyanka Das & Rahul Sarkar	141
Responsibility till what extent-A Study on NGOs  Srijit Seal	159
A Study on the Application of Blue Ocean Strategy on Select National and International Entertainment Media	
Sirsha Biswas & Praveen Kaur	167

# A Study on the Application of Blue Ocean Strategy on Select National and International Entertainment Media



Sirsha Biswas Lecturer, Shri Shikshayatan College, Kolkata



Praveen Kaur Lecturer, Shri Shikshayatan College, Kolkata

### **Abstract**

Blue ocean in marketing sphere is a wide, calm, deep and unexplored space which represents an unknown market space which has little or no competition. Demand is created and not fought over in this market. On the other hand red ocean reflects rivalry, cut throat competition and limited prospects for profit and growth. Due to competition the ocean turns bloody and thus the name red ocean. In blue ocean strategy the business houses change the market completely rather than competing in it. Blue ocean strategy is about identifying the right mix of benefits for the product or service of the business

- doi.org/10.1108/JBS-02-2013-0012
- Kim, C. & Mauborgne, R. (2005). Value innovation: a leap into the 3. blue ocean. Journal of Business Strategy, 26:4, 22-28. https://doi. org/10.1108/02756660510608521
- Kim, C., Yang, K.H. & Kim, J. (2006). A strategy for third-party logistics systems: A case analysis using the blue ocean strategy. Omega, 36:4, 522-534.
- Kim, W.C., & Mauborgne, R. (2004). Blue Ocean Strategy: How to Create Uncontested Market Space and Make the Competition Irrelevant. Harvard Business Review Press.
- Lindič, J., Bavdaž, M. & Kovačič, H. (2012). Higher growth through the Blue Ocean Strategy: Implications for economic policy. Research Policy, 41:5, 928-938.
- Mi, J. (2005). Blue Ocean Strategy. Wiley Encyclopedia of 7. Management (eds C. L. Cooper, J. McGee and T. Sammut-Bonnici). doi:10.1002/9781118785317.weom120024

### Urls visited

- https://en.wikipedia.org/wiki/Netflix 8.
- https://en.wikipedia.org/wiki/Saregama 9.
- 10. https://www.netflixinvestor.com/ir-overview/profile/default.aspx
- 11. https://www.saregama.com/carvaan