

Emerging Issues in

FINANCE & MANAGEMENT

Editor
Gourab Das



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CONTENTS

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

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



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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

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