

Challenges and Prospects

EDITED BY

DR. KAMAL GUPTA
DR. V. B. ANGADI



SUPPORTED BY

LALA LAJPATRAI INSTITUTE OF MANAGEMENT







CONTENTS

Sr. No.	Title of Article	Name of the Author	Pg.
1.	Digital Marketing - Challenges And Prospects	Dr. Y.K. Bhushan	1-4
2.	Digital Marketing In Financial Services	Mr. Rituraj Bidwai	5-12
3	Digital Marketing - A New Way Of Marketing With Reference To Idhasoft	Mr. Ameya Deshapande	13-17
4.	Amazon's e-retailing Growth Strategies - A Literature Review	Prof. Arijit Bhattacharya	18-21
5.	Augmented Reality	Dr. H.J. Bhasin Dr. Iram Siddiqui Ms. Pinky Singh	22-32
6.	Digital Infrastructure With Special Reference To Mobile Phone Applications	Prof. Gagan Bhatia Mr. Sainath Bose Mr. Ashutosh Kothari	33-40
7.	Digital Explosion: - An Emerging Role of Big Data Analytics	Prof. Deepa Rohit Ms. Kiranbala Lakhmania Ms. Poonam Vijay Chatrath Ms. Shruti Agarwal	41-47
8.	Social Media Marketing: New Way Of Promoting Movies	Prof. JyotsanaVaid Rahul Pillai	48-54
9.	'Digital Marketing - Prospects And Challenges' (Background Paper)	Dr. H. J. Bhasin Deepa Rohit Gagan Bhatia Arijit Bhattachrya	55-57
10.	Impact of Shadow Banking on Commercial and Central Banking	Shri K. Kanagasabapathy	- 58-61
11.	Shadow Banking and its Implications to Monetary and Financial Stability: An Analytical Review with reference to India	Shri A. Karunagaran	62-88

12.	Shadow Banking in India - A Balanced Approach	Dr. Vishnu Kanhere	89-95
13.	The Shadow Banking: Implications For Financial Regulation	Prof. Archana Sunil Nair. Ms. Aishwarya Sadanand Raje	96-101
14.	Shadow Banking: A Case Study on Sahara Pariwar	Dr. Sarika Mahajan Ms. Neha Sorte Mr. Harshal Sarfare	102-105
15.	Shadow Banking: The Conceptual Journey	Prof. Arpita Mehrotra Prof. Aditya Khandwe	106-120
16.	National Seminar on Shadow Banking: Concerns and Challenges (Back Ground Paper)	Dr. Bina Gupta	121-123
17.	Talent management: Challenges and Strategies	Prof. Pooja Thorat	124-129
18.	An Investigation into Employee's Attitude towards Organization and Organizational Climate to Enhance Employee Engagement with reference to The NM Co-operative Bank Ltd.	Dr. Zuleika H. Sattha Prof. Malcolm F. Homavazir	130-139
19.	Talent Management-Concerns And Challenges (Background Paper)	Prof. Anusha R. Patil	140-142
20.	Low Cost Automation (LCA)	Mr. Miriyala Veerabhadra Rao	143-148
21.	Managing Business Processes in SME Sector in India	Shri Manish Pawar	149-156
22.	Affordable Technologies for SME sector in India (Background Paper)	Prof. N. Balasubramanian	157-159

¥-