Contents

From the Desk of Editor-in-Chief

The study of entrepreneurship has a history in itself embedded within organization. It suggests a series of causally connected events which forced processes and organizational members to create, innovate, co-create and/or reinvent products or services as solutions for survival in its environment. The genesis of the concept entrepreneurship is an unfortunate mixture to balance between business challenges and market opportunities. Establishing an intellectual chain between Aristotle, Max Webber to Joseph Schumpeter is much more a difficult job. However, with great optimism one can connect entrepreneurship is all about substantive idea generation and economic opportunity.

In developing countries, the benefit of innovation by entrepreneurs depends on the characteristics of the system of innovation within which they are embedded, access to resources, availability of new technologies, entrepreneurial ecosystem and commercializing new knowledge. Third world nations have realized that entrepreneurship and entrepreneurs can significantly contribute to economic development by facilitating resources from less to more productive uses by performing efficient cost-discovery, generating employment opportunities and supporting structural change in nation building.

This journal tries to capture some pattern of salience among major components- Public policy/Government policy decisions to boost SME's/MSME's, Fundraising/Crowdfunding, Mentoring through Incubators/Accelerators, Role of Angel investors/Venture capitalists, educational institutions and frameworks to promote entrepreneurship. In addition the entrepreneurial outcomes are purely dependent at the individual level and organizational levels resulting from using entrepreneurial behavior as the foundation for implementing any business strategy.

To conclude, the focus of the researchers must be to reconnoiter more avenues to fill the gaps in the existing literature in entrepreneurship and create a platform for exploring better business opportunities. Let us promote grand ideas!!!

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From the Desk of Editor-in-Chief

India is today ranked the 3rd in the world when it comes to the number of start-ups, just behind the United Kingdom and United States.

Startup India is a Flagship initiative of the Govt of India. The intention of the plan is to be applauded, and there is much in it that is praiseworthy. The thinking behind this push is eminently admirable – especially in as much as it hopefully reflects a vision of state action that relies on removing regulatory obstacles, reducing its own role and on providing instead an enabling environment.

Given the eight of the world's 140 unicorn start-ups valued at $1 billion or more are located in India, it is not surprising the start-up ecosystem is maturing as fast as it is. From a handful just a few years ago, India had over 1,200 start-ups in 2018 alone, taking the total up to 7,200 according to Nasscom.

Start-ups will have to show that their innovation has "significantly improved" existing processes. Start-ups and business education are complementary to each other. Since 1881, when Mr. Joseph Wharton founded the first business school of the US, entrepreneurship has taken a paradigm shift. From seeking employment to becoming an employer is a noteworthy change in trend.

Amity Journal of Entrepreneurship and Leadership (AJEL) is a step forward to spread awareness among masses.

Happy reading!

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The role of emotional intelligence in effective leadership.
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ABSTRACT

This research paper explores the role of emotional intelligence (EI) in effective leadership. It examines the key components of EI, including self-awareness, self-regulation, motivation, empathy, and social skills, and investigates how these components influence leadership behaviors and outcomes. The paper reviews empirical studies that have established positive associations between EI and leadership performance, employee satisfaction, engagement, and organizational outcomes. It concludes by highlighting the implications of emotional intelligence for leadership development and provides recommendations for organizations to enhance leadership effectiveness through the cultivation of emotional intelligence competencies. Overall, this paper emphasizes the significance of emotional intelligence in effective leadership and offers practical insights for organizations seeking to promote emotionally intelligent leaders.

Keywords: Emotional intelligence, effective leadership, self-awareness, self-regulation, motivation,

Introduction

Effective leadership is crucial for organizations to thrive and achieve their goals. Traditional notions of leadership have often focused on traits such as intelligence, charisma, and expertise. However, in recent years, researchers and practitioners have recognized the significant role that emotional intelligence (EI) plays in leadership effectiveness. Emotional intelligence refers to the ability to recognize, understand, and manage one's own emotions, as well as the emotions of others. It encompasses a range of competencies, including self-awareness, self-regulation, motivation, empathy, and social skills.

The importance of emotional intelligence in leadership lies in its potential to positively influence leader behaviors and outcomes. Leaders who possess high levels of emotional intelligence are better equipped to navigate complex interpersonal dynamics, make informed decisions, and effectively engage and inspire their teams. By understanding and

managing their own emotions, emotionally intelligent leaders can regulate their responses, think critically, and maintain composure in challenging situations.

Furthermore, emotional intelligence enables leaders to empathize with others, demonstrating genuine concern and understanding for their emotions and perspectives. This empathy fosters stronger relationships, trust, and collaboration within the team, leading to increased employee satisfaction, engagement, and overall performance.

Research has increasingly explored the link between emotional intelligence and leadership effectiveness, providing empirical evidence for the positive associations between emotional intelligence and various leadership outcomes. Studies have shown that leaders with higher levels of emotional intelligence tend to exhibit more effective leadership behaviors, such as effective communication, conflict resolution, and adaptability. These leaders are also more likely to create positive work environments and contribute to improved organizational outcomes.

Recognizing the significance of emotional intelligence in effective leadership, organizations are increasingly incorporating emotional intelligence training and assessment programs into their leadership development initiatives. By enhancing emotional intelligence competencies in their leaders, organizations aim to cultivate a leadership culture that is more attuned to the emotions and needs of their workforce, ultimately driving improved performance, retention, and overall success.

This research paper aims to explore the role of emotional intelligence in effective leadership. It will examine the key components of emotional intelligence, discuss their influence on leadership behaviors and outcomes, review relevant empirical studies, and provide practical implications for leadership development. By delving into the realm of emotional intelligence, this paper seeks to shed light on the importance of emotional intelligence in leadership and offer insights for organizations striving to develop and promote emotionally intelligent leaders in their ranks.

Objective Of Study

1. To provide an overview of emotional intelligence and its key components in the context of leadership.
2. To explore how emotional intelligence influences leadership behaviors, including self-awareness, self-regulation, motivation, empathy, and social skills.
3. To investigate the relationship between emotional intelligence and leadership outcomes, such as employee satisfaction, engagement, and organizational performance.
4. To review empirical studies that establish the positive associations between emotional intelligence and leadership effectiveness.
5. To discuss the implications of emotional intelligence for leadership development and identify practical recommendations for organizations.
6. To contribute to the existing literature by emphasizing the significance of emotional intelligence in effective leadership and providing insights for organizations seeking to promote emotionally intelligent leaders.

Research Methadology

The research methodology employed in this study will be a combination of qualitative and quantitative approaches. This mixed-methods approach will allow for a comprehensive exploration of the role of emotional intelligence in effective leadership. The qualitative aspect will involve an in-depth analysis of existing literature, theoretical frameworks, and case studies to gain a deeper understanding of the concepts and theories related to emotional intelligence and leadership. This will provide a solid foundation for the research.

Research Design

The research design will be descriptive and explanatory, aiming to describe the relationship between emotional intelligence and effective leadership while also explaining the underlying mechanisms and processes involved. The study will utilize both cross-sectional and longitudinal designs. The cross-sectional design will involve collecting data at a specific point in time to capture the current state of emotional intelligence and leadership practices. The longitudinal design will enable the examination of changes in emotional intelligence and

leadership behaviors over time, providing insights into the development and impact of emotional intelligence on leadership effectiveness.

Data Collection

Data collection will involve a combination of primary and secondary sources. Primary data will be collected through surveys, interviews, and possibly focus groups. Surveys will be administered to leaders and employees within organizations to measure their perceptions of emotional intelligence in leadership and its impact on various outcomes. Interviews will be conducted with leaders who have demonstrated high levels of emotional intelligence to gain insights into their experiences, practices, and the influence of emotional intelligence on their leadership effectiveness.

Secondary data will be gathered from existing literature, academic journals, books, and reputable online sources. This secondary data will provide a comprehensive overview of theories, models, and empirical studies on emotional intelligence and leadership, supporting the research findings and discussions.

To ensure data validity and reliability, appropriate measures and validated instruments will be used for data collection. Additionally, data analysis techniques such as statistical analysis, content analysis, and thematic analysis will be employed to analyze and interpret the collected data.

Overall, the research methodology will employ a mixed-methods approach, utilizing qualitative and quantitative data collection methods, to provide a robust examination of the role of emotional intelligence in effective leadership.

Literature Review

Emotional intelligence (EI) has gained significant attention in the field of leadership due to its potential impact on leader effectiveness and organizational outcomes. Various studies and theoretical frameworks have contributed to our understanding of emotional intelligence and its role in effective leadership.

Goleman (1995) defined emotional intelligence as the ability to recognize and understand one's own emotions and those of others. This definition highlights the importance of self-awareness and empathy, which are key components of emotional intelligence. By being aware of their emotions, leaders can better understand their strengths and weaknesses, allowing them to make informed decisions and effectively manage their behaviors.

Mayer and Salovey (1997) proposed a model of emotional intelligence consisting of four branches: perception of emotions, use of emotions to facilitate thinking, understanding emotions, and managing emotions. This model provides a framework for assessing and developing emotional intelligence in leaders. By perceiving and understanding emotions, leaders can better navigate complex social interactions and make empathetic decisions that consider the emotional needs of their followers.

Research by Bar-On (2006) examined the relationship between emotional intelligence and leadership effectiveness. The study found that leaders with higher emotional intelligence scores demonstrated more effective leadership behaviors, including better communication, conflict resolution, and team collaboration. These leaders were able to create a positive work environment and fostered higher levels of employee satisfaction and engagement.

Another line of research by Boyatzis (2000) explored the impact of emotional intelligence on leadership development. The study indicated that emotional intelligence can be developed and enhanced through targeted training programs. By providing leaders with opportunities to improve their emotional intelligence competencies, organizations can cultivate a leadership culture that values self-awareness, empathy, and effective interpersonal relationships.

Furthermore, research by Carmeli et al. (2010) investigated the link between emotional intelligence and organizational outcomes. The study revealed a positive association between emotional intelligence in leaders and organizational performance, innovation, and employee retention. Leaders who demonstrated high emotional intelligence contributed to a positive organizational climate, fostering employee motivation and commitment.

In summary, the literature supports the significance of emotional intelligence in effective leadership. Emotional intelligence influences leadership behaviors, including self-awareness, self-regulation, empathy, and motivation, leading to positive outcomes such as employee satisfaction, engagement, and organizational performance. Future research should continue to explore the mechanisms through which emotional intelligence affects leadership and identify strategies to develop and enhance emotional intelligence competencies in leaders.

Findings

The findings from the literature review indicate a strong relationship between emotional intelligence (EI) and effective leadership. Leaders with higher levels of emotional intelligence exhibit behaviors such as self-awareness, self-regulation, empathy, and motivation, which contribute to positive leadership outcomes. These leaders are better able to understand and manage their own emotions, make informed decisions, build strong relationships, and inspire their teams. Empirical studies consistently demonstrate the positive impact of emotional intelligence on employee satisfaction, engagement, and organizational performance.

Conclusion

In conclusion, emotional intelligence plays a significant role in effective leadership. Leaders who possess high emotional intelligence demonstrate key competencies that contribute to positive leadership behaviors and outcomes. The ability to understand and manage emotions, foster empathy, and build strong relationships are crucial for leading teams and driving organizational success. Organizations can benefit from developing and promoting emotionally intelligent leaders through training programs and assessments. By emphasizing emotional intelligence in leadership development initiatives, organizations can create a culture that values self-awareness, empathy, and effective interpersonal skills, leading to higher employee satisfaction, engagement, and improved organizational performance.

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Leadership and Management

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ABSTRACT

The paper is intended to present an analysis of new theories regarding the leadership and the management and to promote a new concept, that of "Leadership in the mirror". An organization that intends to "grow up new leaders" is good to hire managers according to the type of leadership they intend to implement. There is a great difference between manager and leader. The first one faces complexity and the second one faces changes, grouping characteristic activities of management and leadership. Every action system implies taking the decision about what has to be done, creating relations between people; relations that may lead to the fulfilment of a common plan, and then the essay to assure those people are doing their job. Every person realizes these three actions in different ways.

Keywords: culture, leadership, entrepreneurship, emerging markets, collectivism, individualism, team-based leadership

Introduction

The leadership expresses one's ability to determine the others to participate in a certain way, being a process of orientation of some people by means of communication and convictions and a complex of elements that regards the trust in the people going to the same direction, the mission of the analyzed system, the collective decision and the motivation of human resources. The management activity supposes leadership, being more complex than this one, which is limited and determinate by the personal characteristics of the leader, the climate from the organization and the business environment. Inside a group, the leader has a privileged status and his influence in receiving the message will be felt. At the group level, the leadership and the influence are according to communication, which can be: horizontal – between the group members which have the same status or a similar one or vertical – between different persons from the status point of view (can be descendent – from the leader to the subordinate, or ascendant – from the subordinate to the leader). The leaders' role, of influent persons, is that of being mediator between a group's opinion and the collective information spread by mass-media. Leaders are like linking parts between communication means and the team's opinion by: having authority among the group's project, the relations settled

with the leaded ones and by influencing the behaviour of the group's members. In receiving and sending messages, the group leader has a great influence, the communication facilitated by him being more rapid and efficient. Inside the group will be received messages from people with high, privileged, recognized status and messages from people with low statues are received very difficult or not at all. The leaders represent crucial points of communication inside a group. Communication is an important characteristic of groups, together with self-organization, conformity, unity, efficiency etc.

2. Group`s dynamic and leadership

Leadership is a part of management, is the ability of convincing the others to search to achieve defined targets, gives coherence to a group and motivates it to achieve goals. Management activities such as: planning, organization and taking decision are inactive germs until the leader releases the power of motivation in people and guides them to certain targets. The leaders are present at the grounds of the organization (imagining that it has a pyramidal structure), their essential role being that of direct human influence, inside group activity (the leader is related to group's activity; both the formal leader and the informal one are not to be imagined beside the direct action from inside the group Iacob & Cismaru. (2002). Inteligent organization 10 themes of organizations management, Bucureşti, Ed. Comunicare.ro. p.82. The activities are 80% management and 20% organization! The managers are the ones who

administrate the structures of the organization and, activities and people linked to it; they are present especially in the intermediary levels of the organization; they interlace execution activities with management acts. The activities are 80% organization and 20% management! The director of an organization (the general manager) who is also the main shareholder has to be a leader, an entrepreneur. They often tend to insufficiently lead while they excessively administrates. The managers are people who "do what they have to do", while the entrepreneurs are people who "do what they do, as they have to do", that is efficiently. A leader manager will lead using communication, visions, insuring the group's direction of the action; an administrator manager will lead by action and direct participation, by strict rules and with reduced vision. The manager has to develop and to promote a politics based on a communication system that will allow him the permanent adjustment of structures and of the organizational process at the conditions that are in permanent changing. Modern management is based on communication – that is considered to be a vital component of any organization; without a good communication relation between the manager and the subordinate there cannot be any progress in the company. The manager is the person who applies management functions, according to the tasks, competences and responsibilities given to the function he has Zaccaro S.J. (2007). Trait-based perspectives of leadership, American Psychologist. 62, 6–16. Managers have activities from the management functions: they word and apply development strategies, they make

the forecast and the plans; they organize and coordinate work; they insure a proper climate to performance – that motivate the employees; they take care of the growing of the management's act efficiency; they promote communication with the employees, with the customers and with the suppliers; they develop strategic relations Zaccaro S.J., Gulick L., & Khare V.P. (2008) Personality and leadership. In C. J. Hoyt, G. R. Goethals & D. R. Forsyth (Eds.), Leadership at the crossroads (Vol 1) (pp. 13–29). Westport, CT: Praeger. Managers are linked to some action verbs: to do, to develop, to interfere, to manage, to control, to correct etc. Managers do not administrate balance states, but dynamic phenomena; they do not search to maintain an existent situation if it is not profitable. Leaders are linked to the verb to change. It is one of theirs characteristics the fact that they can identify the correct hierarchy priorities, that they can act efficiently in interdisciplinary domains having a high degree of uncertainty, taking risks and finding solutions by uniting their collaborators efforts Hersey Paul, Blanchard Ken, Johnson D. (2008) Management of Organizational Behavior: Leading Human Resources (9th ed.). Upper Saddle River, NJ: Pearson Education.

The leader has to be seen as an assembly of attributes of the role the person has in a group, and at group's level, as an interaction process. Gary Johns (2008) Organizational behavior, Ed. Economică, București, p.37, without denying the importance of individual characteristics in getting a prestigious position, believes that other two factors are determining the

leading characteristics: "in reality, the leader exists according to the need of a group of people, according to the nature of the situation where this group is trying to act". The existence of a leader comes not from personal qualities but from the nature of the group and the real situation he is part of. Leadership solves the changes problem. One of the reasons for which leadership has become so important lately is due to the fact that the business world has become more and more complex and volatile. Sudden technological changes, the growth in international competition, the irregularity of markets, the overproduction in intensive industries, the fragile in cartel oil, the manipulation of actions on stock markets, the demographic changes on manpower markets are some of the factors that contribute to these changes. Fulfilling the same task as yesterday or by 5% better do not represent a success formula on long term. Major changes are more and more important in order to survive and to efficiently compete in this new environment. More changes require more leadership. Management firstly deals with the complexity of the problems. Without a good management, complex companies tend to become very difficult to handle and chaotic. A competitive management assures the order and consistency necessary to some essential attributes of the organization such as quality and profitability of products, by planning and settling the budget – choosing immediate objectives or of future targets, deciding the steps in order to fulfil these targets and giving the resources in order to fulfil the planned plan. The leader will conduct the organization by constructive changes, starting with

creating an image (a vision) on the future (the faraway future), by choosing a direction together with the implemented strategies for the necessary changes in order to fulfil what they have imagined. The manager develops the capacity to fulfil his plan by organizing production and personnel – creating an organizational structure and projecting new working posts; by designating for those posts some qualified persons, by communicating the plan to those people, by devolving responsibilities in order to fulfil the plan and by planning the system in order to implement it. The leader's equivalent activity is ranging the people. This means to communicate the direction of action to those people which can form a team, which can understand the plan and which can be involved in its fulfilment. The manager assures the fulfilment of the plan by controlling and solving problems – by confronting the obtained results with the planed ones as far as details are concerned, both the formal and the informal ones, by reporting, through meetings or other methods, by identifying errors; by planning and organizing problem solver. For the leader, the vision fulfilment requires motivation, involvement and the employment - the continuation of ranging people on the settled direction in spite of the major obstacles on the changing way, appealing to what seem to be of most importance, without neglecting people necessities, their values and emotions. A careful examination of every enunciated activity will lead to the qualities a leader must have, the settling of a direction being very important in planning and in budget determination. As far as leadership's function is to produce changes, setting the direction of this change is a fundamental activity for the leader. Choosing the direction is not always the same with the planning – not with the planning on long term, even though people often confound with these terms. The planning is a management process, of deductive nature, meant to lead to common results and not to the change. Choosing a direction is an inductive action. The leaders gather a complete set of information and search for ways, relations and links that can explain and forecast the evolution of some situations. Fixing the direction in leadership does not lead to plans, but create images and strategies. Neither images nor strategies have to be very innovative. Efficient images about business are usually common and consist of well known ideas. The combination or the shaping of the idea may be new.

Concept and Methadology

The characteristics of a leader – necessary and efficient in a group or in a situation can be totally different of another leader, in a different environment. A person, who has real leader qualities, as an employee in a strong organization, will prove reduced ability in a less structured organization, a more democratic one. A person who proves to be liable in a situation that requires deliberation and planning can be less liable in a situation that requires immediate action. Almost each member of a group can become a leader as far as he is fit for the position. Different situations give the opportunity to different people to advance. If the situations need different persons for the leading position, means that the same person in different situations

is going to have different power and efficiency levels. The situations study allows controlling them. If leader's stability in behavior is a leading characteristic, changing the behavior style in according situations is not a less important indicator of the leading capacity. If we want to realize the capacity or the incapacity to lead, we have to study the situations in relation to behaviour's relations. This is why it is usually required to a young person, in order to become a boss to leave his community of origin. Even if he has failed in certain circumstances, the person has learned certain types of situations. If he finds himself again in similar situations, he will manage to control them. This points out that a person capable to lead in certain situations will manage to lead in similar situations, and the use of the same leading techniques in different situations where that technique is not fit, will be a failure. The possibility to control the situation is the capacity to sense the similarities and the differences of the present situation in other situations. The more experience a leader has, the less he risks to lose his authority and his prestige, if he keeps his mobility and his mental ability Schultz D.P., Sydney E., (2010) Psychology and work today: an introduction to industrial and organizational psychology. Upper Saddle River, N.J.: Prentice Hall. p. 171. A complete lay-out for the situation's research presumes the word "situation" with at least four categories of determinants of leader's behavior: the structure of interpersonal relations inside the group, group's categories, total culture's characteristics where the group exists from where the group members are

and the task the group has to fulfil Bland Michel (1998). Communicating Out Of a Crisis, MacMillan, pp. 127-129. The environments from where the group members come from, as well as the environment where the group acts will hall-mark its member's behavior. Habits, attitudes, acting ways and material culture that influence the person, determine its behavior in different circumstances. The dynamic of group interactions, especially when the group confronts new tasks, is determined by the environment characteristics from where his members come from. The situation plays an important part while determining the leading type, without having the exclusiveness of type determination. It is difficult to settle a standard of situations where a person can become a leader, as it is difficult to settle a type of standard personality for the leader.

Conclusion

Most organizations need to develop the leadership capacity. Successful organizations do not wait for the leaders to form themselves in time. Successful organizations search for leaders and expose them to atypical situations that are meant to develop this potential. Helped by a careful attention, education and correct encouragement, more persons can be leaders inside organizations. While improving the leader capacity of some employees, organizations do not have to forget that a strong leadership, joined by a weak management it is not efficient, sometimes being even worse than the opposite. The true performance is represented by combining a strong

leadership with a strong management and, eventually their reciprocal compensation. Not anyone can be in the same time a good leader and a good manager. Some persons have the capacity to become excellent managers, but not powerful leaders. Others have good potential for being leaders, but have difficulties in becoming efficient managers. Visionary organizations consider as valuable both categories and make great efforts to join them. When people have to be trained for leading positions, a lot of companies ignore the recent specialty literature that explains why people cannot be very good managers and authentic leaders. When an organization understands the fundamental differences between leadership and management, this can being to train people for leading positions by taking into consideration both aspects. It is a big difference between the manager and the leader. The first faces complexity while the second one faces changes, grouping characteristic activities of management and leadership. Each action system implies taking the decision about what has to be done, creating relations between people, creating relations that can lead to the fulfilment of a common plan, and then the essay to assure that these people do what they have to do. Everyone fulfils these three tasks in a different manner.

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A STUDY ON SECURITY VULNERABILITY AND POSSIBLE ATTACKS AND ITS IMPACT ON E RETAIL

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ABSTRACT

Developments of Ecommerce systems rely majorly on security and risk management, which can play a vital part for eretail industry. Since most people are dependent on these e-services, customers and business both can suffer great losses due to security measures that are inadequate. This research work solves the purpose of realizing ecommerce security by targeting the system and focusing on an approach driven by threats faced like security risk management to analyze overall satisfaction, which is directly linked with security vulnerability.

Following research helps in identifying threats that are evolving to ecommerce systems and also allow it to flow structurally during management in security risk. The following research connects security vulnerability to overall satisfaction of a consumer that directly affect the growth of ecommerce industry in any country.

INTRODUCTION

An unintended fault in programming code or a framework that abandons it open to the potential for abuse in the of malware. Additionally alluded to as security abuses, security vulnerabilities can result from programming bugs, frail passwords or programming that is as of now been contaminated by a PC infection or content code infusion, and these security vulnerabilities require fixes, or fixes, so as to keep the potential for bargained trustworthiness by programmers or malware.

To hold client's trust in web based business frameworks, an appropriate arranging ought to be done to remain ensured against conceivable security dangers. To assemble a safe web based business application, following four security highlights must be incorporated

•Authentication: This component builds up evidence of characters. This procedure

guarantees that the source of an electronic message or report is accurately distinguished.

•Availability: The standard of accessibility expresses that asset ought to be accessible to approved gatherings consistently.

• Personnel security: Personnel ought to be given fitting security instruction and know about the occurrence announcing methods.

• Physical and Environmental value manipulation 2000). In our country the women empowerment through enterprise development has become an indispensable part of our overall developmental efforts because of three main advantages namely; economic growth, women development and social stability.

BASIC SECURITY THREATS

Customer side Security

The client's security and respectability of data ought to be ensured at customer side. Antivirus programming and routinely discharged patches ought to be normally refreshed to secure clients against PC infections and different malignant programming. All measures ought to be taken to restrain the measure of individual data that programs can transmit without the clients assent. Associations ought to

confine worker's web perusing exercises with the goal that organization's touchy data isn't undermined.

Server side Security

Server side security is vital and steps that ensure the web server and the machine ought to be taken. The component against forswearing of-administration assaults ought to be set up. The firewall frameworks and working framework ought to be appropriately designed to verify the servers.

Deceiving the Shopper

The aggressor tracks customer's conduct accumulates imperative data and utilizations that data against the customer. The aggressor typically draws customers with alluring ideas on social sites [13].

Snooping the Shopper's Computer

There are different programming instruments accessible through which assailant can make passage into customer's PC and sweep ports to identify section focuses into framework. Subsequent to accessing the customer's machine, the assailant can filter his record framework for any delicate data, for example, client personality and secret key. Clients regularly don't arrange the firewall to

protect against security dangers from snoopers.

The Distributed Denial of Service (DDoS) Refusal of Service (DoS) assaults make an endeavor to keep real clients from getting to certain administrations or assets, which they are qualified for. For example, an unapproved client may send an excessive number of login solicitations to a server utilizing arbitrary client ids consistently one after another, in order to flood the system and deny other real clients from utilizing the system offices [2]. Disseminated refusal of administration assaults target at least one of the thirteen Domain Name System root name server groups. The root name servers hold most basic segment of the Internet foundation that makes an interpretation of space names to Internet Protocol (IP) addresses. Each task on Internet utilizes Doman Name System and Attacks against theories could affect activity of the whole Internet administrations, as opposed to simply explicit sites. However, the root name server framework is made profoundly powerful and dependable by conveying circulated and replication of databases.

DoS assault influence the accessibility of site to clients as server is overpowered with phony solicitations produced by aggressors. DoS assault contents are the most widely recognized, successful and simplest to execute assaults accessible on the WEB. No real harm is done to the injured individual site. It would be each representative's fantasy to be in this circumstance if the approaching bundles were genuine client orders. The Distributed Denial of Service (DDOS) assaults are the most recent advancement of DoS assaults and their prosperity relies upon the failure of middle of the road destinations to recognize, contain and kill the entrance of their system. This assault makes issue not exclusively to the objective website, yet in addition make blockage in the whole Internet as the quantity of parcels is steered through a wide range of ways to the objective.

Session Hijacking

Session capturing alludes to assuming responsibility for a client session after effectively getting or creating a verification session ID. The assailant generally utilizes savage power or figured out session IDs to deal with authentic client's web application session while that session is still in advancement. HTTP is stateless, so application architects needed to build up an approach to follow the state

between numerous associations from a similar client, rather than mentioning the client to confirm upon each snap in a Web application. A session is a progression of associations between two correspondence end focuses that happens amid the range of a solitary association. At the point when a client signs into an application a session is made on the server so as to keep up the state for different solicitations starting from a similar client. Applications use sessions to store parameters which are pertinent to the client.

LITERATURE REVIEW

Various measures to oversee security chances in data frameworks of which ecommerce is one. Security benchmarks characterize rules reasonable for security hazard the board which, as a discourse in this area, will initially cover a review of the ISO 2700x arrangement , NIST distributions and the Risk IT structure, and different models, for example, PCI DSS and IT-Grundschutz.

The first standard is the ISO2700x benchmarks which for instance has the ISO/IEC 27005:2011, relevant to numerous associations, and gives a lot of rules and methods for data security chance administration . It additionally

underpins the ideas, models, procedures and phrasings of data security hazard the executives indicated in the ISO/IEC 27001 and ISO/IEC 27002 and helps the attractive usage of security following a hazard the board approach.

The Kenya Cyber security report of 2015 distinguished top security issues as: social building, database breaks, insider dangers, poor character and access the executives, ceaseless checking and reaction, powerlessness and fix the board, rising technologies and security robotization, lacking spending plans and the board support lastly security mindfulness and preparing. In 2001, the Code Red occurrence bridled a cradle flood in Microsoft Windows Internet Server and tainted a huge number of PCs. Successfully overseeing dangers requires a nitty gritty comprehension of security connections and ideas (Onwubiko and Lenaghan, 2007).

Organisations likewise experience the ill effects of absence of vital heading, inability to comprehend in general impact on the store network and a misinterpretation of expenses related with internet business (Pease and Michelle, 2003). A typical yet frequently disregarded helplessness is resistance of

frail passwords which represent a high danger to associations. Most clients likewise interface with unbound Wi-Fi hotspots which could make a proviso for a programmer to utilize their certifications. Inability to refresh fixes on workstations and servers makes another escape clause (Lokhande and Meshram, 2013).

The NIST (National Institute of Standards and Technology) has distributed a lot of benchmarks that address security hazards in data framework as found in NIST SP 800-39 and NIST SP 800-30 [12]. The NIST SP 800-39 fills in as a guide for an association wide program for data security hazard the executives utilizing a multi-layered methodology having a hierarchical level, business process level and data frameworks level [11]. This hazard the board approach pursues four parts to oversee chance (1) outline chance; (2) evaluate risk;(3) react to chance; with these segments being tended to in NIST SP 800-30 . This standard aides the correspondence between the hazard evaluation process and other hierarchical hazard the executives forms. The NIST production 200 incorporates inside it, a blended arrangement of security necessities for arranging, chance evaluation, specialized prerequisites, and

even physical condition assurance prerequisites.

The RiskIT structure is a piece of ISACA's drive, in light of a lot of core values dependent on standards, devoted to helping undertakings oversee IT-related hazard . This structure supplements ISACA's COBIT by giving an increasingly extensive arrangement of good practices to recognize, oversee and oversee IT hazard for business-driven IT-based arrangements and administrations. Subsequently, the Risk IT Framework improves hazard the executives for associations that receive COBIT as their IT administration system. The Risk IT system crosses over any barrier between nonexclusive hazard the executives gauges, for example, the ISO and space explicit structures giving a far reaching view that empowers endeavors to comprehend and oversee huge IT chance sorts .

In 2001, the Code Red occurrence bridled a cradle flood in Microsoft Windows Internet Server and tainted a huge number of PCs. Successfully overseeing dangers requires a nitty gritty comprehension of security connections and ideas (Onwubiko and Lenaghan, 2007). SMEs will in general overlook that they need security,

they additionally face monetary imperatives, and they will in general feel that their venture is too little to possibly be influenced. They see security as a superfluous overhead consequently don"t want to organize it and furthermore work in a high hazard condition and endure it (Lacey and Barry, 2010).

One other standard especially pertinent for web based business frameworks is the Payment Card Industry Data Security Standard (PCI DSS) standard is to a greater extent a consistence standard explicit to money related and internet business frameworks [29] and applies to those preparing installment card information for exchanges. As online business frameworks use installment cards for exchanges, the framework and outsider associations must be PCI-DSS agreeable [29]. This standard records rules that ought to be followed so as to be consistent as an inability to satisfy the guideline unavoidably prompts soak fines, a harmed notoriety and loss of clients. Along these lines, this ought to be considered amid security hazard the executives. These rules incorporate Public Key choice, the utilization of encryption and computerized testaments, and picking PCI agreeable facilitating supplier.

Other benchmarks exist, for example, the IT-Grundschutz (a German standard for security the board techniques). Be that as it may, talks on the measures for security chance administration fill in as a premise to characterize security hazard the executives procedures to be utilized in explicit areas of data frameworks. Approachs will join the standards proffered by the benchmarks talked about in a point of view and direction for security strategy inside the particular space.

ISO embraced models initially distributed by the British Standard Institute (BSI). The BSI issued BS7799 in 1998 and was later embraced by the ISO as 17799. ISO 17799 gives suggestions to the accompanying: • Asset Classification and Control-All data resources ought to be represented and have security characterizations to show the need and needs for assurance. • Personnel security-Personnel ought to be given fitting security instruction and know about the occurrence announcing methods. • Physical and Environmental Security • Network Security • Access Control

Patching is viewed as an essential part of security however it is limited by the sheer

volume of the security patches. Clients likewise expect that Microsoft Windows tends to basic security vulnerabilities which isn't legitimate. Fix sending and security refreshes are likewise a test particularly on announcing the present hazard state (Hoehl, 2013).

Kenyan SMEs face comparative worldwide issues including managers" misguided judgment that security is having a firewall and refreshing the antivirus programming normally. The refusal to set up legitimate administration structures likewise represents a test for security the executives (Kimwele, Mwangi, and Kimani, 2013).

"According to the digital wrongdoing information kept up by National Crime Records Bureau (NCRB), an aggregate of 288, 420, 966, 1,791 and 2,876 digital wrongdoing cases were enrolled under IT Act amid 2008, 2009, 2010, 2011 and 2012, separately,". in dealing with digital wrongdoing including specialized framework, digital police headquarters and prepared labor for identification, enlistment, examination and arraignment of digital crimes[4].

RESEARCH METHODOLOGY

Research design

Descriptive research along with exploratory designs will be used for this research. Exploratory design research will be utilized to examine the existing research work (if available) on this subject to gain insights and to understand the impact of security threats and other vulnerability attacks that affects ecommerce and eretail purchase. Descriptive design research along with the help of a structured type questionnaire will be utilized to gain primary data.

Sampling Design

A sample design helps with the structure or guiding that might fill in as reason to help determine a test influencing few other parts that are critical for an overview. Data is acquired from a population overview or universal sample space of interest. But, a testing outline should be drawn speaking directly with people in enthusiasm, that defines the example.

Convenience sampling was used to bifurcate ecommerce customers from physical store visitors.

Objectives

- · To study about the security vulnerability and its impact on E-retailing
- · To study about the security issue in E-retailing

Data collection technique

For research motives, a structured questionnaire was created that helped in collection of data in primary form from random population size.

Internet sites, research papers and journals were used to collect secondary data.

Sample selection

Convenience sampling is the method used to gather responses for the survey conducted. Convenience sampling is of two types

a) Store intercept

b) Mall intercept

For the survey, we chose mall intercept method where we chose random sample population from a mall space. Though the location of the mall was chosen, the sample population was picked up at random. The formed questionnaire was in a structured manner where people were given choices that might help us frame the answer to how purchase on ecommerce is affected through security problems.

Data analysis technique

The data collected would be analyzed through SPSS software using various techniques like regression and ANOVA to help establish relation between two parameters and explained through pie charts and tables to interpret the findings.

DATA ANALYSIS

GENDER:

TABLE 4.1

Male	45
Female	55
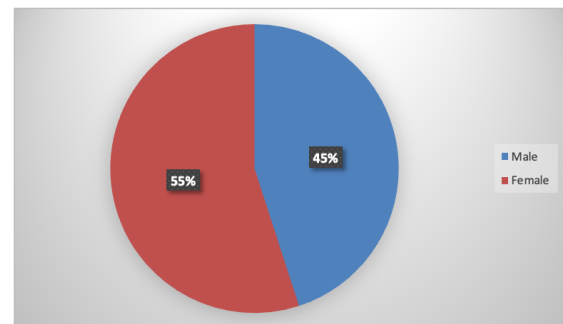
INTERPRETATION

According to the survey conducted , 45 respondents are male while 35 are female and 20 are of other case who indulge in shopping online.

AGE:

TABLE 4.2

16-25	45
25-40	25
40-65	20
65+	10

FIGURE 2
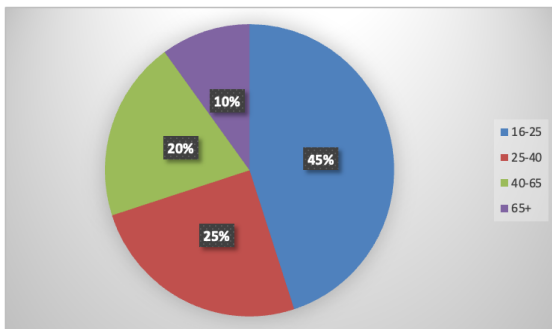
INTERPRETATION

According to the survey conducted about the age of the respondents , 45 respondents are of age between 16-25 while 25 are of age gap 25-40 and 20 are of age group 40-65 while 10 respondents are of age 65 above . Maximum respondents belonged to the lower age group (16-25) due to being more available online and ease of internet.

E-RETAIL WEBSITE USAGE:

TABLE 4.3

Yes	55
No	45

FIGURE 3
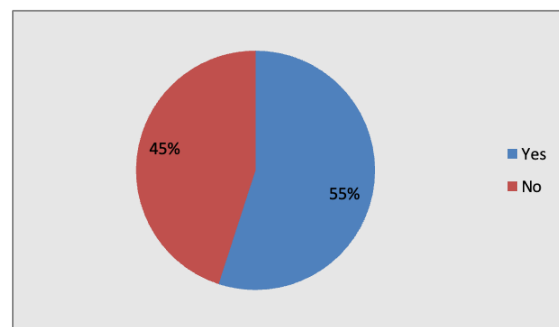
INTERPRETATION

According to the survey conducted, majority of the users (55%) are indulged in purchasing products online rather than contemporary store visit due to ease of internet.

FIREWALL INSTALLED:

TABLE 4.4

Yes	40
No	35
Not sure	25

FIGURE 4
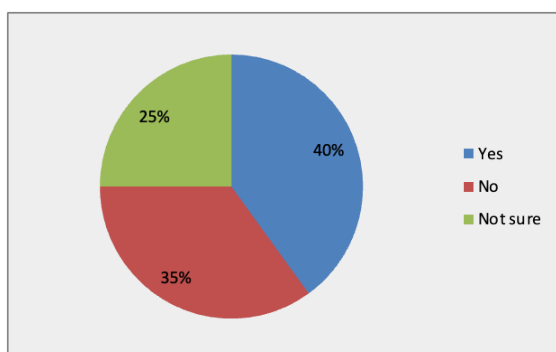
INTERPRETATION

According to the survey conducted , 40 respondents responded that they have firewall installed on their system through which they shop for products online while 35 responded that they don't have firewall installed and 25 are not sure about it .

DO YOU AGREE THAT THERE ARE SECURITY ISSUES WHEN YOU PURCHASE PRODUCTS E RETAIL WEBSITES?

TABLE 4.5

Strongly agree	3
Agree	47
Neutral	28
Disagree	17
Strongly disagree	5

FIGURE 5
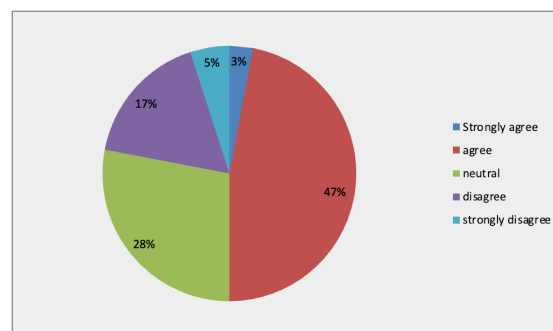
INTERPRETATION

According to the conducted survey, majority of the sample agreed (47%) to the having faced some type of security issues while online purchasing. 28% were neutral regarding the issues and 17% disagreed to facing security issues while shopping. Only 3% strongly agreed while 5% strongly disagreed to it.

DO YOU THINK THE PAYMENT GATEWAYS ON ONLINE E- RETAIL AND E0 COMMERCE WEBSITES SECURE?

TABLE 4.6

Strongly agree	1
Agree	33
Neutral	39
Disagree	24
Strongly disagree	3

FIGURE 6

FIGURE 7
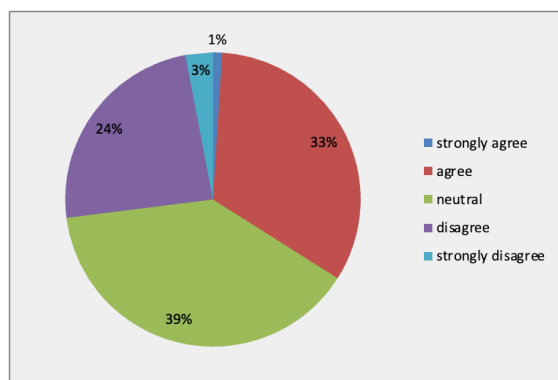
INTERPRETATION

While majority of sample population are neutral (39%) on payment gateways being secure on e-retail websites, 33% agrees on it being secure while 24% disagrees to these websites being secure.

Very small survey sample (1% and 3%) strongly agrees and strongly disagrees respectively.

EXPERIENCING UNAUTHORIZED ACCESS WHILE ONLINE SHOPPING:

TABLE 4.7

Yes	20
No	65
Not sure	15
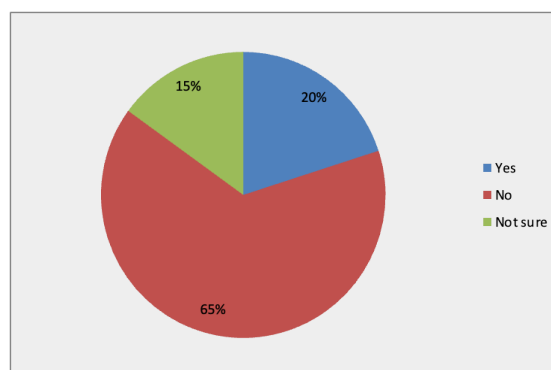
INTERPRETATION

According to the survey conducted , most of the respondents i.e. 65 responded that they have not expierenced unauthorized access on their account while shopping online but 20 responded that they do expierence such issues while 15 are not sure of it .

PREFER OFFLINE SHOPPING OVER ONLINE SHOPPING DUE TO PRIVACY AND SECURITY CONCERNS WHILE PAYING

TABLE 4.8

Yes	35
No	55
Not sure	10

FIGURE 8

Strongly disagree	1

FIGURE 9
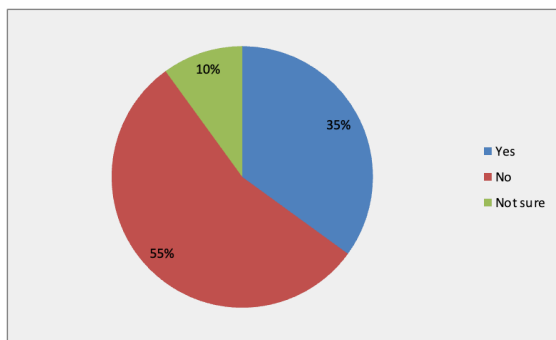
INTERPRETATION

According to the survey conducted , 35 respondents responded that they prefer offline shopping over online shopping due to privacy and security concerns while making payments , while 55 say that they don't go for offline shopping due to security threat and 10 are not sure about it .

DO YOU AGREE THAT WEB SERVERS AND ONLINE WEBSITES ARE MORE VULNERABLE TO HACKERS ATTACKS AND INTRUDERS?

TABLE 4.9

Strongly agree	4
Agree	56
Neutral	27
Disagree	12

Regression:-

For testing the hypothesis between between overall satisfaction and security threats during purchase

Hyp: There is a significant relationship between overall satisfaction and security threats during purchase

H0 = There is no relationship between overall satisfaction and security threats during purchase

H1 = There is relationship relationship between overall satisfaction and security threats during purchase

Correlation to test the association between overall satisfaction and security threats during purchase

Table 4.14 Model Summary

Model	R	R Square	Std. Error of the Estimate
1	.615	0.303	0.779

- · Dependent variable: customer purchase
- · Independent variable: security vulnerability during purchase

In model summary (Table 4.14), the R value indicated that there is simple correlation between dependent and independent variable. The value of R was 0.615 which shows that there is moderately strong relationship between independent and dependent variables. R value signifies that dependent variable is 61.5% affected by the independent variable performance.

R square vale determines the rate of change between the two related variables. With a change in value of independent variable, the value of independent variable changes nearly by 30%. R square value was on the lower side as it is difficult to predict human behaviour with accuracy. Hence as explained by many researchers, if the model is good (Table 4.15), it can be interpreted.

Table 4.15 Model Fit - **ANOVA**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	44.3100	6	7.396	12.174	.000a
	Residual	102.061	168	0.608		
	Total	146.434	174			

· Predictors: (Constant), security vulnerability , e-retailing , impact

· Dependent Variable: Overall satisfaction, buying behavior, purchase decision

The multiple ANOVA table indicates the statistical significance of the regression model that was applied before. Here, $p< 0.05$, and indicated that overall, the model applied can statistically as well as significantly predict the outcome variable. Hence the model could be considered good.

Table 4.16 below shows the result of multiple regression predicting the factors having a significant impact on dependent variable which is overall satisfaction.

Table 4.16 **Coefficients**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	4.246	0.059		72.06	0
. Do you use E commerce and E retail websites for shopping?	0.158	0.059	0.172	2.671	0.008
. Do you have firewall installed on your system through which you shop for products online?	0.26	0.059	0.284	4.402	0.000
Do you agree that there are security issues when you purchase products E retail websites?	0.388	0.059	0.423	6.565	0.000

Have you ever experienced unauthorized access on your account while shopping online?	0.0100	0.059	0.08	1.235	0.119
you think that online websites need to have more protected payment gateway?	0.072	0.059	0.079	1.221	0.124
.Do you agree that E-commerce websites should focus on protecting, authenticity, integrity and privacy concerns of customers?	-0.038	0.059	-0.042	-0.645	0.020

· Dependent Variable: Overall satisfaction

INTERPRETATION:-

From the regression analysis it can be o=observed that the significant values are lesser than 0.05 which indicates that attributes of the have a direct impact of the security vulnerability on e-retailing and on the purchasing decision of the customer. Security vulnerability gave a huge impact including a significant impact on advertising and colors attract the attention of potential customers so purchase decisions are impacted. People prefer online retail sites but due to security threats their purchase decision is affected forcing them to pick offline shopping over online. The model predicts how much is the dependency of the variable (overall satisfaction) with different multiple factors like security vulnerability and impact of other online threats. Low value of p (<0.05) signifies that the above model is a good fit.

CONCLUSION

Objective of this research was to find out the major reason that directly or indirectly could affect the purchase decision of a consumer and predict the growth of ecommerce industry. Through this research, one can learn how eretail business is affected in a developing country and whether it is a viable option over offline buying by helping us predict the nature of human mind that affects this decision.

The market investigation of different online business application we did gave us a recommendation on what an assurance segment is, the thing that it does, how it does what it does, how rapid figuring and safe it does what is does, and on the impact of consumption. The data draw together demonstrated an opening web based business application publicizes. Business modules are likewise minimal effort or surprising expense and less make sheltered or progressively secured correspondingly. Current innovation licenses for secure web composition. It is up to the occasion group to be each proactive and responsive in dealing with security dangers, and up to the purchaser to be open-looked at once seeking on-line.

There is a veritable requirement for a customer side device and a mix of application of the two technologies and end client mindfulness are the main viable methods for safeguard against internet business assaults. Technologies, for example, application layer firewalls, turn around intermediaries, Intrusion Detection and Prevention frameworks combined with security preparing program for application engineers and software engineers will give security upgrades, Having just a layer 3 gadget ensuring basic bits of the system is never

again adequate. There is a need to utilization of code survey devices and scanners which give proactive assets that the two designers and security experts can use in examining application layer shortcomings.

With introduction of new technology developing everyday to tackle security threaths, there are equal amount of people learning to tackle those technological advances in order to gain access and control over the world wide web. Due to these issues one could predict the growth of ecommerce industry through relating it with online security.

Eretail growth has been affected highly with ease of availability through telecommunication and infrastructural laws of a country but with more increased number of security vulnerability and attacks the buying pattern of any consumer is affected.

LIMITATIONS

For such research, people who are technologically challenged or unable to use ecommerce websites for shopping affected the result. Some people due to fear of loosing money have never trusted over online shopping model. Such infrastructure due to social and cultural norms developed affects the skill level of people, their know-how, computer penetration and their understanding of new technology.

Also, one should not forget the role of telecommunication infrastructure with advancement of information technology that directly affects the purchase.

Also, ecommerce in any country, developed or developing depends directly on the government and legal laws developed in that country and how much it promotes and supports the innitiatives

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CONSUMER BEHAVIOR IN ONLINE FOOTWEAR INDUSTRY

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ABSTRACT

This research paper investigates the various methods entrepreneurs use to finance their ventures, such as bootstrapping, angel investing, venture capital, and crowdfunding. The paper analyzes the benefits and drawbacks of each financing method and looks at trends and best practices in financing entrepreneurship. The research findings suggest that entrepreneurs should consider multiple sources of financing and tailor their funding strategies to their specific business needs and goals.

Keywords: Entrepreneurship, startups, finance, investment

INTRODUCTION

The Internet has detonated in India, spreading its achieve more remote than at any other time. As an ever increasing number of purchasers hold onto the virtual world as a protected and helpful place to shop – either on PCs or utilizing their cell phones – one thing is for sure, web based business is staying put. The Indian Institute of web based business expresses that by 2020, India is relied upon to create $100 billion online retail income out of which $35 billion will be through mold web based business. Online attire deals are set to grow four times in coming years.

The relentless advance of the Internet has expanded the fame of web based shopping. As demonstrated by a few investigations, the online retail advertise has endured a huge development in the course of the most recent decades, with deals expanding each year. Online business is the speediest rising retail advertise in Europe and North America. Online deals in the UK, Germany, France, The Netherlands, Sweden, Italy, Poland and Spain developed from £132.05 billion [€156.28 billion] of every 2014 to £156.67 billion [€185.39 billion] out of 2015 (+18.6%). Online deals are relied upon to develop again to reach £182.80 billion [€216.32 billion] out of 2016 (+16.7%) and £215.38 billion [€250.28 billion] out of 2017 (Center for Retail Research, 2016). It's discernible that web based shopping has turned into an exceptionally gainful retail organize, accomplishing high deals an incentive over the world. This extraordinary development

demonstrates the customers energy for this shopping organization and its significance for advertisers . The solid advancement of the web based business industry has prompted a huge number of exchanges and we are seeing an adjustment in the customer purchasing conduct from the physical store to the online store. The incite development of web based retailing has driven numerous specialists to perform broad examination keeping in mind the end goal to better comprehend what drives purchasers to shop on the web. This has opened a way to a one of a kind and dynamic market space that is testing the customary trade and it's reshaping the buyers' shopping propensities, constraining organizations to reevaluate their plan of action approaches .

The ever Increasing millennial feet in the nation and rising inclination for brands, India is devouring very nearly 16 billion sets of footwear every year. Today India remains as world's second biggest maker of footwear after China, bookkeeping to around 13 for each penny of world footwear creation. With a yearly generation of around 2,000 million sets in various classifications of footwear, India sends out almost 115 million sets i.e. right around 95 for every penny of the aggregate

generation taking care of its own local requests.

With such whooping utilization and request, footwear advertise is being touted to developed altogether in the years to come. With awesome request comes more noteworthy obligation to convey and this is the main motivation behind why eCommerce show clicked in this industry. Driven by bigger entrance into level II and III urban areas, numerous top notch footwear brands are endeavoring to tap the market with utilizing the eCommerce as a successful device.

Internet retailing has not quite recently expedited the business a benefit thruway, however has likewise helped numerous superior brands to tap customers the nation over. The business is to a great extent affected by buyer patterns and design. The expanding interest for hip and agreeable footwear among all age bunches is a key factor in here. In any case, unexpectedly, Bhai Ajinder Singh, Managing Director, M&B Footwear (a licensee of Le Cooper footwear in India) conceives that eCommerce or online methodology isn't implied for a footwear mark. He stated, "right now our customary disconnected will stay ahead in light of the fact that the online procedure in the present time isn't

useful for brands as in the essential advantage they are putting forth is reducing that too from their low pocket. What that does is to make perplexity in client's brain about brand's value focuses and validity.

The Digital Era

Online Retailing, with the greater part of its stages and mixes, is touted to convey something not generally accessible through the physical retail. Footwear is one such class where this is especially the case. Not at all like other retail verticals, footwear industry has a great deal of components conflicting with it in the physical retail situation. A footwear store requires a bigger stock space as shoes ordinarily come in more sizes and shapes contrasted with an attire item. Second, because of its firm structure and bundling, the co-ordinations of transportation and stocking shoes look like those of customer hardware more than design.

In a market which is generally ruled by premium quick design retailers, footwear industry has revived taking the eCommerce course. Begun in late 2013, the imbuement of eCommerce in footwear fragment has today turned into a standard for a considerable measure of retailers in this space. Indeed, even customary biggies

including Reliance Footprints and Bata are presently peering toward at growing and altering their brands utilizing the eCommerce schedule. Bata holds a legacy in footwear retailing, is presently considerably more than just shoes. The organization has developed its item portfolio with expansion of adornments like packs, shades, belts and so forth. The organization is likewise peering toward a forceful approach towards web based retailing and has snared with commercial centers like Amazon, Snapdeal and others.

Games Station, a chain of multi-mark sports store with real worldwide brands including Nike, Puma, Skechers, Converse, Lotto trusts that in this advanced time any footwear retailer who is out of the computerized zone won't be regarded as being with times. "Since the period of data innovation assumed control catching clients' enthusiasm for any conceivable way has turned out to be very essential. Any retail association which forgets even a solitary channel of client collaboration to offer its item is losing potential clients. We too are unquestionably intending to enter omni-channel retail, how soon and in what all configurations, is something that we will reveal soon," said Pooja K Sood, Business Head, Sports Station.

Global games and way of life footwear mark, Skecher, which entered India in 2012 dashing for more extensive nearness with 100-125 stores in India in three to four years while intending to be among the best three brands. Remarking on its eCommerce activities in the nation, David Weinberg, Chief Financial Officer, Chief Operating Officer, Executive Vice President, Director of Skechers USA stated, "at the present time we are attempting to be extremely watchful about Indian online commercial centers since they are exceptionally value focused and we don't need our cost to be with aggressive nature on the web. We are just accessible on Amazon.in. Soon we will dispatch our own web based business entrance to offer our items on the web."

Future Forecasting

According to a current report, footwear showcase is relied upon to cross $15.7 billion check by the year 2019. Interest for footwear is on the ascent worldwide and ecommerce is definitely powering the fire. Cost of generation and land cost is something that should be checked to push the development. In any case, edge in the footwear area is dropping down which can be secured by utilizing production network

and additionally eCommerce as both cost sparing and income creating system

Key Trends Shaping the Indian Footwear Market

Casualization and the Growth of Sports Shoes: The surging demand for designer yet comfortable shoes among women and sportswear or athletic shoes among men, have been bolstering opportunities for footwear sales."

Increased Trust in Branded Footwear: Though the market share of branded and non-branded footwear in the country is almost the same till date, but brand consciousness of the Indians is increasing substantially.

Growing Opportunities in the Women's Segment: Women's footwear constitutes only 30 per cent market share currently. But the growth rate of this segment is double than the men's segment. Where the men's footwear market has registered 10 per cent CAGR growth rate in the last fiscal, it is 20 per cent for women's segment.

OBJECTIVES

1. To identify how has consumer shopping behavior changed with online compared to in-store.\

2. To identify as to what are the main factors driving consumers to shop shoes online.
3. To know their opinion regarding safety in online shopping
4. To know whether they are satisfied or not in buying footwear online.
5. To identify SWOTs of Footwear Industry and E- Shopping

Research Methodology

Research Approach

A pragmatic approach was used for this study. This approach was chosen in order to overcome
the limitation of every particular method and the limitation of obeying the fixed theories and the
limited time available for the conduction of the study.

Questionnaire Design

The questionnaire consisted of 15 questions in total, with open and close ended questions. It was designed taking an assumption that the peoples have tried online shopping for footwear. The
questionnaire aimed at understanding the basic demographics of the customer (age, gender,
occupation etc), their perception, attitude and satisfaction with respect to the online shopping of footwear.

The questionnaire was made using Google forms and was circulated among people with various demographics. The preferred respondents basically included potential users.

(a)**Sampling**: The target gathering is of different age, various age total people are considered in light of the way that to know whether which social affair of people is incorporated more in the electronic shopping and which get-together of people isn't confined to shop on the web. There are four division of age gather in the review to break down which cluster is going for more web shopping and which hoard is going for more separated shopping.

(b)**Sample Size**: Determining the degree of test that is required for a particular piece of research. For this examination 65 sample size is taken. From this illustration measure the estimation of direct rates for each factor is done.

Data Collection

• Primary Data Collection- In order to identify and understand the attitude of customers

toward Online Footwear Industry, the questionnaire was circulated among a sample of

65 potential respondents.

SWOT ANALYSIS

STRENGTHS: -

.
• Easy availability of low cost of labour.
• Exposure to export markets.
• Managements with business background become quality and environment conscious.
• Presence of qualified leather technologists in the field.
• Comfortable availability of raw materials and other inputs.
• Massive institutional support for technical services, designing, manpower development
    and marketing .
• Exporter-friendly government policies.
• Tax incentives on machinery by Government.

WEAKNESSES: -

• Low level of modernisation and upgradation of technology, and the integration of
    developed technology is very slow.
• Low level of labour productivity due to inadequate formal training / unskilled labour.
• Horizontal growth of tanneries.
• Less number of organised product manufacturers.

• Lack of modern finishing facilities for leather.
• Highly unhygienic environment.
• Difficulties in accessing to testing, designing and technical services.
• Environmental problems.
• Non availability of quality footwear components
• Lack of fresh investment in the sector.
• Uneconomical size of manufacturing units.
• Competition among units vying for export orders leading to undercutting.
• Little brand image.
• Poor labour productivity. Lack of awareness about consistent in plant training and
    retraining- Inconsistent quality high rejection rate
• Low machine and material productivity.
    Lack of quality job work units
• Delayed deliveries

OPPORTUNITIES: -

• Abundant scope to supply finished leather to multinationals setting up shop in India.
• Growing fashion consciousness globally.
• Use of information technology and decision support software to help eliminate the length
    of the production cycle for different products
• Product diversification - There is lot of scope for diversification into other products,

namely, leather garments, goods etc.

• Growing international and domestic markets.

• Exposure to newer markets through Fairs/ BSMs

• Retain customers through quality supplies and timely deliveries

• Aim to present the customer with new designs, infrastructure, country & company

profiles.

• Use of modern technology

• Exhibit strengths in manufacturing, for example, strengths in classic shoe manufacturing,

hand crafting etc.

• De-reservation of the footwear sector.

THREATS: -

• Entry of multinationals in domestic market.

• Stiff competition from other countries.(The performance of global competitors in leather

and leather products indicates that there are at least 5 countries viz, China, Indonesia,

Thailand, Vietnam and Brazil, which are more competitive than India.)

• Non- tariff barriers - Developing countries are resorting to more and more non – tariff

barriers indirectly.

• Improving quality to adapt the stricter international standards.

• Fast changing fashion trends are difficult to adapt for the Indian leather industries.

• Limited scope for mobilising funds through private placements and public issues, as

many businesses are family-owned.

SWOT ANALYSIS OF E- SHOPPING

Strengths:-

A company's ability to compete in its chosen industry highlights the level of success that it can achieve. Ocado is a clear example of how an organisation can create its own niche by specialising in a fraction of the actual industry therefore working against the usual business model of supermarkets. Although existing companies might already have an advantage with infrastructure a company's strength will become evident if it is able to implement the e-commerce principle to expand its customer base whether it be on a local or global scale without expending too much time or capital that leads to its downfall.

For an existing company, having a standard brick and mortar supermarket although deemed as an initial advantage, would not necessarily be the same for a new entrant. Having low overhead and start up costs for an e-shopping retail business would be more beneficial. These benefits though can extend to the consumer. Having an online business in this period is more of a necessity and consequently would allow a company better levels of communication which is achieved at every stage of the purchase especially through the use of e-mail.

Weaknesses:-

A customer in this market has no way of identifying the size of the company via the internet and consequently cannot identify the capabilities of the chosen company. Consequently a customer demands the same level of service from a new small online business as it would from a retail giant. A new company also has the task of identifying and understanding consumer behaviour, customer values and expectations therefore a new entrant is left with the task of designing and structuring a website that assists the consumer in locating the exact product that is desired as well as allows it to assert its position in a generally oligopolistic industry. The new retailer also has to deal with the uncertainty that plays in the mind of a consumer which could have been influenced or dealt with if in store. The uncertainty extends to the fluctuation in economic temperament which causes people to try and avoid what they deem as unnecessary costs such as the delivery charge.

Opportunities:-

The ability for a company to have a 24/7 business allows it to be accessible round the clock on every day of the week which means that customers are able to make orders at anytime with orders processed and filled during trading hours. Another potential opportunity is the addition of the e-commerce factor to the brick and mortar supermarket which creates the increased prospect of the expansion of trading on a global scale.

The Food retailing industry has seen various supermarkets seeking out cost savings in their operations through the improved advantage of information technologies. In addition Mergers, acquisitions and alliances which have included takeovers are important which again could allow for mass exposure. As of 2008 online shopping had overtaken internet sales of other items with 'New research from IGD, the food industry's trade body, forecasting that UK consumers will spend £7.2bn on food and grocery shopping online by 2014 – nearly double the figure for 2009'.

Threats:-

Evidently competition is rife in the grocery market with only a few major retail giants fighting for the top position. All parties involved closely monitor the activities of others. 'In the UK and Europe, the leading suppliers are the major food retail groups, whose profile and brands are already familiar to shoppers. As far as the major supermarket groups are concerned, online and internet shopping enables them to not just gain easy access to their customers but allow for another way to get to the customer, offering a wide range of items (both food and non-food) that shoppers might not have time to peruse in store.

Consumers continue to have concerns about online services in relation to fraudulent use of their financial data. This in turn means that companies lose out on a substantial segment of the population. This fear also extends to privacy issues or identity fraud with consumers being sceptical about giving personal information via the internet.

Venture Capital

Venture capital (VC) is a form of equity financing in which investors provide funds to early-stage or high-growth companies in exchange for ownership shares (Kaplan & Strömberg, 2019). VC funding can provide a significant amount of capital and help entrepreneurs scale their businesses rapidly. However, VC funding often requires a significant amount of equity and control over the business, and entrepreneurs may face pressure to achieve quick growth and profitability (Vijayakumar et al., 2020).

However, venture capital also has its limitations. Venture capitalists may expect a high return on investment and may have a short-term focus on exiting the investment. Venture capitalists may also be highly involved in the decision-making process and may require significant control over the company.

Conclusion

The study had given a clear point of view that today Online e-Commerce has become a new platform for consumers to search or to make selection of footwear in online retail. The online retail customers in the Indian are searching for footwear online more than off-line with them buying it every six month (meaning they buy one before throwing the second one). The most that they spend on a pair of footwear is 1500 rupees. The most used online footwear shopping site if Flipkart. Most people think shopping online has increased their effectiveness at it. Most people think shopping online fits into their lifestyle. Most people have been satisfied. On the whole it can be said that online shopping footwear behavior of customers has changed it has become more adopted by the customers and basically it is because of the younger generation adopting the new technology.

The main factors driving customers to online she shopping are Comfort, second Design and followed by Price.

The factors affective human behavior in online shoe industry are that people feel now safe after doing shopping online and they accept that it is perfectly fitting into their lifestyle.

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