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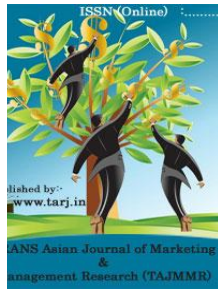
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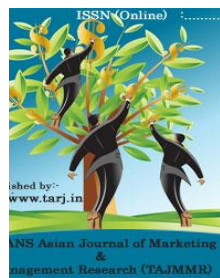


# TRANS Asian Journal of Marketing Management Research (TAJMMR)

(Double Blind Refereed & Reviewed International Journal)



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# TRANS Asian Journal of Marketing Management Research (TAJMMR)

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**DOI NUMBER: 10.5958/2279-0667.2019.00031.2**

## **A REVIEW ON WOMEN ENTREPRENEURS**

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### **ABSTRACT**

*This paper reviews 15 published works on women involved in entrepreneurship covering motivational factors to become social entrepreneurs, gender aware frame work, women performance in small micro enterprises, growth of women entrepreneurs, farm women in agriculture activities, participation of rural women in entrepreneurship*

**KEYWORDS:** *Agriculture, Entrepreneur Mentality, Problems In Women Entrepreneurship.*

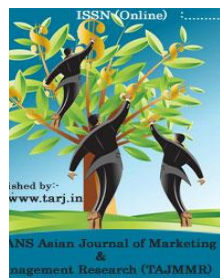
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### **REFERENCES**

- ▶ A study on critical analysis of entrepreneurial behavior of rural and urban women entrepreneurs
- ▶ Determinants of women entrepreneurs' performance in small micro enterprises.
- ▶ A study empowerment of women entrepreneurs.
- ▶ Entrepreneurship development among livestock farm women in rural areas.

- ▶ Factors affecting growth of women entrepreneurs
- ▶ A study on gender discrimination for women's entrepreneurship
- ▶ A study on involvement of farm women in agricultural activities
- A study on problems and prospects of women entrepreneurs.
- ▶ A study on personal status of women in fisheries sector and suggestion for their empowerment
- ▶ Women entrepreneurship transforming from domestic household to financial independence.
- ▶ A study of problems in the development of women entrepreneurs in western Maharashtra
- ▶ A study on participation of rural women in agricultural activities.
- ▶ Motivational factors of women to become social entrepreneurs in dundu district Sarawak.
- ▶ Innovation decision behaviors of women with respect to vermin culture technology in tribal social system.
- ▶ Constraints and opportunities facing women and entrepreneurs in developing countries.





# TRANS Asian Journal of Marketing Management Research (TAJMMR)

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DOI NUMBER: **10.5958/2279-0667.2019.00032.4**

## STUDY ON SOCIAL MEDIA AS A MARKETING TOOL

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### ABSTRACT

*The internet was created with an ambition to establish a medium where people can communicate from various areas at a common platform, where they are able to gather the news, developments and events that are happening all around the world. With the constant progress in the field of research and technology, communication has stepped into the area of marketing where major and minor firms and organisations are able to set up a place to interact with the public and get the potential consumers that can help to build up the business to face the competition easily. Now in an era where the usage of technology has rapidly increased on a daily basis and has helped to do the complex tasks in a much easier and convenient manner that consumes much less time where the wastage of important resources has been reduced. Many entrepreneurs, marketers have to ensure that they are able to keep up with the fast pace of changes in the market as the consumers of the markets are dynamic in nature and they lead to a challenge to adapt with their preferences to increase the sales of their products or services. These businesses don't want to fall into the risk of being outdated, which can lead to depletion in the number of consumers if their needs are not completed. These developments have helped to create an interactive medium to get responses which have become quite impossible to design a market strategy without the involvements of social media. Social media has become an important component in marketing mix that also covers the promotional mix that helps to make advertisements that are different and unique from the competitors to gather the tension of the people who come across these mediums.*

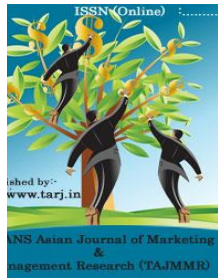
**KEYWORDS:** Promotional Mix, Marketing Strategy, Online Branding, Decision Making By Consumers, Social Media Channels.

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## E- PAYMENT: AN OVERVIEW AND BARRIERS TO ITS ADOPTION

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### ABSTRACT

*Electronic payment is a type of payment in which transaction is carried out without physically exchanging cash or cheque of any sort. Every country today is moving towards the digital era so is India. India is trying hard to improve its economy by curbing black money and making it a cashless economy. Still India being a developing country lacks the proper infrastructure to make its e- payment platform secure and safe for the user. E-payment user is increasing because of its convenience but still the increase is not satisfactory. There is not proper capturization of the entire Indian market place by e-payments. The purpose of this research is to explain the different modes of e-payments and barriers to the use of e-payments.*

**KEYWORDS:** *E- Payment, Barrier, Adoption, Consumers, Cashless*

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