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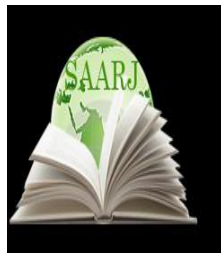
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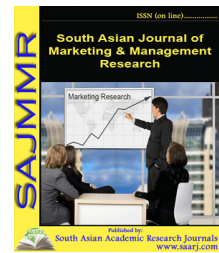
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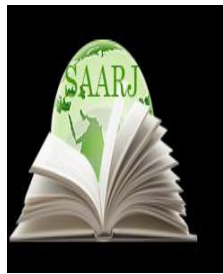


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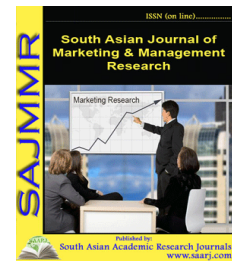


SR. NO.	PARTICULAR	PAGE NO	DOI NUMBER
1.	<b>CLUSTERS AS MAIN DRIVERS OF COMPETITIVENESS: VIEW FROM SOUTH KOREA</b>  Makhmasobirova Nigora Uktamqizi, Adizov A.M	<b>4-10</b>	<b>10.5958/2249-877X.2018.00040.1</b>
2.	<b>CROWD FUNDING THROUGH BLOCK CHAIN</b>  Nilam Panchal	<b>11-18</b>	<b>10.5958/2249-877X.2018.00041.3</b>
3.	<b>ENTREPRENEURSHIP IN THE RENEWABLE ENERGY SECTOR OF BANGLADESH: A CONCEPTUAL ANALYSIS FOR EXPLORING OPPORTUNITY AND CHALLENGE</b>  Rubaya Ismat Shithila, Nasrin Sultana, Fahad Rashid, Tasdeed Hossain Tasin, Shadman Fahim, Md. Saifullah, Md.Abdullahil Kafi, Protiva Mohiuddin	<b>19-30</b>	<b>10.5958/2249-877X.2018.00042.5</b>
4.	<b>ABOUT COST REDUCTION AND IMPROVING THE QUALITY OF CONSTRUCTION OF MODEL RESIDENTIAL HOUSES IN RURAL AREAS WHEN DESIGNING WITH THE USE OF LIGHTWEIGHT CONCRETE.</b>  Atamurotov O.E., Iskandarov U.I.	<b>31-37</b>	<b>10.5958/2249-877X.2018.00043.7</b>
5.	<b>A STUDY ON THE MARKETING STRATEGIES OF OLA</b>  Kowsalya Kr	<b>38-40</b>	<b>10.5958/2249-877X.2018.00044.9</b>



# South Asian Journal of Marketing & Management Research (SAJMMR)

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## **CLUSTERS AS MAIN DRIVERS OF COMPETITIVENESS: VIEW FROM SOUTH KOREA**

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### **ABSTRACT**

*One of the most common methods of economic development used in developed countries is a clustered approach. The concept of cluster development is based on the interconnection of institutional structures, investment, scientific, educational and public organizations in the region. Today, Asian countries as Japan, China, and South Korea are the global leaders in the cluster development. The formation of clusters in the high-tech industries also contributes to the development of the economy and service sectors, ensures its competitiveness. Another most important city in the country's innovation activity is the Daedeok city. Also, it must be mentioned that the government of the country pays special attention to the development and strengthening international cooperation on cluster development. This, in turn, will contribute to further development of innovation activity in South Korea and will create more opportunities to ensure the national competitiveness of the country. Therefore, clustering of the economy is found in many developed and developing countries of the world. Hence, clustering is observed in many developed countries of the world. For example, the economies of the Northern European countries are fully covered by clusters, among which lead the clusters of forestry, biotechnology, pharmaceuticals and communications.*

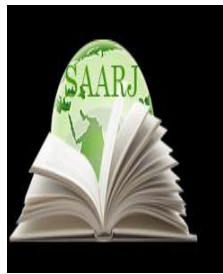
**KEYWORDS:** *Interconnection, Pharmaceuticals, Institutional Structures, Competitiveness*



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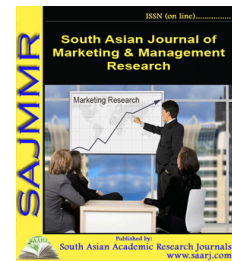
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## **CROWD FUNDING THROUGH BLOCK CHAIN**

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### **ABSTRACT**

*Block chain, the technology behind Bit coin, promises to be nothing less than Internet 2.0. The financial services industry, in particular, is preparing for the disruption block chain/distributed ledger technology promises to cause. In the current business environment, the majority of startups and small businesses have to look for alternative sources of funding given that 'going public' is increasingly expensive. The crowd funding space has seen tremendous growth as an alternative way to raise capital by businesses. However, these crowd funded shares cannot be traded for 7 - 10 years on average on any given platform in the current market scenario. To build a trading platform on the block chain which completely P2P, immutable, fully transparent and low cost is presents some key design issues. In particular, the issue of liquidity - and price discovery - on the block chain continues to be a puzzle. At the same time, the proposition of removing middlemen from equities trading is a very attractive one, streamlining the process of capital formation with higher market efficiency. The current paper addresses the following key questions: How can a DLT (Distributed Ledger Technology) trading platform ensure adequate liquidity? What would be the process of price discovery? While some recent studies hail block chain technology as a boom for market liquidity, it is not immediately clear what the impact of P2P trading would be on the prices of various stocks. There are no 'solutions' just yet. At the same time, the lack of regulation around trading on the block chain creates an environment of uncertainty for all players. In particular, the implementation of such a platform can revolutionize capital formation and build robust markets in both developing and developed countries where crowd funding has proven to be a successful model. While my research is targeted at solving a very specific pain point for both researchers and companies working on distributed ledger technology, ultimately, it would be a significant step forward towards on boarding underserved communities across the world who don't have access to financial services.*

**KEYWORDS:** *Block Chain, Financial Markets, Liquidity, P2P Services, Financial Services, DLT*

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## 7. List of Abbreviations

1. DLT: Distributed Ledger Technology
2. CFE: Crowd funded Equity
3. EC: Equity Crowd funding
4. CFP: Crowd funding Platform
5. ECP: Equity Crowd funding Platform
6. CETP: Crowd funded Equity Trading Platform
7. MVP: Minimum Viable Product
8. POC: Proof of Concept
9. P2P: Peer to Peer





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## **ENTREPRENEURSHIP IN THE RENEWABLE ENERGY SECTOR OF BANGLADESH: A CONCEPTUAL ANALYSIS FOR EXPLORING OPPORTUNITY AND CHALLENGE**

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### **ABSTRACT**

*Bangladesh is endowed with ample supply of renewable sources of energy. By acknowledging the potential of renewable energy resources, Bangladesh could possibly meet its unprecedented energy demand, thus enhancing electricity accessibility to all and increasing energy security through their progression. A significant number of studies demonstrated the socioeconomic impact of the renewable energy especially in Bangladesh. According to these studies, it is realized that the entrepreneurial perspective of renewable energy is missing, with the exception of a few studies on innovation theory, social entrepreneurship, and micro-finance. The endeavor of this article is to argue that the renewable energy is an opportunity to slow environmental degradation opening a new perspective of the research agenda in entrepreneurship. In addition to that, it is hoped that this article contributes to the connection of entrepreneurial perspective, its opportunities and challenges, with renewable energy in the emerging markets in Bangladesh. This work allows introducing Bangladesh as an emerging context of entrepreneurship in renewable energy sectors of Bangladesh.*

**KEYWORDS:** *Renewable Energy, Entrepreneurship, Scope, Challenge, Bangladesh*

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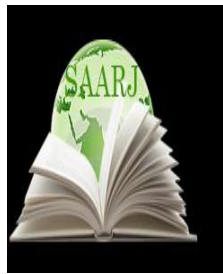
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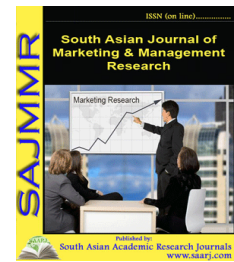
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# South Asian Journal of Marketing & Management Research (SAJMMR)

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## **ABOUT COST REDUCTION AND IMPROVING THE QUALITY OF CONSTRUCTION OF MODEL RESIDENTIAL HOUSES IN RURAL AREAS WHEN DESIGNING WITH THE USE OF LIGHTWEIGHT CONCRETE.**

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### **ABSTRACT**

*The article analyzes typical projects of exemplary residential buildings for construction in rural areas. The meaning of the article is to introduce some changes to improve the quality of buildings, reduce construction time and reduce the estimated cost of the object. As well, the article justifiably sets forth new methods for approaching the construction of residential buildings in rural areas. An example of such a material is foam concrete. This material is lightweight, porous, durable, as well as economical. Finally, the use of such materials reduces the construction time of facilities. First of all, this can be attributed to significant progress in the field of earth-moving equipment, improving the forecasting of earthquakes, floods, mudflows, avalanches and so on. At a cost of 1 cubic meter of foam block masonry 55,000 soums, the cost of the parapet of one house of foam concrete material is 665,400 soums. From this it follows that each resident can save the above amount of money on the construction of his house. In addition, instead of five residential buildings, it will be possible to build six such exemplary residential buildings.*

**KEYWORDS:** *Cost Reduction, Quality, Construction, Residential Houses, Rural Areas, Lightweight Concrete*



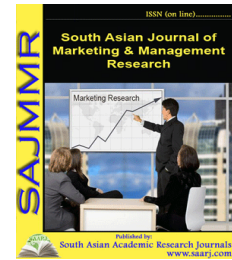
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## A STUDY ON THE MARKETING STRATEGIES OF OLA

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### ABSTRACT

*The study reveals about the marketing strategies of OLA and also a deep study about the issues faced by the same. The study also discusses a study related to OLA and fast track with regard to the marketing techniques followed by OLA. OLA being one of the leading cab service providers in India and also have started its venture in Australia has acquired a dominant position in the market. The fares charged by OLA were leading to a direct loss i.e., Fast Track mentioned that OLA spent 547/trip but incurred a revenue of only 344 on an average which leads to a loss of Rs.230. OLA being a \$3million dollar company has an extended network of transportation over 110 cities across India which helps us to know that it holds a dominant position in the market. When quality services are provided at a low price it generally attracts the consumers at a large level. Thus, following attractive low prices for a product or service in order to attain a dominant position in the market is acceptable whereas, abusing such dominant position i.e., to eliminate competition and to drive out firms cannot be considered as an ethical practice.*

**KEYWORDS:** *Ola, Marketing Strategies, Fast Track, Cheap Rates*

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