The vision of the journals is to provide an academic platform to scholars all over the world to publish their novel, original, empirical and high quality research work. It propose to encourage research relating to latest trends and practices in international business, finance, banking, service marketing, human resource management, corporate governance, social responsibility and emerging paradigms in allied areas of management including social sciences, education and information & technology. It intends to reach the researcher’s with plethora of knowledge to generate a pool of research content and propose problem solving models to address the current and emerging issues at the national and international level. Further, it aims to share and disseminate the empirical research findings with academia, industry, policy makers, and consultants with an approach to incorporate the research recommendations for the benefit of one and all.
<table>
<thead>
<tr>
<th>SR. NO.</th>
<th>PARTICULAR</th>
<th>PAGE NO.</th>
<th>DOI NUMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>CLUSTERS AS MAIN DRIVERS OF COMPETITIVENESS: VIEW FROM SOUTH KOREA</td>
<td>4-10</td>
<td>10.5958/2249-877X.2018.00040.1</td>
</tr>
<tr>
<td></td>
<td>Makhmasobirova Nigora Uktamqizi, Adizov A.M</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>CROWD FUNDING THROUGH BLOCK CHAIN</td>
<td>11-18</td>
<td>10.5958/2249-877X.2018.00041.3</td>
</tr>
<tr>
<td></td>
<td>Nilam Panchal</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Rubaya Ismat Shithila, Nasrin Sultana, Fahad Rashid, Tasdeed Hossain Tasin, Shadman Fahim, Md. Saifullah, Md. Abdullahil Kafi, Protiva Mohiuddin</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>ABOUT COST REDUCTION AND IMPROVING THE QUALITY OF CONSTRUCTION OF MODEL RESIDENTIAL HOUSES IN RURAL AREAS WHEN DESIGNING WITH THE USE OF LIGHTWEIGHT CONCRETE.</td>
<td>31-37</td>
<td>10.5958/2249-877X.2018.00043.7</td>
</tr>
<tr>
<td></td>
<td>Atamurotov O.E., Iskandarov U.I.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>A STUDY ON THE MARKETING STRATEGIES OF OLA</td>
<td>38-40</td>
<td>10.5958/2249-877X.2018.00044.9</td>
</tr>
<tr>
<td></td>
<td>Kowsalya Kr</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
CLUSTERS AS MAIN DRIVERS OF COMPETITIVENESS: VIEW FROM SOUTH KOREA

Makhmasobirova Nigora Uktamqizi*; Adizov A.M. **

*Researcher,
Of Tashkent State Institute of Oriental Studies,
UZBEKISTAN

**Researcher,
Of Tashkent State Institute of Oriental Studies,
UZBEKISTAN

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
REFERENCES


14. MKE (Ministry of Knowledge Economy) and KICOX. (2010). The Industrial Complex Cluster Program of Korea, Korea Industrial Complex Corporation. (in Korean)

15. https://www.clustercollaboration.eu/international-cooperation/south-korea

17. https://www.cluster collaboration.eu/international-cooperation/south-korea
18. http://www.seoulbiohub.kr/front/intropage/intropageShow.do?page_id=9b6af0c2b9c34454bc9d03c2cc8ba658
20. https://www.clustercollaboration.eu/international-cooperation/south-korea
CROWD FUNDING THROUGH BLOCK CHAIN

Nilam Panchal*

*Associate Professor,
B.K.School of Business Management,
Gujarat University, Ahmedabad, INDIA
Email id: nilampanchal@bkschool.org.in

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

6. KEY REFERENCES

1. Stock Picking Is Dying Because There Are No More Stocks to Pick
   https://blogs.wsj.com/moneybeat/2017/06/23/stockpicking-is-dying-because-there-are-no-more-stocks-to-pick/?mod=e2fb

2. The Incredible Shrinking Universe of Stocks
   https://research-doc.creditssuisse.com/docView?language=ENG&format=PDF&sourceid=em&document_id=1072753661&serialid=h%2b%2fwLdU%2fTlaitAx1rnamfYsPRAuTFRGdTsf4HZIvTkA%3d

3. The Empirical Analysis of Liquidity

4. Analysis and outlook of applications of block chain technology to equity crowd funding in China

5. The Need for Greater Secondary Market Liquidity for Small Businesses

6. Private share trading takes off as tech companies shun IPOs
   https://www.ft.com/content/27e9444c-0879-11e5-85de-00144feabdc0

7. Equity Crowd funding: Signaling in European Crowd funding Platforms
   http://essay.utwente.nl/71587/1/Adiputro_MA_BMS.pdf

8. Non-Accredited Equity Crowd funding Investors Need a Path to Liquidity

9. Market Design with Block chain Technology

10. Securities, Intermediation and the Block chain - An Inevitable Choice between Liquidity and Legal Certainty?

11. Selling Private Company Shares 2.0.
    https://techcrunch.com/2015/10/14/selling-private-company-shares-2-0/

12. Efficient Markets Hypothesis: Impossible
    http://www.e-m-h.org/impossible.html

13. Corporate Governance and Block chains

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

South Asian Academic Research Journals
http://www.saarj.com
ENTREPRENEURSHIP IN THE RENEWABLE ENERGY SECTOR OF BANGLADESH: A CONCEPTUAL ANALYSIS FOR EXPLORING OPPORTUNITY AND CHALLENGE

Rubaya Ismat Shithila*; Nasrin Sultana**; Fahad Rashid***; Tasdeed Hossain Tasin****; Shadman Fahim*****; Md. Saifullah******; Md. Abdullahil Kafi*******; Protiva Mohiuddin********

***Student,
The School of Business and Economics,
United International University, BANGLADESH
Email id: fahadrashid850@gmail.com

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
REFERENCE


German watch and Wuppertal Institute (2015), Energy and development: exploring the local livelihood dimension, Final report to the German Federal.


Painuly, J.P. (2001), Barriers to renewable energy penetration; a framework for analysis, Renewable Energy, 24, pp. 73-89.


Renewable energy information network, solar interventions in Bangladesh (2011, March) URL:http://www.lged-rein.org/bpdb.php


Venkataraman, S. (2010), The distinctive domain of entrepreneurship research: an editor’s perspective, in Katz, J. and Brockhaus, J. (Eds.), Advances in Entrepreneurship, Firm Emergence, and Growth, JAI Press, Greenwich, CT.

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

Atamurotov O.E.*; Iskandarov U.I.**

*Lecturer, Department of "Construction and Architecture" Urgench State University, UZBEKISTAN

Student of technical faculty of Urgench State University, Republic of Uzbekistan, Khorezm region, Urgench city, UZBEKISTAN

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
REFERENCES


3. Architecture-Qurilish fani va davr. XXV-traditional conference material.2.2 part. Toshkent-2016y.

4. ShNK 2.08.01-05 Residential buildings / Gosarchitectstroy R.U..-Tashkent-2005.61s


6. KMK2.08.06-97 "Sanitary-epidemiological stations"

7. KMK2.03.01-96 "Concrete and reinforced concrete structures."

8. KMK 3.03.01-98 Bearing and enclosing structures. / Gosarchitectstroy RuZ.-Tashkent 1998
A STUDY ON THE MARKETING STRATEGIES OF OLA

Kowsalya Kr*

*Madras Christian College,
Tambaram Chennai, INDIA
Email id: Kowshi3012@gmail.com

ABSTRACT

The study revels 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

REFERENCES

Editorial Board

Dr. B.C.M. Patnaik, Editor in Chief
Associate Professor (Accounts & Finance)
KSOM, KIIT University,
Bhubaneswar, Odisha, INDIA.

Dr. Victor Sohmen
Professor
Department of Management and Leadership
Drexel University Philadelphia, Pennsylvania, USA

Dr. Anisul M. Islam
Professor
Department of Economics University of Houston-Downtown, Davies College of Business
Shea Street Building Suite B-489
One Main Street, Houston, TX 77002, USA

Shyam Lal Kaushal
Professor
School of Management Studies
Himachal Pradesh University, Shimla, INDIA.

Dr. Zachary A. Smith
Professor
Public Administration, Northern Arizona University, USA.

Dr. Celaleddin Serinkan
Professor
Business Management, Pamukkale University, TURKEY.

Dr. Liliana Faria
Faculty
Vocational Psychology,
ISLA Campus Lisboa - Laureate International Universities, PORTUGAL.

Dr. Marko Olavi Kesti
Faculty
Administration, University of Lapland, FINLAND

Dr. Kapil Khanal
Associate Professor
Department of Management, Shankar Dev Campus,
Ram Shah Path T.U. Kirtipur, NEPAL

Dr. Sunil Kumar
Associate Professor
Faculty of Economics, South Asian University (SAU),
New Delhi, INDIA.

Dr. Dalbir Singh
Assistant Professor
Haryana School of Business,
Guru Jambheshwar Univ. of Sc. & Tech., Hisar,
Haryana, INDIA

Dr. Sonia Sharma Uppal
Assistant professor,
P.G Department of Comm. & Mgt. Arya College,
Ludhiana, INDIA

Poongothai Selvarajan
Lecturer
Department of Economics and Management
Vavuniya Campus of the University of Jaffna,
Vavuniya, SRI LANKA.

Mrs. S. Dinesh Kumar
Assistant Professor
Faculty of Mgt. Studies and Comm.
University of Jaffna, SRI LANKA,

S. Anandasayan
Senior Lecturer
Department of Financial Management
Faculty of Management Studies & Commerce
University of Jaffna, SRI LANKA

Poongothai Selvarajan
Lecturer
Department of Economics and Management,
Vavuniya Campus of the University of Jaffna,
Vavuniya, SRI LANKA.
Categories

- Management and Economics
- Financial Management and Accounting
- Industrial and Business Management
- Entrepreneurship Management
- Marketing Management
- Banking and Insurance Studies

Review Process

Each research paper/article submitted to the journal is subject to the following reviewing process:

1. Each research paper/article will be initially evaluated by the editor to check the quality of the research article for the journal. The editor may make use of ithenticate/Viper software to examine the originality of research articles received.
2. The articles passed through screening at this level will be forwarded to two referees for blind peer review.
3. At this stage, two referees will carefully review the research article, each of whom will make a recommendation to publish the article in its present form/modify/reject.
4. The review process may take three/four working days.
5. In case of acceptance of the article, journal reserves the right of making amendments in the final draft of the research paper to suit the journal’s standard and requirement.

Published by

South Asian Academic Research Journals
A Publication of CDL College of Education, Jagadhri (Haryana)  
(Affiliated to Kurukshetra University, Kurukshetra, India)

Our other publications:
Academicia - An International Multidisciplinary Research Journal
ISSN (online) : 2249-7137
SAARJ Journal on Banking & Insurance Research (SJBIR)
ISSN (online) : 2319-1422