

	ote from Chief Editor's offset
	EIS impact in Digital Entrepreneurship – Subodh Kesharwani
	Message from Guest Editor Desk – Pratika Mishra
En	npirical Research Paper
	Enterprise Risk Management in it and its Governance A Pragmatic Analysis for Operational Efficiency in Banking
	– V Gajapathy and K Balanagarajan
	Cyber Insurance – A Rising Market in India – V Gajapathy and Reshma M Patil
	– V Gajapathy and Reshma M Patil
5.	- V Gajapathy and Reshma M Patil Digitalization Space as Marketing Tool for Luxury Hotels
5.	- V Gajapathy and Reshma M Patil Digitalization Space as Marketing Tool
5. Th	 V Gajapathy and Reshma M Patil Digitalization Space as Marketing Tool for Luxury Hotels Savita Sharma, Sidharth Srivastava and Sanjay Sharma Meme Based Paper
5. Th 6.	– V Gajapathy and Reshma M Patil Digitalization Space as Marketing Tool for Luxury Hotels – Savita Sharma, Sidharth Srivastava and Sanjay Sharma

ĹΤ

F

2

C

Ľ

エイ

[]

F

N

C

	Research Thought	
	 9. Risk Mitigation through Target Cost of Capital A Prescriptive Analytic Quadratic Programming Model For Start-Ups 	52
	– V Gajapathy	
- -	10. Sports Entrepreneurship: Ontology based Review through Digital Marketing – Tanusree Chakraborty and Koyel Nag	57
	View Point 11. Consumer's Perception over the Reliability of Online Coupon Websites – Ankish Agarwal and Swati Oberoi Dham	73
-	 12. Relevance of foresightedness in Startups: Understanding problems & finding solutions in the era of Industry 4.0: A perspective & view point specially relevant in Indian Context B K Sikader 	; 80
	13. Role of Neuro Linguistic Programming (NLP) in Training and Development of Employees – Amandeep Nahar	88
)	Review of Literature 14. Why consumers engage in e-WOM? : Literature Review – Manpreet Kaur and Subodh Kesharwani	97
	15. A Review of Literature on Relationship Marketing	110