

CHAPTER 8

BUSINESS ECONOMICS

Doctoral Theses

069. BHAVNEET KAUR
Stratetiges for the Marketing of Innovative Products : A Case Study of Biotech Sector in India.
Supervisors : Prof. V. K. Kaul and Dr. Aradhna Aggarwal
Th 18827

Abstract

Explores the concept of marketing of innovations by taking the case of Biotech industry in India. More specifically, Bt (*Bacillus thuringiensis*) cotton is used as a building block to develop the study and move from specific strategies used by technology promoters to general framework for marketing of innovations.

Contents

1. Introduction to research study. 2. The conceptual framework. 3. Marketing of innovations : Selected case studies. 4. Factors affecting GM crop adoption - a literature review. 5. International experiences in GM crop adoption. 6. Indian Experiences in GM crop (Bt Cotton) adoption. 7. GM adoption and marketing in India - An empirical survey. 8. Conclusions, Recommendation and limitations.

070. DALEI (Narendra Nath)
Mine Spoiled Degraded Ecosystems and Local Livelihood Pattern : A Case Study From Sundergarh District, Orissa.
Supervisor : Dr. Yamini Gupt
Th 18826

Abstract

Studies intertemporal pattern of livelihood sustainability of indigenous and other forest dependent community residing in a mine spoiled degraded forest ecosystem, to study factors

determining the relative sustainability of livelihood in such a state of ecosystem and to study impact of mine spoiled degraded ecosystem on both livelihood and forest resource extraction.

Contents

1. Introduction. 2. The study area. 3. Research methodology. 4. Sustainable livelihood and its dimensions. 5. Relative sustainability and determinants of livelihood. 6. State of ecosystem, resource extraction and livelihood. 7. Conclusions and policy recommendation.

071. MENON (Dolly)
Common Property Resources as a Safety Net for the Poor : A Case Study of West Bengal.
 Supervisors : Dr. Deepa Saran and Prof. Kanchan Chopra
Th 18828

Abstract

Studies dependence of the rural poor in West Bengal on CPRs. Dependence is understood as percentage of households collecting from CPRs including CPWRs. The study is purported to examine and vindicate the claim that Common Property Resources are in the nature of safety net for the poor, as the rural poor, in times of adversity, fall back on them. There is wide agreement on the existence of dependence of the poor on collections from the Commons, by way of edible items as well as natural inputs for maintenance of dwelling and self employment by rural households. Many studies have emphasized the collection of fuel wood and other non timber forest products as income generating activities.

Contents

1. Introduction. 2. Conceptual issues, policy experiments and CPRs studies : A survey of literature. 3. West Bengal : A macro study. 4. Micro study : The primary survey. 5. An analysis of the village level data. 6. CPWRs, Water quality and health impact. 7. Conclusion. Bibliography and Appendices.

072. RITESH KUMAR
Institutions and Economic Valuation of Wetland Ecosystem Services.
 Supervisors : Prof. Rashmi Agrawal and Prof. M. N. Murty
Th 18830

Abstract

Assesses the current state of the art of valuation of ecosystem services and role of institutions. The review indicates that ecosystem services has emerged as an important logic to explicitly connect wetland ecological character to human well-being. However, its anthropocentric focus is a major limitation that could have an impact on conservation values related to intrinsic ecosystem function, processes and biodiversity.

Contents

1. Introduction. 2. Institutional context ecosystem services valuation : Review of literature. 3. Study approach and methodology. 4. Study area - Lake Chilika, Orissa. 5. Results. 6. Conclusions and Policy Implications.

073. SHARMA (Nomita)

Management of Innovation in Small and Medium Enterprises in India.

Supervisors : Prof. Vijay Kumar Kaul and Dr. C. S. K. Singh
Th 18829

Abstract

Deals with management of innovation in small and medium enterprises in India. Small and medium enterprises often lose out on the strengths derived from size in terms of financial sustainability, depth and range of products, marketing clout, brand and bargaining power. These problems make the whole small-scale sector worldwide vulnerable to the global competitive environment under the WTO impact.

Contents

1. Introduction. 2. Innovation in small and medium enterprises- A literature review. 3. Small and medium enterprises in India- A literature review. 4. Research methodology. 5. Empirical findings. 6. Case studies. 7. Conclusions and recommendations. Bibliography.