

ISSN: 2583-729X (Online)

OPJU BUSINESS REVIEW

Volume 4, Issue 1 | April 2025

Editors

Dr. R D Patidar OP Jindal University, Raigarh Dr. Sumeet Gupta Indian Institute of Management, Raipur

OPJU BUSINESS REVIEW

VOLUME 4 | ISSUE 1

APRIL 2025

SCHOOL OF MANAGEMENT

OP JINDAL UNIVERSITY

Punjipathra, Raigarh, Chhattisgarh, INDIA Ph: 9109977026 E-mail: businessreview@opju.ac.in

OPJU Business Review
An annual publication of
School of Management
OP Jindal University

OPJU BUSINESS REVIEW

VOLUME 4 APRIL 2025 ISSUE I

TABLE OF CONTENTS		
S. No.	Particulars	Page No.
1	Entrepreneurship in Developing Societies: An Empirical Examination of Entrepreneurial Orientation Onkar Nath Mishra	1-14
2	A Critical Investigation of Cryptocurrency: A Comprehensive Review Ashraf Akhter	15-30
3	Education 4.0: Revolutionizing Learning by Transitioning from Chalkboards to Innovative Technology in India Radhika Thapar and Pooja	31-44
4	From Feature Phone to Digital Inclusion: The Strategic Implications of Reliance JioPhone	45-60
	Aditya Mishra and Ayushi Sharma	
5	Impact of Export and Import of Principal Commodities on Exchange Rate Movement in India Mahesh Kumar Bagarti and Suprava Sahu	61-75
6	Jio's Global Expansion: A Strategic Imperative Ashutosh Raaj and Saundrya Nair	76-90
7	Artificial Intelligence in Employee Well-Being and Human Resource Management Himani Agarwal	91-101
8	Career Planning as a Catalyst for Entrepreneurship: Insights from University Students A. Chiranjibi Rambabu Achary, Subhasish Das and Jeeban Jyoti Mohanty	102-110
9	State of Succession Planning with Generational Imperatives in Indian Family Managed Businesses Abhishek Kumar Pandey and Nishant Kumar	111-119
10	Fostering Green Finance through MSMEs for Sustainable India Debasis Mohanty, Sadhna Bagchi and Ram Girdhar	120-129
11	Promotion of Chhattisgarh Tourism Through Social Media Shraddha Singh and Ashima Masih	130-140



OP Jindal University
OP Jindal Industrial Park, Punjipathra
Raigarh, Chhattisgarh - 496109
Ph: 9109977026

www.opju.ac.in/opjubr/