

# **DIGITAL ENTREPRENEURS'**

## **Guide to English: Communicating in the Online Marketplace**



Editors:

**Dr. K. Lakshmi Priya**  
**Dr. S. Subbulakshmi**

# **DIGITAL ENTREPRENEURS' GUIDE TO ENGLISH: COMMUNICATING IN THE ONLINE MARKETPLACE**

## **Editors**

**Dr. K. Lakshmi Priya**

Assistant Professor, English Department,  
Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women,  
Chennai.

**Dr. S. Subbulakshmi**

Associate Professor, Research Supervisor,  
Guide in PG Department of Commerce, Shrimathi Devkunvar Nanalal  
Bhatt Vaishnav College for Women College, Chennai.

**Kripa-Drishti Publications, Pune.**

Book Title: **Digital Entrepreneurs' Guide to English:  
Communicating in the Online Marketplace**

Edited By: **Dr. K. Lakshmi Priya, Dr. S. Subbulakshmi**

Price: ₹699

ISBN: 978-93-47336-20-1



Published: Nov 2025

**Publisher:**



**Kripa-Drishti Publications**

A/ 503, Poorva Height, SNO 148/1A/1/1A,  
Sus Road, Pashan- 411021, Pune, Maharashtra, India.

Mob: +91-8007068686

Email: [editor@kdpublications.in](mailto:editor@kdpublications.in)

Web: <https://www.kdpublications.in>

© Copyright Dr. K. Lakshmi Priya, Dr. S. Subbulakshmi

All Rights Reserved. No part of this publication can be stored in any retrieval system or reproduced in any form or by any means without the prior written permission of the publisher. Any person who does any unauthorized act in relation to this publication may be liable to criminal prosecution and civil claims for damages. [The responsibility for the facts stated, conclusions reached, etc., is entirely that of the author. The publisher is not responsible for them, whatsoever.]

# CONTENT

<b>1. Women Entrepreneurs in Tamil Nadu: Strategic Communication and Persuasive Proposal Writing for Startup Success - Dr. K. Lakshmi Priya, Dr. S. Subbulakshmi .....</b>	<b>1</b>
1.1 Introduction: .....	2
1.2 Framing Writing as Strategy for Women’s Startup Success: .....	3
1.3 Theoretical Framework: Entrepreneurial Writing Capital .....	3
1.4 The Tamil Nadu Ecosystem: Policy, Scale, and Sectoral Patterns .....	4
1.5 Strategic Writing for Startups: From Idea to Investment .....	5
1.6 Case Studies: Communication Journeys that Mattered .....	6
1.7 The Language of Persuasion: Style, Structure, and Storytelling .....	7
1.8 Institutional Roles: Universities, Incubators, and Policy Instruments .....	7
1.9 Practical Toolkit: Checklists, Templates, and Common Pitfalls .....	8
1.10 Future Directions: AI, Measurement, and a Gender-Responsive Communications Ecosystem .....	9
1.11 Conclusion .....	9
1.12 References: .....	10
<b>2. Beyond the Farm Tour: How Agritourism is Educating Visitors About Sustainable Farming - Aparna M., Dr. K. Kalaiselvi .....</b>	<b>11</b>
2.1 Introduction: .....	11
2.2 Objectives: .....	12
2.3 Scope of The Study: .....	12
2.4 Significance of The Study: .....	12
2.6 Research Methodology: .....	14
2.7 Data Analysis and Interpretation: .....	14
2.8 Findings: .....	17
2.9 Conclusions: .....	18
2.10 Suggestions: .....	18
2.11 References: .....	19
<b>3. CRAFTORA: A DIY Souvenir Experience in Bali — Blending Travel, Creativity, and Sustainability - Mrs. Meyyammai M., Dr. S. Subbulakshmi .....</b>	<b>20</b>
3.1 Introduction: .....	20
3.2 Synthesis and Research Gap: .....	20
3.3 Literature Review: .....	21
3.4 Conceptual Foundation and Brand Philosophy: .....	21
3.5 Business Model and Offerings: .....	22

3.6 Target Market and Segmentation: .....	22
3.7 Marketing Strategy (4P Analysis): .....	22
3.8 Financial Overview: .....	23
3.9 Strategic Importance of Location – Why Bali? .....	23
3.10 Sustainability and Local Impact: .....	23
3.11 Conclusion and Future Scope: .....	23
3.12 Future strategies include: .....	24
3.13 Reference: .....	24

**4. Crafting Digital Identities: The Power of Brand Storytelling in Shaping Consumer Trust and Loyalty - M. Sathiyabhavan..... 25**

4.1 Introduction: .....	26
4.2 The Evolution of Brand Storytelling in the Digital Age: .....	26
4.3 Narrative Elements in Digital Brand Storytelling .....	27
4.4 Case Studies: Brand Storytelling in Action.....	27
4.5 The Role of Participatory Culture: .....	29
4.6 Practical Guidelines for Digital Brand Storytelling: .....	30
4.7 Theoretical Contributions:.....	30
4.8 Conclusion:.....	30
4.9 References: .....	31

**5. Bridging Language and Enterprise: Pedagogical Strategies for Teaching English in Digital Business Contexts - Ms. Hema C. .... 32**

5.1 Introduction: .....	32
5.2 The Gap in Conventional ELT: .....	33
5.3 Literature Review: .....	33
5.3.1 Trends in Business English Instruction .....	33
5.3.2 Gamification and Microlearning in Language Education: .....	33
5.3.3 Artificial Intelligence in Language Coaching: .....	34
5.4 Proposed Teaching Model:.....	34
5.4.1 Scenario-Based Learning (SBL): .....	34
5.4.2 Gamified Microlearning:.....	34
5.4.3 AI-Powered Language Coaching .....	35
5.5 Collaborative and Peer-Driven Projects: .....	35
5.6 Implementation Plan (Course Design and Sequence): .....	35
5.7 Teacher Roles and Training: .....	36
5.8 Competency-Based Assessment:.....	36
5.9 Addressing Core Challenges: .....	36
5.10 Potential Limitations: .....	36
5.11 Recommendations .....	36

<b>6. Pedagogical Innovations: Teaching “English for Digital Entrepreneurship”</b> - <i>Dr. Rafiya Banu, Dr. Jayakani</i> .....	<b>38</b>
6.1 Introduction: .....	38
6.1.1 Meaning of Digital Entrepreneurship:.....	39
6.2 Importance of English for Specific Purposes (ESP): .....	41
6.3 Pedagogical Innovations in Teaching EDE:.....	43
6.4 Theoretical Frameworks (TBLT, CLIL, Experiential Learning): .....	44
6.5 Core EDE Competencies:.....	45
6.6 Emerging Digital Teaching Strategies: .....	46
6.7 Challenges and Opportunities: .....	47
6.8 Conclusion:.....	50
<b>7. Teaching Digital Business: How to Use Digital Business Materials in English Language Learning</b> - <i>Smruti Rekha Patro, Dr. V. Shanthi</i> .....	<b>51</b>
7.1 Introduction: .....	52
7.2 Method: .....	52
7.3 Findings and Discussion:.....	53
7.4 Conclusions and Suggestions: .....	56
7.5 Suggestion: .....	57
7.6 References: .....	57
<b>8. Speaking the Language of Success: Leveraging AI Tools to Enhance Entrepreneurial Communication in a Global Marketplace</b> - <i>Yakshitha A.</i> ....	<b>59</b>
8.1 Introduction: .....	60
8.2 Reviews of Related Papers:.....	60
8.3 Rationales for The Paper: .....	61
8.4 Methodologies:.....	62
8.5 Scope: .....	62
8.6 Objectives:.....	62
8.7 Analysis and Discussion:.....	63
8.8 Strategic Recommendations for Entrepreneurs:.....	66
8.9 Conclusions: .....	66
8.10 References: .....	67
<b>9. The AI-Driven Entrepreneur: Enhancing Communication for Business Success</b> - <i>Dr. E. Nirmala</i> .....	<b>68</b>
9.1 Introduction: .....	68
9.2 AI-Driven Entrepreneurship:.....	69
9.3 How AI Tools Support Business Communication: .....	71
9.3.1 External Communication: Reaching Customers: .....	72
9.3.2 Internal Communication: Teams & Operations: .....	72
9.4 Enhancing Research, Planning & Content Creation: .....	72

9.5 Case Study: AI-Driven Transformation at NovaTech Solutions .....	73
9.6 Conclusion:.....	75
9.7 References: .....	75
<b>10. Narrative Frameworks in Entrepreneurial Communication -</b>	
<i>Ms. N. Indhupriya, Dr. G. Gnanaselvi</i> .....	<b>77</b>
10.1 Introduction: .....	77
10.2 Review of literature:.....	78
10.3 Objective of the study: .....	79
10.4 Research Methodology:.....	79
10.5 Conclusion:.....	81
10.6 Reference:.....	81
<b>11. Narrative and Storytelling in Digital Branding on Instagram by Gen Z -</b>	
<i>Nithya S., Dr. C. Vijay Vishnukumar</i> .....	<b>83</b>
11.1 Introduction: .....	83
11.2 Literature Review:.....	84
11.3 Key Narrative Strategies in Gen Z Branding: .....	85
11.4 Effective Storytelling Strategies: .....	85
11.5 Key Findings: .....	85
11.6 Practical Implications:.....	86
11.7 Conclusion:.....	86
11.8 References ( <i>Open Access/Academic Sources</i> ): .....	86
<b>12. Narrative And Storytelling in Digital Branding - V. Priyanka,</b>	
<i>A. Jenita Roseline</i> .....	<b>87</b>
12.1 Introduction: .....	87
12.2 Methods:.....	88
12.3 Scope of The Study: .....	89
12.4 Limitations: .....	91
12.5 References: .....	93
<b>13. Analysis the Impact of ChatGPT Among Students - Dr. Mathan Kumar P.,</b>	
<i>Mr. Nithish Kumar N.</i> .....	<b>94</b>
13.1 Introduction: .....	94
13.2 Review of Literature: .....	95
13.3 Statement of The Problem:.....	96
13.3 Objectives of The Study:.....	96
13.4 Scope and Limitations of The Study: .....	97
13.5 Analysis and Results: .....	97
13.6 Findings.....	97
13.7 Suggestions: .....	98

13.8 Conclusion:.....	99
13.9 References .....	99
<b>14. Streamlining Business Operations Through a Time Study Driven Approach to Product Lifecycle Management Process Optimization - Dr. Murugesan D., Kumaresan R. ....</b>	<b>100</b>
14.1 Introduction: .....	100
14.2 Review of literature .....	101
14.3 Industry Business Model:.....	102
14.4 Product Lifecycle Management: .....	103
14.5 Conclusion:.....	105
14.6 References: .....	105
<b>15. The Study on Leveraging Storytelling in Startup Beauty Products - Devi Priya M., Dr. S.Vennila Fathima Rani .....</b>	<b>107</b>
15.1 Introduction: .....	107
15.2 Objectives of The Study: .....	108
15.3 Review of Literature:.....	108
15.4 Importance of Storytelling: .....	109
15.4.1 How to Narrate a Story:.....	110
15.4.2 Structuring of The Story:.....	110
15.5 Research Methodology:.....	111
15.6 Conclusion:.....	113
15.7 References: .....	113
<b>16. Problems and Prospects of Women Entrepreneurs in Coimbatore District - Dr. A. Krishnan, Dr. K. Kalaiselvi .....</b>	<b>114</b>
16.1 Introduction: .....	114
16.2 History of Women Entrepreneurship in World: .....	115
16.3 Need and Significance of The Research Paper: .....	115
16.3.1 Women entrepreneurship and Entrepreneurial Traits: .....	116
16.3.2 Women entrepreneurship and personality traits:.....	117
16.4 Challenges before Entrepreneurs: .....	118
16.5 Findings: .....	118
16.6 References: .....	119
<b>17. An Analysis of Work-Life Balance Harmony Banking Industry - Dr. K. Kalaiselvi, Dr. A. Krishnan .....</b>	<b>120</b>
17.1 Introduction: .....	120
17.2 Importance of the Study: .....	121
17.3 Scope of the study: .....	122
17.4 Objectives of the Study: .....	124

17.5 Research Methodology:..... 124  
17.6 Findings:..... 124  
17.7 Suggestions: ..... 124  
17.8 Conclusion:..... 124  
17.9 References: ..... 125

---

## 17. An Analysis of Work-Life Balance Harmony Banking Industry

**Dr. K. Kalaiselvi**

Associate Professor & Research Supervisor,  
Department of Commerce, VISTAS, Pallavaram, Chennai.

**Dr. A. Krishnan**

Professor & Research Supervisor,  
Department of Commerce, VISTAS, Pallavaram, Chennai.

**Abstract:**

*Today, work-life balance has expanded to include all genders. It's also broader than just families. Banking is an industry that handles cash, credit, and other financial transactions. Bank employees are responsible for most of the everyday operations at financial institutions. It is their job to keep track of all the money that goes in and out of a bank. The idea includes concepts such as Effective time management, Stress management, Burnout prevention with technology, many professional work cultures and expectations have changed. The result: a more integrated, and fuzzier, relationship between "work" and "personal" time. A bank employee is an individual who advises their clients with regard to financial matters. Duties concerning savings, loans, taxes, investments, and securities are all within the job realm of a banker. They provide financial assistance to their client in accordance with their required needs. Work-life balance of banking professional has become one of the greatest challenges in today's world. There can be no debate on the fact that work life balance is essential and important for a stress free and fulfilling life, especially for a employee. In this project aims to explore the challenges bank employees face in balancing their professional and personal lives and to identify strategies that organizations can adopt to improve employee well-being and productivity.*

**Keywords:**

*Work-Life Balance, Bank Employees, organization and Welfare, etc.,*

**17.1 Introduction:**

The banking system in our country is acting an important role in the modern economic world. Banks collect the savings of the individuals and provide them out to do business, people, and manufacturers. Bank loans facilitate commerce. Manufacturers borrow from banks the money needed for the purchase of raw materials and to meet other requirements such as working capital. It is safe to keep money in banks. Interest is also earned thereby. Thus, the desire to save is stimulated and the volume of savings increases. The savings can be utilized to produce new capital assets. Finally, banks act as advisers, counselors and agents of business and industrial organizations.

They help the development of trade and industry. A work-life balance project aims to improve the equilibrium between professional and personal life for individuals. It focuses on reducing stress, enhancing employee satisfaction, and promoting overall well-being by implementing strategies that allow for effective management of work demands alongside personal responsibilities and interests.

This involves identifying the specific challenges and demands faced by employees in their work and personal lives. This can include flexible work arrangements, employee assistance programs, and family-friendly policies.

This involves fostering a supportive environment where employees feel comfortable prioritizing their well-being and taking care of personal. This acknowledges that complete separation between work and personal life is often impractical, especially with the rise of remote work, and focuses on finding ways to integrate both domains in a fulfilling way.

Allowing employees to choose their work hours, work remotely, or work part-time can help them better manage their personal and professional responsibilities. Providing access to counselling services, stress management resources, and other support can help employees cope with work-life challenges. Offering benefits like parental leave, childcare assistance, and flexible leave options can support employees with family responsibilities.

Implementing initiatives like mindfulness programs, exercise programs, and healthy lifestyle coaching can promote employee well-being. When employees feel supported and valued, they are more likely to be engaged and productive at work. A positive work environment and supportive policies can lead to fewer absences and lower employee turnover rates. A healthy and engaged workforce is more likely to contribute to the overall success of the organization.

## **17.2 Importance of the Study:**

In the contemporary professional landscape, **work-life balance has emerged as a pressing challenge for banking employees**. The nature of banking jobs demands long working hours, intense schedules, and an unwavering commitment to customer satisfaction. This pressure often extends beyond working hours, as employees are expected to prepare for upcoming tasks, manage documentation, and stay ahead of evolving functional requirements.

Banking professionals are frequently required to dedicate **additional time and effort** beyond regular working hours to remain productive and competitive. The environment is not only demanding but also dynamic, where customer expectations and business goals constantly evolve.

Consequently, employees must strike a balance between performing their professional duties and attending to personal and family needs. Moreover, the dual responsibility of managing **customer-centric roles** while also fulfilling internal business and compliance expectations significantly contributes to workplace stress. This dual burden often leads to burnout, reduced job satisfaction, and a deteriorating work-life balance.

### **17.3 Scope of the study:**

#### **1. Workload and Job Stress:**

Banking professionals often face high job demands, including long working hours and tight deadlines, leading to stress and burnout. Studies have highlighted that junior bankers, in particular, may work over 90 hours per week, contributing to physical and mental health issues.

#### **2. Impact of Work-Life Imbalance:**

Work-life imbalance can result in decreased job satisfaction, increased absenteeism, and higher turnover rates. Research indicates that a significant percentage of banking employees report work-life imbalance, often due to excessive workload and lack of sufficient breaks.

#### **3. Gender-Specific Challenges:**

Female employees in the banking sector may face additional challenges in balancing work and personal life. Factors such as extended working hours and family responsibilities can impact their work-life balance and job satisfaction. Studies suggest that organizational support and work-life balance policies can positively influence female employees' job satisfaction.

#### **4. Organizational Policies and Support:**

The implementation of work-life balance policies, such as flexible working hours and support for personal commitments, can enhance employee satisfaction and performance. Research indicates that organizational support plays a crucial role in improving work-life balance and job satisfaction among banking employees.

#### **5. Technological Influence:**

The adoption of online working modes and digital tools has transformed work dynamics in the banking sector. While offering flexibility, these changes can also lead to increased workload and challenges in maintaining work-life balance. Studies have shown that employees working online may find it more difficult to achieve work-life balance.

#### **6. Emotional Intelligence and Coping Mechanisms:**

Emotional intelligence can play a significant role in how employees manage stress and maintain work-life balance.

Employees with higher emotional intelligence may be better equipped to handle job pressures, leading to improved job performance and satisfaction. Research suggests that fostering emotional intelligence can enhance work-life balance in the banking sector.

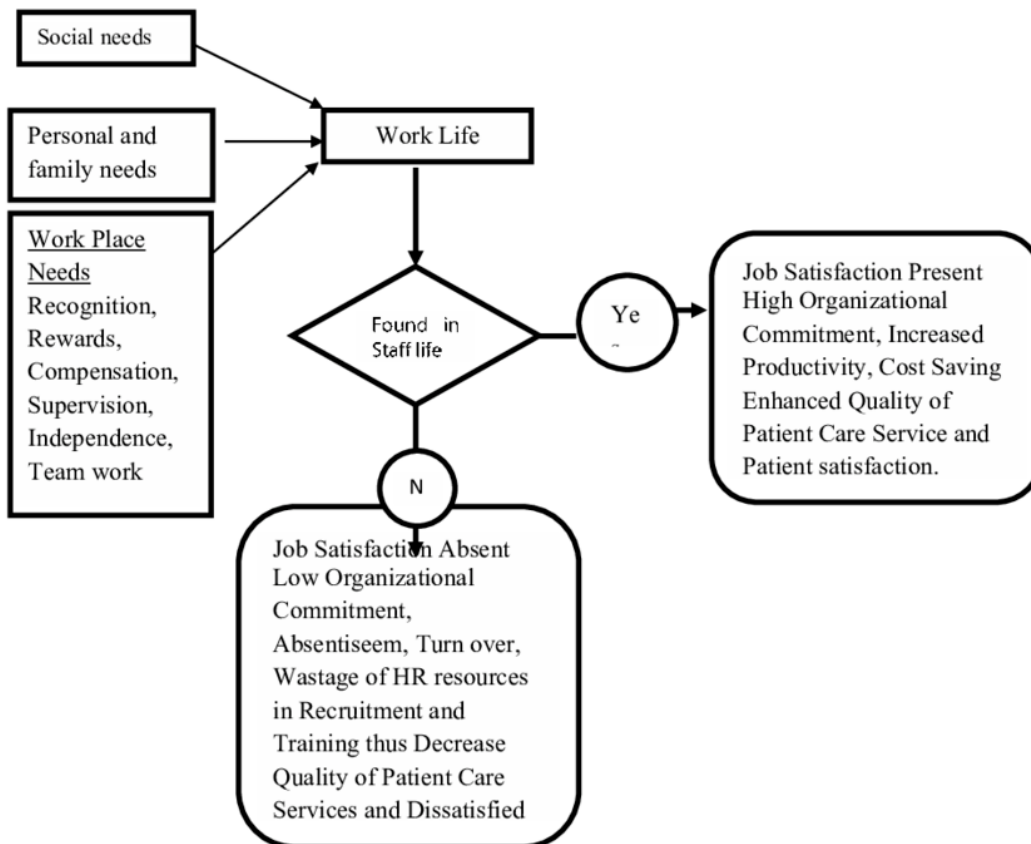
**7. Comparative Analysis Across Banking Segments:**

Differences between public and private sector banks can influence work-life balance experiences. Studies have compared work-life balance policies and practices in these sectors, revealing variations in employee perceptions and the impact on their work-life balance.

**8. Employee Engagement and Organizational Commitment:**

A positive work-life balance is associated with higher employee engagement and commitment. Research indicates that when employees perceive a balance between work and personal life, they are more likely to be engaged and committed to their organization.

work-life balance in the banking sector involves examining factors such as workload, organizational support, gender-specific challenges, technological impacts, emotional intelligence, and sector-specific differences. Addressing these areas can lead to improved employee well-being and enhanced organizational performance.



**Figure 17.1: Employee Engagement and Organizational Commitment**

### **17.4 Objectives of the Study:**

1. Assess the effectiveness of current HR policies and practices in promoting a healthy work-life environment within banking institutions.
2. Understand what banking employees require in terms of support, flexibility, and well-being to achieve professional and personal satisfaction.
3. Study how work-life balance affects employee productivity, motivation, absenteeism, and job retention.
4. Contrast work-life conditions between employees of public and private sector banks to identify sector-specific challenges and solutions.

### **17.5 Research Methodology:**

- Descriptive and analytical.
- **Data Collection:**
  - Primary Data: Survey using a structured questionnaire from 50–100 bank employees.
  - Secondary Data: Articles, journals, HR reports, and previous studies.
- **Sample:** Employees from selected public and private banks.
- Tools Used: MS Excel/SPSS for data analysis, graphs, and interpretation.

### **17.6 Findings:**

- Most employees reported working beyond official hours, especially in private sector banks.
- A significant number of employees struggle to spend quality time with their families.
- Stress levels were found to be high due to unrealistic targets and lack of flexibility.
- Employees with better work-life balance showed higher productivity and job satisfaction.

### **17.7 Suggestions:**

- Provide stress management programs and mental health resources.
- Encourage time-off policies and reduce unnecessary overtime.
- Implement regular feedback mechanisms for employee well-being.
- Improve workforce planning to avoid excessive workloads.

### **17.8 Conclusion:**

Banking professionals often face long hours, high workloads, tight deadlines, and the constant pressure to meet customer expectations. This pressure not only affects their professional output but also intrudes on their personal and family lives, leading to stress, burnout, and decreased job satisfaction. A healthy work-life balance is essential for sustaining employee well-being, productivity, and long-term commitment to the organization.

Through effective policies such as flexible working hours, workload distribution, mental health support, and a supportive organizational culture, banks can create a more balanced and fulfilling work environment. A well-balanced workforce is more motivated, customer-focused, and resilient—leading to improved performance, reduced attrition, and overall growth in the banking sector

### **17.9 References:**

1. K. Korabik, D.S. Lero, and R. Ayman, “A multi-level approach to cross-cultural work-family research”, *International Journal of Cross-Cultural Management*, Vol. 3, No. 3, Pp. 289-303, 2003.
2. J.R.W. Joplin, M.A. Shaffer, A.M. Francesco, and T. Law, “The macro environment and work-family conflict: Development of a cross-cultural comparative framework”, *International Journal of Cross-Cultural Management*, Vol. 3, No. 3, Pp. 305-328, 2003.
3. S.C. Clark, “Work/family border theory: A new theory of work/family balance”, *Human Relations*, Vol. 53, No. 6, Pp747-770, 2000. Meenakshisundaram, M., &Panchanatham, N. (2012). A study of work-life balance of employees with reference to a garment industry unit. *AMET International Journal of Management*, 3(1)
4. Aga K (2013) Worklife and job satisfaction: An Empirical study IJSSH Vol 7 (3) 161-171
5. Bhattacharyaa Rudrani (2019) Measuring contribution IIMB Review Vol 31 (2) 167-169
6. Chaudhary Arvind (2015), “The study of facilities provided by MSRTC at Bus Stand to Passengers in Maharashtra” *The International Journal of Business Management*, Vol 3(4) pp
7. Chandrain ‘Work life balance overview ‘IJMSS Vol 7 (1) pp 1-17
8. RushnaPreena (2021) Impact of Work-life balance of employee performance: An empirical study on shipping companies in Shrilanka, *Global Business Research Vo 10(1)48-73: A review of future research agenda Prabhandan Vol 14(2) 1-7*
9. Neethu George, Pretesh Rohan Kiran, T.Sulekha, Joseph S Rao & Prem Kiran (2018), “Work-life Balance among Karnataka State Road Transport Corporation (KSRTC) Workers in Anekal Town, South India” *Indian Journal of Occupational & Environmental Medicine Vol 22(2) pp82-85.*