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Sole Proprietorship to Private Limited Company - A Journey of Daijiworld Media Private Limited

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Abstract

Purpose: The media industry is crucial in arranging images and discourses that have an impact on society. Many media companies are relying on social media to power their production and distribution processes. To thrive in a highly competitive world, innovation is seen as a critical component in overcoming the pressures of changing social, economic, and technical conditions. The relationship between management and innovation in the media sector is the primary subject of this research. It represents concerns that have an impact on the organizational structures, strategies, media content, and audience perception. Daijiworld Media is a Mangalore-based Indian media company that specializes in news and entertainment. through its website, TV channel, Youtube channel, weekly magazine, audio-visual studio, radio, IT company, and OTT platform. This paper examines the company's evolutionary growth, highlights the company's services and subsidiaries, investigates the company's strengths, weaknesses, challenges, and opportunities, uncovers the company's hiring and training procedures, examines its finance strategy and CSR initiatives, and assesses the impact of COVID on the company.

Methodology: This is an exploratory study based on primary data, and information is gathered by interviewing officials from Daijiworld, the Daijiworld Website, and news articles.

Findings: Daijiworld Media is a Mangalore-based Indian media company that specializes in news and entertainment services through its website, TV channel, Youtube channel, weekly magazine, audio-visual studio, radio, IT company, and over-the-top (OTT) services. Throughout its twenty year history, this organization has researched the media and entertainment field and endeavored to respond to diverse customer expectations, from daijidubai to daijiworld, from daijiworld monthly magazine to audio-visual studio, from tv channel and radio to OTT. This company has studied the media and entertainment field and attempted to cater to various consumer demands during its twenty year history. The news on daijiworld is accurate, verifiable, and timely. It has content in all local languages to reach out to a wider range of audiences. They host different reality shows and help in the exposure of local talents. They constantly strive to come up with innovative concepts and content. Daijiworld Pvt Ltd is constantly striving to improve and adapt to market developments to be competitive.

Research limitations/implications: Complete information or research papers on Daijiworld Pvt Ltd are not available so contacting their multitasking busy officials for more information was little challenging.

Originality/value: This paper focuses on Daijiworld Media Private Ltd a local media and entertainment company.

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Sole Proprietorship, Private Limited company, Daijiworld, Media, Consumer, Audiences

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