



Book of Abstracts

4th International Conference on

**The Role of Innovation, Entrepreneurship and Management
for Sustainable Development (ICRIEMSD - 2023)**

Organized by

School of Management, OP Jindal University, Raigarh

In Association with

**Jose Maria College Foundation Inc, Philippines
Sohar University, Oman**

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Table of Contents

| | |
|--|----------------|
| ❖ About the Institution | i |
| ❖ About the Conference | ii |
| ❖ About the Partner Institutions | iii |
| ❖ Message from Honourable Chancellor | iv |
| ❖ Message from Vice-chancellor | v |
| ❖ Message from Vice-chairman of the Conference | vi |
| ❖ About the Editors | vii-viii |
| ❖ Conference Organizing Committee | ix-x |
| ❖ Advisory Committee | xi |
| ❖ Preface | xii |
| ❖ Acknowledgments | xiii |
| ❖ List of Abstracts | xiv-xxx |

About the Institution



❖ About OP Jindal University

Founded by the Jindal Education and Welfare Society, OP Jindal University was set up to bring high quality education to its students based on a world class curriculum, the latest teaching methodology and committed faculty members. Known as the University of Steel Technology and Management, OP Jindal University is the only University in India which aims to cater the need of Steel and Power Industries. Supported by Jindal Steel and Power, this multidisciplinary University aims to develop entrepreneurs and future leaders who can work at multiple levels of responsibilities globally. With its continuous efforts and dedication, OP Jindal University has been graced with many awards like Emerging University of India, India's Most Trusted Technical University, Secured 6th rank Amongst India's Cleanest Higher Education Institutions and Best Industry Linked Emerging Engineering Institute at 10th AICTE-CII Award.

❖ About School of Management

School of Management, OPJU offers a multidisciplinary world-class business education to foster academic excellence through industry linked curriculum, experienced faculty members, industry partnerships and global collaborations. We endeavour to make an impact through our programmes, research & consulting, corporate education and training.

About the Conference

The context of 21st-century globalization has witnessed a radical shift towards an entrepreneurial and innovation economy. Therefore, innovation and entrepreneurship largely impacted the sustainability of businesses across all country. Hence, it is the need of hours to explore, analyse and understand the complex interrelationship among innovation, entrepreneurship on business sustainability in emerging markets. Contemporary researches focus on how modern organisation in the rapidly changing world can harness the power of innovation and entrepreneurship for building sustainable and successful business.

The 4th International Conference on Role of Innovation, Entrepreneurship and Management for Sustainable Development aims to bring together academicians, researchers, industry experts and students to exchange and share their experiences and research results on all aspects of Innovation, Entrepreneurship, Management and Information Technologies. This conference will provide a premier interdisciplinary platform to all the participants to present and discuss the most recent innovations, trends and concerns in the fields of Innovation, Entrepreneurship, Management and Information Technology.

❖ Conference Objectives

A networking platform for researchers and practitioners to exchange research experience and ideas on business sustainability and innovation in the digital era.

- To promote joint efforts to create a sustainable and innovative business marketplace.
- To enable participants to establish international collaborative research.
- To evaluate academic and practice-based Knowledge related to business sustainability and innovation.

About the Partner Institutions

❖ Sohar University

Sohar University (SU) opened in September 2001 and is proud of its status as the first private university in the Sultanate of Oman. The campus is located in the heart of Sohar, a central Omani industrial hub close to Sohar Port and Free Zone. Sohar is the second largest city in the Sultanate, with easy access to Muscat and the UAE.



The state-of-the-art campus elevates academic delivery, research and innovation to align with the strategic objectives of the University. The campus boasts a world-class Learning Resources Centre at the heart of the campus and offers many flexible learning spaces and social and recreational facilities for students. SU is also known for its impressive labs providing excellent means for research, knowledge transfer, and student engagement.

Website: <https://www.su.edu.om/>

❖ Jose Maria College Foundation, Inc.

Located in one of the safest, most vibrant, and most diverse cities in the Philippines, Jose Maria College Foundation, Inc. fully utilizes its advantageous position. The institution places a high priority on providing excellent education to all students while actively engaging with the community.

Since our founding in the year 2000, Jose Maria College Foundation, Inc. has redrawn and redefined the boundaries of intellectual and creative thought as a preeminent academic center. Our rigorous, multidimensional approach to education dissolves walls between disciplines and helps nurture progressive minds. At our university, students have the academic freedom to shape their unique, individual paths for a complex and rapidly changing world.



Website: <https://jmc.edu.ph/>

Message from the Desk of Honourable Chancellor

I am extremely delighted to know that O P Jindal University, Raigarh is organising the 4th International conference on the role of innovation, entrepreneurship and management for sustainable development during 3rd and 4th November, 2023. Innovation, Entrepreneurship and management are the helm of progress and development. They bring changes to the economy in an unprecedented manner and lead to the path of sustainable development. Therefore, it is the high time to discuss the role of innovation and entrepreneurship for sustainable development. Although entrepreneurship and innovation play a vital role in fostering sustainable development, yet to embark on a journey of success one needs the tools of preparedness, foresight and strategy.



This conference is a unique forum for the exchange of novel ideas and expertise in the field of innovation, entrepreneurship and management. I am sure the conference would offer a premise for global experts together and interact intensively on the various topics related to the same. I am confident that the eminent speakers will cover the theme from different perspectives and deliberation will go a long way in knowledge sharing to help industry and society to grow and to compete globally.

I would like to express my appreciation to the organizing team for their dedicated efforts to materialize the very relevant conference. I hope the conference will be a splendid event; both in terms of intellectual quality and social gratification.

I extend my greeting to all delegates and participants and convey my best wishes for the success of the conference.

Ms. Shallu Jindal
Chancellor
OP Jindal University, India

Message from the Desk of Vice-chancellor

Entrepreneurship and innovation are two common concepts in the Social, economic and political discussion and are often mentioned as conditions for economic growth and sustainable development. Today's competitive landscape heavily relies on innovation. Business leaders must constantly look for new ways to innovate because you can't solve many problems with old solutions. It is expected massive change in business dynamics in coming years, various elements of contemporary business tools and strategies will witness complete shift in the ecosystem of entrepreneurship & innovative practices for long term sustainable growth and development.



To acknowledge these developments and discuss the impacts, the school of management at OP Jindal University, Ramgarh has taken the initiative of organising the 4th international conference on the role of innovation, entrepreneurship and management for sustainable development during 3rd and 4th November, 2023.

I hope that this conference will address important issues and provide a platform to academicians, research scholars, students and participants to share their vision and insight on relevant topics of interest.

Also, I would like to congratulate the organizing team of school of management and other faculties & Staff of the University for taking the initiative and giving an opportunity to institutions & academicians to connect, network with each other and present excellent research findings.

We warmly welcome all the delegates to this conference and hope that this will be professionally rewarding experience for all the participants.

My best wishes for a success conference.

Dr. R. D. Patidar
Vice Chancellor
OP Jindal University, India

Message from the Desk of Vice-chairman of the Conference

I welcome you all to the 4th International Conference on the role of innovation, entrepreneurship and management for sustainable development” at School of Management, OP Jindal University, Raigarh. The keywords of the conference are innovation. Entrepreneurship, management and sustainable development. The theme could not have been more appropriate today than ever before. I am very enthusiastic about the Session and the thoughts of various Eminent Speakers; Research Scholars and the teaching fraternity will bring into our fold.



I hope this Conference will provide a collaborative platform for researchers, Academicians and thought leaders to discuss, know and contribute to the efforts in the direction of an enhanced Innovation and entrepreneurship in Global Business. I sincerely thank Dr. R. D. Patidar, Vice-chancellor, O P Jindal University, Ramgarh for his inspiring mentorship.

My thanks also go to the Conference Convener & Co-Conveners for their wise advice and guidance towards the improvement of quality of papers to be presented in the Conference. I acknowledge the unwavering support received from the Conference Organizing Committee Members, the Session Chairs and Volunteers. I thank all the Plenary Speakers and Delegates for their participation in the Conference.

Dr. Saket Jeswani
Assistant Dean & Head
School of Management,
OP Jindal University, Raigarh

About the Editors

❖ **Dr. Saket Jeswani, Assistant Dean & Professor, School of Management, OP Jindal University**

Dr. Saket Jeswani is B. Pharm, MBA (HR), Ph.D (HR) with rich 16 yrs of experience as professor, researcher and certified corporate trainer and coach. He is also pursuing his 2nd PhD from IIM, Sambalpur in the area of HR/OB. Dr. Jeswani is currently working as Assistant Dean & Professor, School of Management at OP Jindal University, Raigarh. As a teacher and researcher, he is life time member of professional bodies like National HRD Network and Indian Society of Business Management. Presently, he is Editorial Board Member & Reviewer of various National & International Journals of repute. He has an experience of being Resource Person for various Research Methodology Workshops & Research Conferences. He has published several Research Papers in National and International Journals, and presented his Research work in National and International Conferences. His expertise is in working with Statistical Package of Social Science (SPSS) and Analysis of Moment Structures (AMOS) and hands on expertise in Structure Equation Modeling. Dr. Jeswani is a certified Trainer & Coach. he is also a career counsellor and has conducted various training sessions. He has done Advance Diploma in NLP Coaching & NLP Practitioner Course accredited by American Board of NLP (ABNLP) and International Coach Federation (ICF).



❖ **Dr. Himanshu Vaishnaw, Assistant Professor, School of Management, OP Jindal University, Raigarh, India**

Dr. Himanshu Vaishnaw is working as an Assistant Professor, in the area of HR & Business Analytics at School of Management, OP Jindal University. He holds a Ph.D. from Rashtrasant Tujadoji Maharaj Nagpur University and has a rich experience of 11 years. Skilled in teaching Human Resource Management, Organisational Behaviour, Business Analytics & Research Methodology, Dr. Himanshu has experience of teaching various courses at graduate and post graduate levels. Dr. Himanshu has research interests around Employability, E-Commerce, Social Media Marketing and Consumer Behavior. He has presented his scholastic perspectives and research products in leading academic journals. He also holds expertise in Corporate Relations, Placements, Training and Academic Administration with a passion to co-curate happy and successful careers for students across various disciplines. He executed Various Training programs for different level of employees of Jindal Steel & Power and Jindal Power Limited.



About the Editors

❖ **Dr. Saurabh Gupta, Assistant Professor, School of Management, OP Jindal University, Raigarh, India**

Saurabh Gupta is currently working as Assistant Professor at School of Management, O P Jindal University, Raigarh. He earned his PhD in Management from Banaras Hindu University, aranasi, and has nine years of research and teaching experience. He has been awarded SRF and JRF in the discipline of management by the UGC. He has published many research papers in ABDC and Scopus Indexed journals. He has presented his scholarly works in several international and national conferences at IIMs, IITs, NITs and many more institutes of repute. He is an active reviewer of journals of Emerald, Sage, Inderscience and Springer Nature.



❖ **Prof. Manoj Kumar Mishra, Assistant Professor, School of Management, OP Jindal University, Raigarh, India**

Mr. Manoj Kumar Mishra Mr. Manoj Kumar Mishra is currently working as an Assistant Professor in the School of Management at OP Jindal University, Raigarh. He is having 12 years of academic experience. He is pursuing his Ph.D from Jagannath University Jaipur in “Green Entrepreneurship”. He did his MBA from VTU with a specialization in marketing and graduation a B.Tech (Mechanical) from AKTU. He teaches subjects like Business Mathematics, Research Methodology, Operation research, Operation Management and Business Statistics etc. He has presented several research papers at many national and international conferences including presentations at IITs and IIMs. His papers are published in various journals of National Repute which include Scopus-indexed and UGC –Care Listed Journals. Mr. Mishra has conducted six workshops and ten FDPs on research methodology across different institutes in India.



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Preface

Welcome to the 4th International Conference on the Role of Innovation, Entrepreneurship, and Management for Sustainable Development, hosted by the esteemed OP Jindal University (OPJU), India. This conference marks a significant milestone in fostering discourse and collaboration in the pursuit of sustainable development through innovative strategies, entrepreneurial initiatives, and effective management practices.

The world is at a crucial juncture, facing complex challenges ranging from climate change and environmental degradation to socio-economic inequalities and technological disruptions. Addressing these challenges necessitates a concerted effort, multidisciplinary approaches, and a strong focus on sustainable development. Innovation, entrepreneurship, and sound management principles are pivotal drivers in shaping a sustainable future.

This conference serves as a platform for researchers, academicians, practitioners, policymakers, and industry experts to converge and exchange ideas, experiences, and insights related to the vital role of innovation, entrepreneurship, and management in driving sustainability. The exchange of knowledge and the cross-pollination of ideas will inspire innovative solutions, effective policies, and transformative practices that can contribute to a sustainable and inclusive world.

The proceedings of this conference encompass a diverse array of topics, including sustainable business models, green technologies, social entrepreneurship, circular economy practices, policy frameworks, sustainable finance, and more. The presentations and discussions within these realms will shed light on how innovation and entrepreneurial endeavors, when aligned with robust management strategies, can catalyze positive change and sustainable growth.

As we embark on this intellectual journey, we hope that the insights and knowledge shared during this conference will propel us toward a sustainable future, where innovation, entrepreneurship, and effective management play pivotal roles in fostering a better world for all.

Dr. Saket Jeswani

Vice-Chairman, Organizing Committee
4th International Conference on the Role of Innovation,
Entrepreneurship, and Management for Sustainable Development
OP Jindal University, India

Acknowledgements

We extend our heartfelt gratitude to all those who have contributed to the success of the 4th International Conference on the Role of Innovation, Entrepreneurship, and Management for Sustainable Development, hosted at OP Jindal University (OPJU), India. This event would not have been possible without the collective efforts, dedication, and support of numerous individuals and organizations.

First and foremost, we thank all the participants, presenters, researchers, and scholars who shared their valuable insights and research findings during the conference. Your enthusiasm and commitment to advancing knowledge in the field of sustainable development have enriched the discussions and contributed to the success of this event.

We extend our sincere appreciation to the keynote speakers and session chairs for sharing their expertise and guiding the conference sessions. Their wisdom and knowledge were instrumental in shaping stimulating dialogues and broadening our understanding of the conference themes.

We express our gratitude to the members of the Organizing Committee, Technical Program Committee, and Reviewers for their meticulous efforts in reviewing and selecting the submissions. Their dedication ensured the high quality and relevance of the papers included in the conference proceedings.

Special thanks go to our sponsors and partners whose generous support and contributions were integral in organizing and executing a seamless event. We value the collaboration and partnership that have fostered a conducive environment for fostering innovation, entrepreneurship, and sustainable management practices.

We acknowledge the unwavering support and encouragement from the management of OP Jindal University for providing the infrastructure, resources, and necessary guidance that facilitated the smooth conduct of the conference.

Lastly, we thank the administrative and technical teams who worked diligently behind the scenes to ensure the success of this conference. Their hard work and dedication played a significant role in making this event a memorable and productive experience for all participants.

Thank you to everyone who has played a part in making this conference a success and for contributing to the advancement of knowledge and practices in the domain of sustainable development.

Dr. Saket Jeswani
Vice-Chairman, Organizing Committee
4th International Conference on the Role of Innovation,
Entrepreneurship, and Management for Sustainable Development
OP Jindal University, India

List of Abstracts

Track 1: Innovation and Sustainable Development in Human Resource Management

1. Unveiling the Empowered Voice: Exploring Indian Women's Perspectives on Women's Empowerment through Association Rule Mining
Akanksha Upadhyaya, Disha Garg and Manoj Mishra1
2. The Mediating Role of Emotional Intelligence between Workplace Spirituality and Intrinsic Work Satisfaction as well as Organization Based Self-esteem (OBSE) - An Empirical Study of IT Industry in India
Ishika Modi, Mariyam Tambawala, Saurabh Jain and Mary Chandramalla2
3. Workplace Diversity: A Key to Improve Productivity
Priya Shah, Harsh Limbachiya and Sourabh Jain3
4. Effectiveness of Workplace Inclusiveness Policies for LGBTQ People in Cochin, Kerala
Shivani Rajendran4
5. Diversity and Inclusion as Yardsticks of Sustainable Human Resource Management in Workplace
Jugunu Nair and Susan Baisil5
6. Empowerment of Women - Through Missionaries of Charities Pyrotechnics (A Paradigm Shift in Social Entrepreneurship)
Joseph John Fernandes6
7. To Study India's Workforce: An In-depth Exploration of Female Labor Force Participation Patterns, Factors, and Societal Significance
Rohini Rokde, V. M. Atkari and Aparna Samudra7
8. A Study on Mastering HRM in the Digital Era: Agile Innovations for Effective Change Management
Vinal8
9. Assessing Knowledge Management and Sustainability through Bibliometric Analysis from 2013-2022
Suhasini Choudhury, Padmalita Routray and Ashok Kumar Dash9

List of Abstracts

10. The Transformative Influence of Artificial Intelligence on Enhancing Recruitment and Staffing within HR Functions
Poondy Rajan Y., B. Aiswarya and Jenifer Arokia Selvi A.10
11. Relationship of Spirituality and Religious Practices for Sustainable Development of Human Beings
Janardan Paudel and Tirtha Raj Ghimire11
12. The Impact of Gender Discrimination on Women’s Sustainable Career Growth in Organization
Diwakar Das and Raghvendra Kumar Sharma12
13. Unveiling Investment Challenges Confronting Working Women in Kerala: An In-depth Analysis
Devayani K. S.14
14. Study of School Education Portrayed in Hindi Cinema with Special Reference to Innovation for Sustainable Development
Iram Tasleem15
15. A Systematic Literature Review and Bibliometric Analysis of the Role of High-performance Work Systems on Employees’ Well-being: A Step towards Sustainable Development
Himani Agrawal and Lovy Sarikwal16
16. Enhancing Neurodiversity in Higher Education: Strategies for Inclusion and Support
Sunita Verma, Lakshita Hooda and Nishitha Bissa17
17. Beyond the Binary: A Bibliometric Exploration of Transgender Inclusion in Research
Lakshmanan K. Kuttappan and V. Reshma18
18. The Impact of Talent Management Practices on Employee Engagement in Education Sector in Prayagraj
Ayushi Agarwal19
19. Leveraging Data Analytics for Sustainable Business: A Study on HR Metrics in Bangalore
S. Ameena and P. Bharath Reddy20

List of Abstracts

20. Impact of Mission and Vision on Organizational Performance in the Manufacturing Sector: The Mediating Effect of Policy and Regulation a Post-pandemic Scenario
Mallieswari R., Dhananjaya V., Shubha B. N. and Niharika Mishra21
21. Human Resource Analytics for Sustainable Business in Manufacturing Organisations
Reshma Shrivastava and Shikha Chauhan22
22. A Study on the Effect of Human Values on Turnover Intention: A Qualitative Analysis
Priya Singh23
23. Artificial Intelligence “The Better Helping Hand in Today’s Human Biased World”
Mimansa Kashyap and Saket Jeswani24
24. Meta-motivation: How Individuals Actively Regulate Their Motivational Orientation?
Vaibhav Sharma and Saket Jeswani25
25. Enhancing Customer Satisfaction through Empowering Employees in the Electric Vehicle Industry: A Strategic Human Resource Management Approach
Durgesh Satpathy, Saket Jeswani and Rani Nayak26
26. Depicting the Religious Practices: A Qualitative Ethnographic Study on Gurudwara
Dipti Baghel, Saket Jeswani and Archi Dubey27
27. An Empirical Study on the Impact of Organizational Cynicism on Employer Branding among Real Estate Employees
Anoushka Sharma and Saket Jeswani28
28. Exploring the Relationship between Employee Satisfaction and Turnover Intention: An Empirical Analysis on Educational Institute of Chhattisgarh
Sakshi Tiwari29
29. Workplace Spirituality, Organizational Commitment, and Work Engagement: A Way for Sustainable Work Culture
Komal Pandya and Narayan Baser30

List of Abstracts

30. Quality Management System, Intellectual Capital Accumulation and Organizational Performance of Higher Education Institutions
Susan Sapuriada-Cruz31
31. The Study on Multiple Expectations about Jobs and Factors Influencing them among Today's Employees
Monika T. and Densingh Joshua Israel32
32. The Developments and Contributions of Literature on the Effectiveness of Conflict Management in HRM by Leveraging Emotional Intelligence
Mamata Chandramohan and Kavilal E. G.33

Track 2: Innovation and Sustainable Development in Marketing

33. Social Media Behaviour of Consumers: A Descriptive Study
Kavita Kamath and Supriya Lakhangaonkar34
34. Role of Perceived Risks in Affecting Online Job Seekers' Attitude and Behaviour
Umesh Patwardhan and Supriya Lakhangaonkar35
35. Perceptions and Contradictions: A Study of Market Orientation and Innovation among Cuban Entrepreneurs
Luis Demetrio Gómez García36
36. Measuring Patient Satisfaction towards Digital Marketing Channels of Multi-specialty Hospitals: A Longitudinal Analysis
Vidhya. J. and Shanthy Venkatesh37
37. A Review of Literature on Motivational Factors that Influences Consumers' Green Purchase Intention towards Green Packaging
Saniya Aggarwal, Usha Arora and Ritu Bajaj38
38. A Study on Adoption of Artificial Intelligence amongst the Management Students
Tinkle Shukla, Sourabh Jain and Hirva Parmar39
39. Environmental Consciousness and Green Wash: An Empirical Analysis of Exploring the Drivers of Green Product Adoption
Seema Chahal and Mahabir Narwal40

List of Abstracts

40. Adoption Intention and Usage Behavior of Telemedicine Services among Female Patients in India
Shweta Shweta and Madhu Arora41
41. The ChatGPT Revolution: Transforming Marketing Decision Making – Benefits, Limitations and Future Research Agendas
Hemant Purandare, Archana Rathore and Arijit Bhattacharya42
42. Effects of Service Excellence on Client Loyalty: An Examination of the Telecommunications Sector
Abhilasha Tiwari, Himanshu Rastogi, Alpana Srivastava and Amitabh Mishra43
43. Factors Affecting User Trust in Online Payments - A Systematic Literature Review in E-commerce Platforms
Ravi Kumar and Tanuj Mathur44
44. Sustainable Development Practices in the Indian Media & Entertainment Industry
Sandeep Gundeti and Deepali Bhatnagar45
45. Customer Experience: A Study of Indian Customers towards Luxury Brands
Samridhi, Pooja and Aditi Sharma46
46. Building an Individual’s Personal Brand through the Social Media Platforms
Rajat Kumar Baliarsingh, Ashok Kumar Dash and Bikash Barik47
47. Metaverse – The Future of Fitness
Priya Darsini P. G. and K. Poorna48
48. Antecedents of adapting Digital Wallets by Indian Consumer
Jitendra Charan and Amit Sharma49
49. A Study on Decoding AI’s Green Code: How Artificial Intelligence is Revolutionizing Sustainable Marketing in the Tech Arena
Rahul Nidagundi50
50. A Study on Perceived Factors of Social Media Literacy on Generation Z in Bangalore
Bharathi N. S. Yadav and Deep Jyoti Gurung51

List of Abstracts

51. A Study on Influencing Factors of Consumer Online Shopping Decision in Itanagar Capital Complex, Arunachal Pradesh
Marpi Zirdo and Sankar Thappa52
52. A Study on Factors Influencing Gen-Z's Buying Behavior towards Organic Products
Mohammad Juned and Satish Pal53
53. E-satisfaction of AI and Technology Enabled Features of Online Fashion Websites: An Empirical Analysis using SEM and WEBQUAL
Radhika P. Arora and Pratika Mishra54
54. Trends, Influential Authors and Emerging Themes in Intelligent Personal Assistants: A Bibliometric Analysis
Bharti, Pooja Yadav and Arjun Singh Yadav55
55. Use of Mobile Banking by Millennials in a Specific Non-metro Area
Ajay Kumar Ganguly, Subhajit Bhattacharya and Subrata Chattopadhyay56
56. Factors Influencing Online Buying Intention in Social Commerce: A Critical Analysis Highlighting the Role of Artificial Intelligence
Ravneet Kaur Marwaha and Jitendra Singh57
57. Upcycling in Circular Fashion: A Sustainable Approach to Redefining the Digital Fashion Industry
Nandita Biswas and Swetha Thiruchanuru58
58. Hedonic and Utilitarian Attributes as Antecedents in the Adoption of Green Food Products in India: Examining the Role of Green Brand Innovation as the Moderator
Sweety Das, Neha Gupta and Vinod Kumar59
59. Bibliometric Trends in Emoji and Non-verbal Marketing Research
Umamaheswari R., Athira C. R. and Aiswarya M.60
60. Using the Theory of Planned Behavior to Analyze Online Customer Intentions and Buying Behaviour
Jyotsna Rai and Rakesh Kumar Yadav61
61. A Study on Consumer Behaviour towards Purchase of Green Cosmetic Products
M. Sheela Hepsiba and S. M. Yamuna62

List of Abstracts

62. Role of Doctoral Students in Academics & Research: A Qualitative Study
Shaji Mathai and Saket Jeswani63
63. Green Marketing and Its Impact on Consumer Buying Behavior
Payal Rajpoot64
64. Customer Dominant Logic Adoption: A Conceptual Framework for Optimizing Customer Engagement Strategies
Amit Kumar Sinha and Saket Jeswani65
65. Sustainable Food Consumption: The Impact of Green Consumer Buying Behavior on Green Loyalty
Anusha Paliwal and Archi Dubey66
66. Sensory Quality of North African Hito (*Clarias Gariepenus*) and Mango (*Mangifera Indica*) Ice Cream with Jute (*Corchorus Olitorius*) Extract
Melchora E. Marzo67
67. A Study of Consumers' Attitude towards Eco-friendly Products: A Comprehensive Literature Review
Sourabh Guha and Byju John68
68. Sustainable Clothing Rental Services: Consumer Behavior and Environmental Impact Analysis
Siddhi Shukla and Archi Dubey69
69. Benchmarking: Understanding the Core Concepts and its Relevance to the Growth of an Organization
Sumati Sidharth, Sanjeev Kumar Khare, Vineet Bhatia, Surendra Chandrakant Ghorpade and Sumati Sidharth70
70. Mediating Role of Subjective Norms between Long term Health Orientation and Green Value consciousness towards Herbal Skin Care Products
Amit Grover, Bilal Mustafa Khan and Shamsher Singh71

Track 3: Innovation & Sustainable Development in Finance

71. Indian IPOs Pricing Return and Post Listing Performance: An Empirical Investigation
Mani Jindal and Ramji Nagariya72

List of Abstracts

72. A Sectoral Performance of the Indian Stock Market during Covid-19
B. Suneetha, A. Amruth Prasad Reddy, M. Venkataramanaiah and Challa Madhavi Latha73
73. An Empirical Study of Environmentally Efficient Precursors of Green Foreign Direct Investment to Achieve Sustainable Development
Rupinder Kaur and Vikram Sandhu74
74. Role of Fintech in Indian Economy's Digital Innovation: A Bibliometric Analysis
Aanchal Nigam and Richa Mishra75
75. Assessing the Relative Effectiveness of Machine Learning Regression Algorithms in Predicting Cryptocurrency Prices
Itisha Sharma and Deepti Kiran76
76. Volatility of Cryptocurrency and Its Impact on the Exchange Rates in Select Asian Countries
M. Yellaiah Naidu77
77. Financial Literacy as a Predictor of Investment Decisions: The Mediating Role of Attitude and Overconfidence
Maheshwari H., Anup K. Samantaray, Rashmi Ranjan Panigrahi and Lalatendu Kesari Jena78
78. Efficiency Dynamics in Sustainable Investments: A Data Envelopment Analysis of ESG and Ethical Mutual Funds
Sayantana Guha Mazumder and Jutimala Bora79
79. Taxation of Permanent Establishments in Large Contracts, EPC Contracts-emerging Global Practices in Taxation, Tax Planning and Way Forward in Digital World: A Perspective
Ravichandran R and Laxman Rao80
80. Examining the Volatility of Sustainability Indices of India: An Empirical Evidence from the GARCH Family Models
Charu Maheshwari and Shirline David81
81. Sustainable Green Investment and Innovative Economic Strategies: Pioneering the Path to a Resilient Future
Sofia Khan82

List of Abstracts

82. The Significance of Information and Communication Technology (ICT) in Advancing Microfinance Growth
Ravi Kant Maurya and Amit Kumar Sinha83
83. Role of Self-help Groups in Fostering Rural Development in India
Sumit Kumar and Amit Kumar Sinha84
84. Sustainable Insurance: A Move towards Sustainable Development
Manisha Choudhary85
85. An Overview on the Formulation of Digital Banking Practices: Effectiveness, Challenges and Future Prospects in India
Vidhya Vijayakumar Themmadath and S. Jeyalakshmi86
86. Rural Women’s Entrepreneurial Journey: The Impact of Microfinance on Empowerment and Growth
Pavithra D and M. Venkatraman87
87. Contribution of Green Banking Initiatives in Sustainable Development of a Nation
Deepika Devasena M. M.88
88. Green Finance: Nurturing Sustainable Development in India
Gnyana Ranjan Bal and Shiva Trivedi89
89. Impact on Stock Market Performance for the Companies Contributed to Chandrayaan-3 Project
Kowsalya P., A. Valarmathi and D. Akshaya90
90. Building a Women Empowerment Index: A Critical Investigation of Self-help Group Participation in Rural Area of Panchkula District, Haryana
Lalita Kumari and Hemlata Manglani91
91. An Analysis of Financial Management in Indian Startups by Implementation of Artificial Intelligence
Shilpa K. P. and Meghana R.92
92. Environmental, Social and Governance (ESG) and Financial Performance: A Bibliometric Analysis using Biblioshiny
Prashant Debnath and P. Chellasamy93

List of Abstracts

93. The Impact of Decentralized Finance (DeFi) on Traditional Financial Systems: Opportunities, Challenges, and Regulatory Implications
Harshil Sharma and Shipra Agarwal94
94. An Analytical Study of the Intrerelationship between the Market Index and Auto Sector Index with Reference to Selected Automobile Companies
Shobhit Sagar and Venugoapalan T.95
95. Internationalization as a Determinant of Firm Performance: A Special Case for Indian Manufacturing MNEs
Neyati Ahuja96
96. The Challenges and Opportunities of Formalizing the Informal Economy
Abhisek Behera and Durgesh Satpathy97
97. Life Insurance Corporation as a Tool for Sustainable Development of an Economy
Gayatri Bhoi and Biswajit Satpathy98
98. Footprints of Fintech on Financial Inclusion – Evidence from Digital Banking System
Khushboo Patel, Shashi Kashyap and R. P. Agrawal99
99. ESG and Its Impact on Performance: A Study on Nifty Metal
Vishal Patel and Kumar Aditya100
100. Management of Finances for Delivery of Public Goods and Services: Need of Innovation for their Sustainable Development
Amit Manglani and Yashwant Kumar101
101. Sustainable Finance and Investment: Integrating ESG Principles for Long-term Value
Satya Kishan102
102. Behavioral Biases, Regulatory Focus and Investment Decisions: A Conceptual Framework & Future Research Agenda
Sradhanjali Samal and Saket Jeswani103
103. Impact of Reverse Mortgage Loan on Indian Senior Citizens
Rekha Sharma104

List of Abstracts

104. Green Prosperity: Navigating Sustainable Investments and Innovations for Financial Success
Nidhi Goenka105
105. Impact of GST in Manufacturing Sector with Reference to Nalwa Steel & Power Ltd.
Saket Jeswani, Mukesh Kumar Sharma and Prachi Agrawal106
106. An Empirical Study on the Impact of Liquidity on Profitability and Financial Performance of Tata Steel and JSPL
Ravinder Kumar, Mukesh Kumar Sharma, Himanshu Vaishnav and Saket Jeswani107
107. A Study on Business Correspondents Model in Driving Fintech for Sustainable Business
R. V. N. L. Manogna, Mitali Dutta and Poornima K.108

Track 4: Innovation & Sustainable Development in Tourism, Agri-Business Management, Entrepreneurship & CSR

108. Legacy of a Crisis: Understanding Individual Success and Uncertainty via Self-perceived Creativity – Insights from the COVID-19 Pandemic among Colombian Entrepreneurs
Marisleidy Alba and Luis Demetrio Gómez García109
109. Impact of Reverse Innovation on Global Competitiveness of MNCs: The Moderating Role of Understanding Latent Customer Needs in Developed Markets
Shweta Saxena and Pooja Jain110
110. Impact of Innovative Shecopreneurs on Social and Sustainable Development: A Study about their Factors, Challenges, and Contributions in Sambhal District
Yashi Varshney and Dheeraj Kumar Maddeshiya111
111. Tourism's Green Lens: Navigating Sustainable Development from Tourists' Viewpoint
Praveen Srivastava112
112. Transborder Religious Tourism Paving the Way for Sustainable Development: A Case Study of Indo-Nepalese Regions of Valmikinagar and Triveni Dham
Soumya Tripathi113

List of Abstracts

113. The Customer Perspective: Examining the Impact of GST on Quick Service Restaurants (QSRs) in Delhi-NCR
Harshdeep Chhikara114
114. A Study on Examining the Factors that Influenced Travel Intentions among Local and International Tourist in Telangana State
Rahath Fatima and V. Vishnu Vandana115
115. Pro-Poor Tourism (PPT) as a Source of Social Responsibility for the Local Residents in Rural Areas of Arunachal Pradesh
Elbina Ngukir and Sankar Thappa116
116. To Study the Role of Strategic and Arts Entrepreneurship in Education
Rashmi Singh117
117. From Scarcity to Sustainability: Water a Catalyst for Socio-Economic Change and Sustainability
Sonika Redhu and Pragati Jain118
118. Growth and Yield Booster for Pechay Using Biofertilizer
Alminda M. Fernandez, John Paul L. Matuguinas, Jose Rosener R. Guyano, Jojine S. Cobrado, Arjel M. Lagungan and Jhon Paul R. Ambit119
119. Nano Ionic Formula Biostimulant for Maximum Growth and Yield of Pechay
Alminda M. Fernandez, John Paul L. Matuguinas, Jose Rosener R. Guyano, Jojine S. Cobrado, Arjel M. Lagungan and Jhon Paul R. Ambit120
120. Factors Influencing Women Entrepreneurship: A Study in the Urban Context
Mahesh Chandra Joshi, Yogita Satish Garwal, Shilpi Chakravarty and Amrita Chourasia121
121. Sustainable Rural Tourism Empowering Communities, Preserving Heritage
Prakash Chandra Pandey and Avdhesh Kumar Gupta122
122. Women Groundbreaking Entrepreneurship: Growth Impact in India
Bhanwar Rathore, Aditi Rathi and Kamakshi Joshi123
123. Study of Incubation Centres in Fostering Startup Ecosystem in Reference to Maharashtra State
Prasad Parse and Suyog Amrutrao124

List of Abstracts

124. Analysis on Impact of Online Advertisement on Online Consumer Buying Behaviour in Rajasthan
Richa Pareek125
125. Entrepreneurial Orientation of Tribal Youth: Assessing and Understanding Sources of Variations
Onkar Mishra and Vijaya Kumari126
126. Preserving the Past, Protecting the Future: Environmental Challenges in Heritage Tourism
Pankhuri Kapoor and Tushinder Preet Kaur127
127. Role of Innovation in Tourism, Agri-business, Entrepreneurship and CSR for Long Term Sustainability
Sampada Bhawe and Nawdeep Kaur Chhabra128
128. Sustainability of Dual System of Waste Management: Study with Respect to Bilaspur Municipal Corporation
Yashwant Kumar Sahu and Indu Santosh129
129. Unraveling Agricultural Finance Dynamics in Chhattisgarh: A Comprehensive Study
Vimal Kumar Patel and Syed Saleem Aquil130
130. Balancing Impact and Profitability: Exploring the Synergy between Social Entrepreneurship and Sustainable Startups in Addressing Societal and Environmental Challenges
Sagar Sahu131
131. A Study on Farmers Perspective towards KCC Scheme in Agriculture Finance with Special Reference to Raigarh District of Chhattisgarh State
Harjinder Pal Singh Saluja and Kundan Jangde132
132. Study of Income of Sugarcane Farmers of Chhattisgarh: With Special Reference to Bemetara District
Gousewak Prasad, Dharmender singh, Gousewak Prasad and Harjinder Pal Singh Saluja133
133. Perceptions of Indian Youth on Skill Development Programs and Their Impact on Employability and Entrepreneurship
Sujata Panda134

List of Abstracts

134. Challenges Encountered by Mushroom Cultivators in Bilaspur: A Case Study
Namrata Ojha and Himanshu Vaishnav135
135. A Study of Relationship between Women Entrepreneurship and Sustainability: A Systematic Literature Review
Raji and Durgawati Kushwaha136
136. Assessing the Impact of Sustainable Practices on Pilgrimage Tourism in Chhattisgarh
Sagar Chopkar and Archi Dubey137
137. Socioeconomic Factors Influencing Millet Consumption Patterns in Tribal Community of Central Chhattisgarh
Neetya Jha and Archi Dubey138
138. Women Entrepreneurs and Covid-19: Challenges and Opportunities
Keerthi Chandrika and Bhanumathi P.139
139. Sustainable Practices in Tourism: Grey Forecasting Model for the Tourism Industry in GCC Countries
Amitabh Verma140
140. Innovation in Agripreneurship for Sustainable Development
Sneha R. S. and K. Poornima141
141. Revolutionizing Higher Education: Conceptualizing National Ranking System for Higher Education Institutions in Oman
Khalid Al Qatiti, Asmat Nizam B Abdul Talib and Faridahwati Bt Mohd Shamsudin142
142. Total Quality Management and Environmental Practices in Indian Pharmaceutical Industry
Nahas Noohu, K. S. Chandrasekar and Shahabaz Nahas143

Track 5: Innovation and Sustainable Development in Operations & Supply Chain Management

143. Empirical Study on the Reverse Logistics Issues of the Remanufacturing Process in India
Ajay K. Sinha and Hanumantha Rao P.144

List of Abstracts

144. Global Supply, Production, and Value Chains: Looking beyond Production Processes
Sovik Mukherjee145
145. Logistics 5.0 will be More Influencing than Logistics 4.0 for Green Transport Implementation and Sustainability in Indian Road Logistics
Soumyajyoti Bhattacharjee and Dilip Kumar146
146. Democratizing India's Digital Marketplace with ONDC: Pushing Digital Economy and Sustainability
Annu Kumari147
147. What Should Happen to Your Used Toothpaste Tubes
Akram Azaz148
148. Beyond Crisis Management: Synthesizing the Nexus between Supply Chain Maturity, Resilience and Sustainability
Sanjeev Kumar Khare, Vineet Bhatia and Sumati Sidharth149
149. Dynamic Role of Traffic Police in Shaping the Physical Infrastructure of the City for Effective Traffic Management and Enforcement - Case of Mumbai City
Swapnil Salunke, Sanjay Bang, Dhawal Ashar and Pratibha Singh150
150. CMMI's Requirement Management /Development and Technical Solutions Process Area-based Conceptual Framework for Ensuring Sustainable Operations, Services & Product Development for Mining Industry
Praveen Harkawat and Manish151
151. AI/ML and CMMI's Risk Related Process Areas-based Conceptual Framework for Better Safety & Risk Management and Sustainable Operations in Mining Industry
Praveen Harkawat and Manish Dadhich152
152. Utilization of Bamboo as a Construction Material for Low Cost Hotels and Resorts
Bhanuprakash Jaiswal and Nupur Agrawal153
153. Agile Strategy for Raw Material Management Process of an Integrated Steel Plant in India
Ritesh Mishra154

List of Abstracts

154. Behavioral Supply Chain Management: A Bibliometric Analysis using R
Yugal Kishor Pradhan and Saket Jeswani155
155. Healthcare Waste Management through Automation, AI and IoT: A Path to Enhanced Sustainability
Gazala Yasmin Ashraf156
156. Assessing the Role of Government Regulations and Policies in Promoting Sustainable Supply Chain Practices in India
Gazala Yasmin Ashraf and Priyal Gordiya157
157. Eco-friendly Supply Chain Management and Its Impact on Sustainability: A Study of Cement and Steel Industry
Gazala Yasmin Ashraf and Ananya Shrivastava158
158. Mediating Effects of Technology Adoption between Supply Chain Operations and Supply Chain Efficiency leveraging towards Sustainable Development
Karpagavalli G. and Ismayil Dakhani159
159. Examining the Integration of Green Initiatives in Port Operations: A Comprehensive Review of New Mangalore Port Authority towards Sustainable Port Management
Prathvi T. N., R. Lakshmi, Pradyot Ranjan Jena and Ritanjali Majhi160

Track 6: Innovation and Sustainable Development in Information Technology & Management

160. Use of AI tools for Summer Camps
Pramod Pawar and Sachin Vishwasrao Ayarekar161
161. The Synergy of Innovation and Sustainable Practices: A Study in Information Technology and Management
Diwakar Mourya and Amanpreet162
162. A Study on Banking 5.0 and Its Impact
Narayani Puranik and Shrinivas D. Manekar163
163. India's Bilateral Export Potential in Traditional Services
Basim Keeprath, Muhammed Najeeb K. K. and Muahammed Ali K. A.164

List of Abstracts

164. Data-Driven Sustainability: Analyzing SME Growth in Albania
Narasimha Rao Vajjhala and Kenneth David Strang165
165. CMMI V3.0's Safety Practices-based Framework for Supporting/Ensuring Sustainable, Safe & Eco-friendly Product Design & Development
Praveen Harkawat and Manish Dadhich166
166. From Smart Cities to a Cooler Planet: IT's Role in Sustainable Urban Development
Arindam Mondal167
167. Business Value Governance for Information Technology (IT) Services Organization in India
Diwakar Konda and N. Kumar168
168. Virtual Communication Adoption by Educational Leaders: A UTAUT Model Perspective
Saurabh Gupta169
169. Sustainable Development in the Digital Age: The Role of IT Management Innovation
J. Durga Prasad Rao and Ram Krishna Akuli170
170. Tech-driven Advancements in Educational Effectiveness: A Study with Reference to Management Students at GHRIEBM, Jalgaon (Maharashtra)
Jitendrasinh Jamadar, Kruttika Karnik, Abhijeet Birari and Saroj Patil171

Track 1

**Innovation and Sustainable Development in
Human Resource Management**

Unveiling the Empowered Voice: Exploring Indian Women's Perspectives on Women's Empowerment through Association Rule Mining

Akanksha Upadhyaya, Disha Garg** and Manoj Mishra****

ABSTRACT

Women's empowerment has become an increasingly important topic in recent years, with scholars and policymakers alike recognizing the importance of gender equality for achieving sustainable development (Kabeer, 1999; UNDP, 2018). The present investigation employed association rule mining, Pareto chart analysis and Thematic Analysis to examine the perspective of Indian women concerning the factors that contribute to women's empowerment. The results indicated robust affirmative correlations among augmenting and enhancing employment prospects for women, engaging women in household decision-making, and the conviction that a woman's esteem and honor are self-determined. In conclusion, the association rules generated, Pareto chart analysis and thematic analysis suggest that women attach significant importance to employment opportunities and having a say in household matters. Women who believe in their ability to take care of themselves outside the home are more likely to support the provision of better employment opportunities. Furthermore, women who believe in their own dignity and respect also exhibit a sense of control over their lives and confidence in managing themselves outside the home. Notably, these beliefs are interconnected, indicating that enhancing women's empowerment in one aspect can have a positive impact on other areas. Hence, policymakers and society at large should strive to create more opportunities for women and promote their active participation in decision-making processes both at home and in the workplace.

Keywords: Women Empowerment; Employment Opportunities; Household Matters; Indian Women; Self-respect; Decision-making; Gender Equality; Association Rule Mining; Pareto Chart Analysis; Thematic Analysis.

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The Mediating Role of Emotional Intelligence between Workplace Spirituality and Intrinsic Work Satisfaction as well as Organization Based Self-esteem (OBSE) - An Empirical Study of IT Industry in India

Ishika Modi, Mariyam Tambawala**, Saurabh Jain*** and Mary Chandramalla*****

ABSTRACT

Workplace Spirituality is the degree to which employees feel a sense of meaning, purpose and connection in their work and organization where Emotional intelligence playing a mediating role by having ability to perceive, understand and manage their emotions effectively in oneself, leads an individual towards work satisfaction and self-esteem. This study contributes to the literature on positive organizational behavior and offers implications for managers and practitioners seeking to enhance employee well-being and performance. Purpose: The purpose of this study is to explore the relationships among workplace spirituality, emotional intelligence, intrinsic work satisfaction and organizational based self-esteem, and to examine the role of individual differences of values and personality traits in these relationships. Methodology: The study uses stratified random sampling technique to collect data from 250 employees working in IT sector in India. The data are analyzed using various statistical tools. Findings: The results support the hypothesis and show that workplace spirituality, emotional intelligence, intrinsic work satisfaction and organizational based self-esteem interrelated and mutually reinforcing. Results also shows that individual differences have positive effect on value and personality traits.

Keywords: Workplace Spirituality; Intrinsic Work Satisfaction; Emotional Intelligence; Organization Based Self-Esteem; Values; Personality Traits; IT Industry.

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Workplace Diversity: A Key to Improve Productivity

Priya Shah, Harsh Limbachiya** and Sourabh Jain****

ABSTRACT

This study explores the significant relationship between workplace diversity and increased productivity. In an increasingly connected global economy, organizations understand the importance of fostering a diverse work environment. This study provides a comprehensive analysis of the multifaceted benefits of diversity, showing that a diverse workforce contributes to problem solving, creativity, and innovation. This research paper is derived from an analysis of empirical studies and case studies that show that diverse groups bring a wider range of perspectives, skills and experiences to the table, resulting in more effective decisions and solutions. Purpose- This research paper aims to explore the relationship between diversity in the workplace and increased productivity, highlighting the positive impact of diverse team and including leadership in solving the problems, creativity and organizational success. Methodology- The research employs an empirical studies, to investigate the correlation between workplace diversity and productivity enhancement. It also examines the role of inclusive leadership through qualitative assessment and examines the organizational outcomes of diversity initiatives for comprehensive insights. Findings- The research shows that workplace diversity increase productivity through varied viewpoints, fostering innovation, while inclusive leadership is crucial for realizing these gains and maintaining organizational performance.

Keywords: Workplace Diversity; Productivity; Innovation; Leadership; Organizational Performance.

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Effectiveness of Workplace Inclusiveness Policies for LGBTQ People in Cochin, Kerala

*Shivani Rajendran**

ABSTRACT

The workplace should be a place where employees feel secure enough to concentrate on their work. Negative behavior in workplace such as prejudice, stereotyping and discrimination can create barriers to diversity and inclusiveness and result in poor morale, impaired productivity and litigation. The focus of my research is on workplace diversity and inclusiveness based on Sexual Orientation and Identity. This study aims to learn about the prejudice that LGBTQ people encounter at work and the mental and/or social issues that result from their peer bias. The purpose is to elicit discussion on issues of prejudice, diversity, and encourage mutual understanding while educating and motivating young people to embrace diversity. The motive of research is to evaluate various workplace policies for LGBTQ prevailing in MNCs and to identify the difficulties and challenges faced by them in workplace. According to estimates from the World Bank, widespread prejudice against LGBTQ people costs India's economy \$32 billion annually. This has stressed the need for formulating Diversity and Inclusion policies for LGBTQ community members. The research methodology adopted include primary and secondary data collection through questionnaire and academic websites respectively. Snow ball sampling technique is used in the research. Since the topic is sensitive and not much research has been conducted in India, it was difficult to collect data and reviews. The research is confined to Cochin, Kerala. Finding in research shows that there is a huge gap between practice and discourse. Most organisations claiming LGBTQ Friendly couldn't stand what it claims in websites and policies. LGBTQ inclusion is not just a humanitarian perspective, but it is a decision that makes business sense. Inclusion does not help organizations in bringing talent or innovation, but it also helps the company to build a better company brand and earn profits.

Keywords: Diversity and Inclusion; Human Resource Management; LGBTQ; Sexual Orientation; Identity; Economy; HR Policies.

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Diversity and Inclusion as Yardsticks of Sustainable Human Resource Management in Workplace

Jugunu Nair and Susan Baisil***

ABSTRACT

In today's globalized and dynamic business environment, organizations are increasingly recognizing the pivotal role of diversity and inclusion in fostering sustainable human resources management practices within the workplace. The concept of diversity encompasses a wide range of dimensions, including but not limited to gender, age, ethnicity, race, sexual orientation, physical abilities, and socio-economic backgrounds. Organizations that embrace diversity in their workforce are better positioned to tap into a rich pool of perspectives, experiences, and talents, ultimately driving innovation and creativity. Through a comprehensive review of literature, it elucidates how diversity contributes to enhanced problem-solving, expanded market reach, and improved adaptability to change, leading to a competitive advantage. Complementing diversity, inclusion plays a pivotal role in leveraging the potential of a diverse workforce. Inclusion involves creating an environment where all employees feel valued, respected, and empowered to contribute their unique insights. This paper investigates how inclusive practices, such as equitable access to opportunities, transparent communication, and unbiased performance evaluations, result in higher employee engagement, improved job satisfaction, and reduced turnover rates. Such outcomes are integral to the sustainable management of human resources, as organizations can mitigate the costs associated with recruitment, training, and productivity. Furthermore, this paper focusses on highlighting the link between diversity, inclusion, and sustainable business practices. Workplaces that prioritize diversity and inclusion are more likely to cultivate a positive corporate image, foster stakeholder trust, and align with societal values. As corporate social responsibility becomes a prominent criterion for business success, embracing diversity and inclusion not only benefits internal human resource practices but also enhances an organization's overall sustainability performance. Ultimately, integrating diversity and inclusion into human resource strategies is not just an ethical imperative but a strategic move towards achieving enduring business success. However, there are several challenges in attaining the same. Therefore, this paper delves into the significance of diversity and inclusion as vital indicators of sustainability in human resources management, along with focusing on the challenges that lie in implementing the said indicators to attain innovation and sustainable development and thereby suggest solutions to foster diversity and inclusion in workplaces.

Keywords: Human Resource Management; Sustainable Development; Diversity; Inclusion; Workplace.

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Empowerment of Women - Through Missionaries of Charities Pyrotechnics (A Paradigm Shift in Social Entrepreneurship)

Joseph John Fernandes*

ABSTRACT

Purpose: It is said - “Educating the Mind, without educating the Heart, is no Education at all.” – Aristotle. When you give, you gain: When you grab, you lose!!!- (Summary of Bhagvad Gita, Chapter 4). NISHKAM KARMA- should be basis of this Social Entrepreneurship. Service of others before self- is the main motto in Social Entrepreneurship.

Design/Methodology

| | |
|------------------------|------------------------------------|
| Approach | Qualitative phenomenological |
| Data | Primary |
| Sampling method | Convenience sampling |
| Population | 200 - samples (respondents) |
| Data collection method | Questionnaire & personal interview |
| Testing method | Chi- square test |

Secondary Data is collected through the Published sources, Newspapers and internet resources

Findings: It satisfies the basic necessities of lives by settling life for a purpose. It enhances effectiveness and productivity in human’s life. Everyone is Motivated and goes on learning on and on in one’s life. A holistic approach is adopted and we can get concrete results, when the women are empowered and given a chance to be social entrepreneurs. Empowered Women can know how royal they are when they get proper health, education in a social entrepreneurship scenes.

Research Limitations: The research study has limitation of time. The study is generalized and indicative. Practical Implications: When we do good, we get good. What we sow, that only we reap. When we serve others, we will be served. WHEN YOUR HUMAN EYES IS POSITIVE, YOU WILL LOVE THE E-WORLD, WHEN YOUR HUMANE HEART IS POSITIVE, THE WHOLE E-WORLD WILL LOVE YOU. !!!!!..... Without MONEY OR WEALTH OR MATERIAL POSSESSIONS COMING IN FRONT OF US.

Keywords: Educating; Mind; Heart; Nishkam; Karma; Service; Human; Humane.

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To Study India's Workforce: An In-depth Exploration of Female Labor Force Participation Patterns, Factors, and Societal Significance

Rohini Rokde*, V. M. Atkari** and Aparna Samudra ***

ABSTRACT

The female labor force participation rate (FLFPR) in India is a subject of profound significance, impacting women's empowerment, economic growth, and societal development. This study offers a comprehensive exploration of the present FLFPR landscape in India, elucidating notable trends, challenges, and the far-reaching socio-economic implications. Through the examination of current data and extensive scholarly research, this research contributes to a more nuanced comprehension of the intricate dynamics underpinning female labor force participation within India's unique context. As a pivotal indicator of a nation's socio-economic advancement, female labor force participation underscores the intricate interplay of cultural norms, educational attainment, economic factors, and policy interventions in India. Insights drawn from recent data divulge a layered portrayal of FLFPR trends, notably distinct between urban and rural settings. Urban FLFPR demonstrates a sustained, albeit modest, trend, while rural areas exhibit fluctuations. To decipher the underlying determinants, a profound understanding of these trends is essential. The complexities surrounding the FLFPR in India necessitate a multifaceted approach. The interweaving influences of cultural norms, educational access, economic factors, and policy interventions contribute to a dynamic framework. Appreciating these nuances is pivotal in devising targeted strategies to amplify women's labor force participation. Addressing the impediments faced by women while fostering an inclusive workplace environment can unlock the latent potential of India's female workforce, thereby catalysing both economic progress and societal advancement.

Keywords: Empowerment; Gender Equality; Financial Inclusion; Female Labor.

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A Study on Mastering HRM in the Digital Era: Agile Innovations for Effective Change Management

Vinal*

ABSTRACT

The last two decades have witnessed a significant evolution in the world with the changed Digital mindset. The shift in the mindset of HR professionals to keep the employees as the epitome while creating organizational policies, practices, and platforms, is a cultural shift that will only happen if this thought percolates down and is practiced in the form of Digital HR Leadership. The HR domain is evident in almost all industries across the world and has witnessed changes ranging from Human Resource Information Systems, usage of Enterprise Resource Planning, the usage of social, mobile, analytics, and cloud (SMAC) technologies, and HR Chabot's to now Artificial Intelligence. Where men and machines complement each other, exists notable changes. In the ways people use technology today, result in speedy connectivity, networking, and effective self-help. This agility through digital transformation has brought in cultural changes by embracing the way the Human Resource arm of the corporate domain operates. As we know Human Resource Department plays a pivotal role in ensuring that the digital platform is contributing to sustainable development by ways of paperless and eco-friendly techniques. This paper tries to present how organizations are adapting to an agile environment. This micro study is based on the current Industry trends as well as the secondary data available from reliable resources, and attempts to bring industry illustrations to support how digital transformation is contributing to sustainable development in Human Resource Management. The study shows that companies embracing digital agility do experience overall sustainable development, especially in terms of increased employee engagement.

Keywords: Agility; Digital Mindset; Artificial Intelligence; Employee Engagement; Sustainable Transformation.

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Assessing Knowledge Management and Sustainability through Bibliometric Analysis from 2013-2022

Suhasini Choudhury*, Padmalita Routray** and Ashok Kumar Dash***

ABSTRACT

Purpose: The present study aims to investigate the research trends in the field of Knowledge Management and Sustainability through bibliometric analysis.

Design/methodology: The bibliometric details of the published articles from the years 2013–2022 were extracted from the Scopus database by entering the search string ‘knowledge management’ AND ‘sustainability’. The articles written in English and published in journals only were considered for the analysis, which yielded a total of 563 articles. Microsoft Excel and Vosviewer software were used for analysis.

Findings: The overall year-wise publication of articles experiences an upward growth. Durst, S. is the top author by publishing five articles; The *Sustainability Switzerland* journal has published the highest number of articles (86); the United Kingdom is the highest producing country by publishing 80 articles; the highest 228 articles are published in the Business, Management, and Accounting subject area, which is 16.9% of total publications. In the frequency of co-occurrences of author keywords, after ‘knowledge management’ and ‘sustainability’, ‘innovation’, ‘knowledge sharing, and ‘intellectual capital’ have occurred substantially. The article ‘Smart Cities: A Conjunction of Four Forces’ by Margarita Angelidou has received the highest number of citations (507), published in 2015. It is also found that green innovation is the emerging field related to Knowledge management and sustainability.

Research limitations: The selection of only the database “Scopus” might have the chance of neglecting important articles that exist in other databases.

Practical implications: Research scholars and business leaders may get insights about the research trend in the fields of Knowledge management and Sustainability.

Keywords: Knowledge Management; Sustainability; Bibliometric; Vosviewer; Scopus.

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The Transformative Influence of Artificial Intelligence on Enhancing Recruitment and Staffing within HR Functions

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ABSTRACT

The expeditious incorporation of Artificial Intelligence (AI) into the current business environment has generated significant curiosity and advancement, establishing it as the prominent term of the 21st century. This empirical study aims to examine the causal relationship between the integration of Artificial Intelligence (AI) and the outcomes of recruitment and staffing procedures in contemporary organizations. With the continuous advancement of AI technology, there are emerging opportunities to enhance the efficiency and efficacy of talent acquisition processes. The primary objective of this study is to conduct an empirical investigation into the effects of artificial intelligence (AI) integration on an important impact on recruitment and staffing. Using a quantitative research methodology, the present study gathers data from a heterogeneous sample of organizations representing a wide range of industries. This study assesses the level of artificial intelligence (AI) implementation in recruiting procedures and subsequently examines the correlation between this implementation and recruitment results, such as the caliber of candidates, the time taken to fill vacancies, and the overall effectiveness of staffing. The empirical study's findings provide valuable insights into the impact of AI on recruitment and staffing practices, enhancing our comprehension in a nuanced manner. Through the process of quantification, organizations are able to obtain valuable insights into the potential advantages and obstacles that may arise from the integration of artificial intelligence (AI) technology.

Keywords: Artificial Intelligence; Human Resource Management; Recruitment; Staffing; Technology; Digital Transformation.

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Relationship of Spirituality and Religious Practices for Sustainable Development of Human Beings

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ABSTRACT

The goal of this research study is to highlight the importance of spirituality and religion in achieving long-term survival and growth of human beings. Furthermore, spirituality and religion have an impact on the environment in which people live. Spirituality and religion are inextricably linked to human awareness of survival. Thus, the knowledge of spirituality, religion, god and goddess is the foundation of human survival and the beginning of mankind. In this sense, human survival efforts have been influenced by spirituality and religion. This is a qualitative study, and the data are gathered through interviews with ten academics who are knowledgeable in spirituality and religion, as well as a review of religious publications such as the Gita, Vedas, Puranas, Upanishads, Bible, Quran, and Buddhist religious texts. The outcomes of this study reveal that individuals have forgotten the worth of spirituality and religion within their souls, causing them to be wrecked by themselves. Furthermore, it has been discovered that spirituality and religious performances have aided in human survival because they add awareness to people's minds about worshipping nature and using natural resources cautiously without any effect on them in this era of globalization driven by economic globalization. The delimitation of this study is that it has concentrated on spirituality and religion for the sustainable development of human beings of all solar ages and eras. And it pertains to instructors and reviews for data gathering evaluations. The shortcoming of this study is that it does not focus on quantitative methodologies. The practical relevance of this study is that it raises public awareness of the importance of spirituality and religion in ensuring people's existence. It has also protected its originality value.

Keywords: Awareness of Natural Resources; Globalization and Global Issues; Survival of Humanity; Sustainable Development Goals; Value of Spirituality and Religion.

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The Impact of Gender Discrimination on Women's Sustainable Career Growth in Organization

Diwakar Das and Raghvendra Kumar Sharma***

ABSTRACT

Introduction: In today's competitive world Gender Discrimination is one of the serious issues which is adversely affecting the growth of the society. It is a perceptual concept which hardly had been addressed properly prior 5-6 decades. Now, when the world is upfront on this serious issue and considered as one of the 17 SDG; this issue is being carefully considered. Machael P. Toder Development should be conceived as a multi-dimensional process which involves significant changes in every sphere like social structures, leveraging the economic growth, the reduction of inequality and poverty. Sustainable Career Development refers the importance of continuous up-gradation, learning and skill enhancement with adaptability to change as per current market standards and needs, and diverting career choices that align with individual values and contribute positively to the organization.

Objective of the Study: This study tries to investigate the impact of Gender Discrimination on Women's performance and Sustainable Career growth in the organization. The study also tries to discover that there is a strong correlation between Gender Discrimination and Employee Motivation which directly effects to sustainable Career Growth of women in the organization. This study also concludes that to achieve sustainable career growth of women the organization should improve the organizational culture of avoiding gender discrimination in the organization. Human Resources, irrespective of their gender need to be considered as part of Demographic Dividend.

Major Research Questions: Focusing on the Objectives and relevancy present study has the following questions based on secondary data: How Gender Discrimination and women's sustainable growth are interrelated to each other? What is the direct impact of Gender Discrimination on women's employee performance? Primary data and Secondary Data both has been used / considered for the analysis.

Literature Review: Dr. Sushma Shukla (Nov 2017) investigated the impact of Human Capital and Economic Growth in India. Greehaus et all (2009) development has to be proactively sought and employee needs to have a clear vision of what they want and how to achieve that. Hughes (1958) 'Subjectively, a career is the moving perspective in which persons orient themselves with reference to the social order, and of the typical sequences and concatenations of office.'

The study Hypothesis: There is a strong positive correlation between the Gender Discrimination and Women's Sustainable Growth of any Organization.

Empirical or Theoretical Results: Several studies, both of Central and State Government have been carried out to examine the relevance or importance of human capital development in the achievement of sustainable economic growth. There is a general consent that states' sustainable development is depend on overall growth of human capital irrespective of biasness / discrimination on any Gender based.

Implications for theory and Practice: For the long-term growth [sustainable growth] of mankind, the world needs to support every person irrespective of their Gender identity. The professionals need to be recognized by their qualification, attributes, work efficacy, efficiency, and output but not by their gender. Money, Material Machine all the resources are useless in absence of the motivated Human Resources. Human Resource represents both the gender in the organization. The simple implication is that deprivation

/ biasness on the basis of gender will certainly leads to higher level of consequences in Women's Sustainable Career in organization.

Finding of the Study: By analyzing various statistical model, it can be said that the Ho is accepted. There is strong positive relation between Gender Discrimination and Employee Performance with respect to the Sustainable Career in the organization. The Organization can't grow if we don't recognize the role of individual's input irrespective of their Gender. The deprivation of Human Resources component on any unrealistic ground results as the negative and significant determinant of per capita growth rate of any state or country at large. It should also be noted that Higher Education Institutions [HEIs] have the duty to strengthen the society by training the human capital to be more productive so that they can contribute to a paradigm change.

Keywords: Gender Discrimination; Sustainable Growth; Employee Motivation; Performance Level; Professional Goals and Values.

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Unveiling Investment Challenges Confronting Working Women in Kerala: An In-depth Analysis

Devayani K. S.*

ABSTRACT

This article looks at the investment issues that working women in Kerala face in their quest for financial freedom and independence. The study aims to help create policies and interventions that can help working women overcome obstacles. The research sample includes a variety of professions, ages, and socio-economic backgrounds. The main findings show that Kerala's working women face a variety of investment problems, including limited financial literacy and knowledge, and cultural norms that often limit financial matters to women. The study found that conservative attitudes about risk-taking due to family responsibilities and social expectations can have an impact on investment decisions. Education and empowerment are key to overcoming these issues. To bridge the gap in financial literacy, tailored programs should be created to help working women manage their finances more confidently. This research article adds to the knowledge of investment issues that are specific to women in Kerala, and can help policy makers, finance institutions, and other organizations work together to make sure women are financially included, gender balanced, and economically empowered. The findings have a bigger impact on the state's economic development and progress towards gender equality.

Keywords: Working Women; Investment; Challenges; Financial Instrument; Gender Bias.

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Study of School Education Portrayed in Hindi Cinema with Special Reference to Innovation for Sustainable Development

*Iram Tasleem**

ABSTRACT

Hindi cinema since its inception has acted as a potent tool in bringing social transformation in the society by mirroring the social realities and triggering the social discourses around them. There have been films in the Hindi cinema which proved successful in bringing up the ailing scenario of school education which must be taken into consideration by all the stakeholders of our society. There is clarion call to the entrepreneurs and policy makers to address these challenges and threats which certainly invites innovation and strategy to overcome them. These innovation includes introducing creative changes for better delivery of educational goals and services, to generate better educational outcomes and efficient and effective use of human resource i.e. teachers and allied professionals in a way that could revolutionized the learning ecosystem in our country. Since education is bedrock of development and growth of the society and considers as mother of all other profession, we could not realize the goal of sustainable development for our nation unless we strive to bring the feasible and relevant reforms in our school education. This research paper will attempt to highlight the need, various issues and suggestions for innovative entrepreneurial interventions in order to realize sustainable development in school education as portrayed in Hindi cinema. The thematic analysis of films will be used as research method to study the objective of the research paper.

Keywords: School Education; Innovation; Sustainable Development; Hindi Cinema; Society; Entrepreneur.

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A Systematic Literature Review and Bibliometric Analysis of the Role of High-performance Work Systems on Employees' Well-being: A Step towards Sustainable Development

Himani Agrawal* and Lovy Sarikwal**

ABSTRACT

Purpose: Organizations frequently confront intense competition in a challenging economic climate, which raises the need for employers to enhance workforce productivity which might lead towards a deleterious effect on employees' well-being. The present analysis has found out the foundation, growth and aspects of the literature on High-performance work systems and employees' well-being. The study will integrate some viable interventions discussed in the most influential articles to reduce the adversity of HPWSs on employees' well-being. This work is an endeavour to support Sustainable Development Goal 3: Good health and well-being.

Design/Methodology: The Scopus database was used to collect data from the last sixteen years (2008-2023) and the result yielded 77 studies. After including three subject areas i.e., Subject Area: Social Sciences, Business, Management & Accounting, Art and humanities and only English language articles, it was reduced to 64 researches. Review papers, scale development papers and studies not centric on HPWSs and employees' well-being are excluded. Finally, we came up with 55 studies. Excel and VOS viewer software were used to analyse the data.

Findings: The study looked at the most productive year, prolific authors, most influencing articles, institutions and nations, co-citations, authorship and country collaborations. Four major clusters indicating the four research dimensions within the specialized field are identified during thematic analysis. Empirical validation of key theories is discussed and a conceptual model is developed.

Research limitations: We Limited the search to articles published from 2008-2023 in three subject areas i.e., Subject Area: Social Sciences, Business, Management and Accounting, Art and humanities.

Research implications: It informs and directs researchers on the current state of study in the field. It also identifies key research gaps to set the direction for future research. The study has discussed some practicable interventions to reduce the detrimental effect of HPWSs on employees' well-being to support Sustainable development.

Keywords: Sustainable Development; High-performance Work System; Employee Well-being.

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Enhancing Neurodiversity in Higher Education: Strategies for Inclusion and Support

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ABSTRACT

The multidimensional idea of neurodiversity is examined in this study's setting of higher education institutions. The term "neurodiversity" refers to a broad range of neurological variations, such as dyslexia, attention deficit hyperactivity disorder (ADHD), and autism spectrum diseases. This study's main goal is to examine the current status of neurodiversity inclusion and support in higher education and to suggest methods for building a setting that is more welcoming and inclusive of neurodiverse students. The research uses a mixed-methods approach, integrating surveys and qualitative interviews, to learn more about neurodiverse kids and teachers. We intend to uncover current impediments to neurodiversity inclusion, such as stigmatisation, limited accessibility, and inadequate support networks, through an investigation of their experiences, difficulties, and perspectives. Additionally, this study will look at effective programmes and procedures already in place at some institutions that have been successful in increasing neurodiversity inclusion. The results of this study will help us comprehend the particular requirements and abilities of neurodiverse individuals in higher education. This research will help colleges and universities create more inclusive and equitable learning environments by shedding light on the difficulties they face and the supports that can improve their academic success and well-being. By advocating for a paradigm shift away from a deficit-based model and towards one that sees neurodiversity as a valuable form of diversity, this research ultimately aims to advance the discussion on neurodiversity in higher education. This diversity has the potential to improve the educational experience for all students and to contribute to a more inclusive society.

Keywords: Neurodiversity; Higher Education; Strategies; Inclusion; Neurological.

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Beyond the Binary: A Bibliometric Exploration of Transgender Inclusion in Research

Lakshmanan K. Kuttappan* and V. Reshma**

ABSTRACT

Background: The need of inclusiveness and society's knowledge and acceptance of transgender people have experienced significant changes in recent years. Transgender people have long battled systemic hurdles, societal stigmatisation, and sexism because their gender identification varies from the sex given to them at birth. The movement for inclusion, which emphasises that everyone deserves honour, respect, and equal privileges irrespective of their gender identity, has gained strength nowadays. In addition to challenging conventional rules and regulations, this change opens the way for a more just and compassionate society in which transgender people may live true lives and engage fully in all facets of society. The purpose of this study was to evaluate the global research on transgender inclusiveness that has been published in peer-reviewed journals in order to identify trends, diffusion, and the applicability of the research, gaps in knowledge, and the direction for further study.

Methodology: Peer reviewed articles related to transgender inclusiveness are extracted from Scopus database. The study period was from 2012 to 2022. 444 research publications were identified using a search query that included the phrases "Transgender" AND "inclusion" in the title and abstract fields. These papers were assessed using the bibliometric methodology made available by applications like VOSViewer and biblioshiny.

Findings: The results show that developed are paying more attention on the studies related to inclusiveness of transgender. The year 2022 saw the maximum number of publications. The US has made the highest contribution, followed by Australia and the UK, which came in second and third. The article by Pflum et al. that discusses the importance of support given by individuals to aid transgender persons in lessening problems and difficulties has emerged as the most significant article among others receiving the greatest number of citations. Journal of Homosexuality have the most publications total among the sources. The findings also reveals that the research themes related to how gender disparity or gender relations plays a crucial role in the economic development of the nation is gaining much attention nowadays.

Research limitations/Implications: It highlights the academic discourse around these issues, assisting scholars and decision-makers in locating important gaps and new trends in the literature. This understanding may direct future research initiatives. Furthermore, the study can help with the creation of training programmes and curriculum for educators that take into account the most recent findings on transgender inclusion, leading to increased understanding and acceptance in businesses and educational institutions.

Keywords: Transgender; Inclusion; Gender Disparity; Social Inclusion; Trans-sexualism.

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The Impact of Talent Management Practices on Employee Engagement in Education Sector in Prayagraj

*Ayushi Agarwal**

ABSTRACT

Background: The paper studies the impact of talent management on employee engagement through applying various talent management practices in education sector. An online survey was conducted among academicians of Prayagraj and 137 responses were collected from various schools and colleges of Prayagraj. The respondents were selected using convenience sampling and online questionnaire were distributed through WhatsApp, mail and LinkedIn. The result showed a positive relationship between talent management practices and employee engagement.

Objectives: This research paper aims to analyse the impact of Select Talent Management Practices on Employee Engagement with special reference to education sector. The paper also studies the conceptual framework of talent management and employee engagement and suggests various recommendations too to improve employee engagement through talent management practices.

Method: In order to do this, both primary and secondary data were used. The secondary data showed various talent management practices that were the key influencing factors of employee engagement. Primary data was generated from 137 academicians from the education sector from Prayagraj. In SPSS 26, correlation analysis was used to analyse the data.

Findings: The study revealed that there's a significant positive relationship between Talent Management practices and Employee Engagement in the education sector.

Keywords: Talent Management Practices; Employee Engagement; Education Sector.

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Leveraging Data Analytics for Sustainable Business: A Study on HR Metrics in Bangalore

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ABSTRACT

In the bustling IT hub of Bangalore, businesses are harnessing the power of data analytics to not only drive profitability but also to foster sustainability. This study embarks on a journey to uncover the untapped potential of HR metrics in promoting sustainable practices within organizations. By delving into the data-rich landscape of Bangalore's corporate world, we aim to shed light on innovative strategies that can reshape the way businesses approach sustainability. In today's rapidly evolving business landscape, data has emerged as the cornerstone of informed decision-making. By leveraging advanced analytics, companies are now equipped with the tools to extract valuable insights from the wealth of information generated by their HR departments. This shift towards data-driven approaches marks a pivotal moment in the evolution of business practices. Sustainable practices have transitioned from being mere buzzwords to becoming critical components of a company's long-term success. Bangalore, with its vibrant corporate ecosystem, presents an ideal backdrop to study the integration of sustainability initiatives into everyday business operations. From reducing carbon footprints to championing diversity and inclusion, organizations are now aligning their objectives with broader societal goals. Within this landscape, HR metrics emerge as powerful indicators of an organization's commitment to sustainability. By analyzing key metrics such as employee turnover, diversity ratios, and training investments, companies can gain invaluable insights into their current sustainability efforts. This, in turn, paves the way for data-informed strategies aimed at enhancing sustainability practices. Bangalore's dynamic business environment provides a unique case study. Through interviews with industry experts and extensive data analysis, we gain a comprehensive understanding of how companies in the region are utilizing HR metrics to drive sustainable initiatives. From multinational giants to agile startups, the diversity of the business landscape offers a rich tapestry of insights. The confluence of data analytics and sustainable business practices in Bangalore's corporate sector holds immense promise for the future. By embracing HR metrics as a means to drive sustainability, businesses are not only safeguarding the environment but also nurturing a culture of social responsibility. As we forge ahead, this study serves as a testament to the transformative potential of data-driven strategies in creating a more sustainable and equitable business ecosystem.

Keywords: Transformative Potential; Equitable Business Ecosystem; Training Investments Business Environment; Data-driven Approaches; Informed Decision-making; HR Metrics.

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Impact of Mission and Vision on Organizational Performance in the Manufacturing Sector: The Mediating Effect of Policy and Regulation a Post-pandemic Scenario

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ABSTRACT

The organization's vision and mission are centred on providing essence and meaning to the job, as well as empowering, stimulating, and developing cohesiveness to engage in an enabling eco-system to achieve the organization's goals. The vision and mission are then used to control and guide decision-making at all levels of management. As an inclusive approach to decision-making, organisations should consider both a vision and a mission statement. In the initial wave of the pandemic, constraints on the transportation of goods and individuals made it difficult for people to work and disrupted supply chains. As a result, all manufacturing activity was effectively halted. This research estimated the influence of mission and vision statements on organisational performance in the manufacturing industry, particularly during the COVID-19 pandemic. A cross-sectional research design is used to investigate the critical relationship between a mission, a vision statement, and organisational performance. About 328 employees from different companies in Bengaluru, Karnataka, and India took part in this study by filling out a mail survey. Structural equation modelling was developed to assess and interpret the relationships between observed and latent variables. Structural equation modelling and machine learning are used to discover patterns among various variables. The study provided primary and empirical evidence that employees do not remember the mission and vision statements verbatim but are aware of the core principles of the vision and mission statements of the organisation. One of the findings was that the vision and mission statements, as well as the policies, have a significant impact on the organization's overall performance in the manufacturing sector. This demonstrates the importance of mission and vision statements in shaping the attitudes of employees in any given organisation.

Keywords: Mission; Vision; Organizational Performance; Covid-19; SEM; Machine Learning.

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Human Resource Analytics for Sustainable Business in Manufacturing Organisations

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ABSTRACT

Purpose: Manufacturing organizations are under constant pressure to achieve sustainable growth and optimize workforce efficiency in today's dynamic and competitive business environment. As a result, Human Resource Analytics (HRA) has become a critical tool in this pursuit. By utilizing data-driven insights, manufacturing organizations can make informed decisions that positively impact their sustainable business practices. The purpose of this paper is to explore the strategic factors that enable organizations to achieve sustainability.

Design/methodology: Primary Data collection method will be used to collect the data from Manufacturing Organizations of India. The data will be analyzed using smart pls.

Findings: The paper highlights the intersection of Human Resource Analytics and sustainable business practices in manufacturing organizations. HRA can pinpoint skill gaps, assess employee engagement levels, and optimize workforce allocation to ensure a more efficient and motivated workforce that contributes to sustainability initiatives.

Limitations: Selected organizations have been taken under the manufacturing sector.

Practical Implications: Manufacturing organizations have the chance to achieve sustainable growth, promote responsible business practices, and enhance overall business performance through Human Resource Analytics. By using data-driven insights, leaders in manufacturing can cultivate a workforce that actively contributes to the organization's sustainability journey. This positions the company for long-term success in a highly competitive global market.

Keywords: HR Analytics; Sustainable Business Practices; Organisation Structure; Organisation Strategy.

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A Study on the Effect of Human Values on Turnover Intention: A Qualitative Analysis

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ABSTRACT

The study explores the relationship between human values and turnover intention, aiming to understand how individual values influence employees' intention to leave their organizations. Turnover intention, the desire to leave an organization, is a critical concern for both employees and employers, impacting productivity and organizational effectiveness. While previous studies have explored various factors influencing turnover intention, the role of human values remains relatively unexplored. This empirical study addresses the research gap by examining the effect of human values on turnover intention. The study aims to understand how individual values shape employees' inclination to leave their organizations. Adopting a qualitative research methodology, semi-structured interviews are conducted with 15 employees to gather rich and nuanced data. Thematic analysis is employed to identify patterns and relationships between human values and turnover intention. By employing a qualitative research methodology, this study delves into the subjective experiences and perceptions of employees, providing valuable insights into the underlying factors driving turnover intentions. Findings suggest that human values play a significant role in employee turnover intention, with values such as honesty, integrity, punctuality and personal growth emerging as important factors. The study provides valuable insights for organizations seeking to reduce employee turnover and enhance employee engagement through aligning organizational values with employee values. Future research could consider exploring the impact of other factors on turnover intention, such as organizational culture and leadership style.

Keywords: Human Values; Honesty; Turnover Intention; Turnover Rate.

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Artificial Intelligence “The Better Helping Hand in Today’s Human Biased World”

Mimansa Kashyap and Saket Jeswani***

ABSTRACT

Automation and advanced technologies like Artificial Intelligence (AI), Machine learning, are expeditiously thriving; it is likely to become a progressively important tool for businesses looking to stay competitive in today’s fast-paced and data-driven business environment. AI has the potential to revolutionize the operational activity more effectively and efficiently as it enables businesses to automate the tasks, freeing up employees to focus on more strategic work. Various aspects have been studied so far in terms of AI in HR, but there is a paucity of research in terms of understanding the positive impact AI adoption that can minimize biasness. The objective of the study is to examine the benefits of AI adoption in HRM Practices without biasness. This study aims to perform a bibliometric analysis of the scientific literature of 14 papers selected through PRISMA FRAMEWORK (Preferred Reporting Items for Systematic Reviews and Meta-Analyses). This study will help HR to analyze employee perform their functions better, such as reviewing and appraisals employee engagement more effectively and efficiently, better quality work output, employee leaning, appraisal and promotion with equal to or no biasness with immediate feedback of HR and superiors which will eventually lead to better employee engagement.

Keywords: Artificial Intelligence; Adoption; HR.

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Meta-motivation: How Individuals Actively Regulate Their Motivational Orientation?

Vaibhav Sharma and Saket Jeswani***

ABSTRACT

Control over thoughts, emotions, and behavior to attain desired results is always the main focus of regulating motivation. In the process of goal pursuit, self-regulation through motivational orientation has been little research area so far. We propose that an individual's motivational orientation (promotion and prevention) varies across different life domains. In this article, exploring an emerging area of research in the field of self-regulation, i.e., meta-motivation, based on two questions (1) when does an individual shift their natural regulatory focus strategy (eagerness to vigilance and vice versa) in the process of goal pursuit and (2) what is the role of meta-motivation in making this shift? To examine these fundamental questions, an integrative literature review in the context of regulatory focus theory, meta-motivational approach, personal agency theory, and construal level theory was done. A conceptual framework of self-regulation is proposed along with future directions of research.

Keywords: Meta-motivation; Self-regulation; Regulatory Focus Theory; Promotion; Prevention; Goal Pursuit.

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Enhancing Customer Satisfaction through Empowering Employees in the Electric Vehicle Industry: A Strategic Human Resource Management Approach

*Durgesh Satpathy**, *Saket Jeswani*** and *Rani Nayak****

ABSTRACT

The electric vehicle (EV) industry is currently undergoing a profound transformation, driven by technological advancements, environmental consciousness, and evolving consumer preferences. Amidst this dynamic landscape, customer satisfaction stands as a pivotal factor influencing market success and brand loyalty. This research seeks to illuminate the intricate relationships between employee empowerment, employee engagement, and customer satisfaction within the EV industry, employing a Strategic Human Resource Management perspective. At its core, this study aims to answer a fundamental research question: How does employee engagement mediate the relationship between employee empowerment and customer satisfaction in the electric vehicle industry? In addressing this question, we bridge a critical research gap. While the influence of employee empowerment and engagement on customer satisfaction has been studied in various contexts, there is a conspicuous absence of research dedicated to exploring these dynamics within the emerging electric vehicle industry—a sector defined by rapid technological advancements and evolving consumer preferences. Through rigorous empirical analysis utilizing a quantitative research design and Structural Equation Modelling (SEM) via SmartPLS 3.0, our findings offer compelling insights. We reveal that employee empowerment exerts a significant and positive influence on employee engagement, affirming the empowering impact of an engaged workforce. Furthermore, our study underscores the transformative effect of employee engagement on customer satisfaction, underlining the indispensable role of engaged employees in shaping exceptional customer experiences. Crucially, this research firmly establishes that employee engagement functions as a mediating bridge, intricately connecting employee empowerment to customer satisfaction. In essence, this research offers actionable insights for both industry practitioners and academic scholars. It provides a strategic compass for businesses operating in the dynamic realm of electric vehicles, enabling them to harness the synergies between employee empowerment, engagement, and customer satisfaction. By doing so, businesses can optimally position themselves in this rapidly evolving sector, driving sustainable competitive advantage and unwavering customer loyalty.

Keywords: Employee Engagement; Employee Empowerment; Customer Satisfaction; Electric Vehicle; EV Industry.

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Depicting the Religious Practices: A Qualitative Ethnographic Study on Gurudwara

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ABSTRACT

Self-discipline is an important principle in any religious system. Does this concept of self-discipline is prominently followed in religious settings? Religious Institutions plays a vital role in providing its member with skills that promote Civic Engagement and Seva i.e. Selfless Service. Does this Skills is developed by the devotees? This research is an ethnographic study of behaviour and interaction of people inside the pious setting of Gurudwara. This study describes the conduct, attitude and cultural practices adopted, collected with thorough Observation, as seen through the eyes of an ethnographer. The article describes the cultural setting and the processes, in which we engaged in our role as participant observer for few months. Interview were also conducted.... The purpose of this paper is to provide detailed description about the cultural practices of Gurudwara and reflexivity on the basis of observation and interviews. The findings suggest that the formation of different research question which can be used for further research work. The practical experience we gained in the research provided us an important foundation for our ethnographic research methods. For the research, we draw upon scriptural texts, religious histories, and prepared detailed field note of Two Gurudwara of Chhattisgarh where we visited multiple times.

Keywords: Qualitative Research; Ethnographic Approach; Gurudwara; Civic Engagement.

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An Empirical Study on the Impact of Organizational Cynicism on Employer Branding among Real Estate Employees

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ABSTRACT

In today's competitive business environment, companies are realizing the importance of employer branding in recruiting and retaining competent employees. However, one relatively unexplored aspect of this phenomenon is the influence of organizational cynicism on employer branding. It is characterized as distrust and doubt in organizational policies, motives, and working style, which may further impact employer branding. Hence, the objective of this paper is to determine the impact of organizational cynicism on employer branding. Exploratory and causal research designs were utilized to draw the conceptual model and to test the hypothesis respectively. The data was collected online through Google Docs from 305 employees of real estate companies in Raipur City using convenience sampling. The validity and reliability of the instrument was checked through exploratory factor analysis and Cronbach's coefficient alpha respectively, whereas regression was used to evaluate the impact of independent on dependent variables to test the hypothesis using SPSS. The result of the study depicts that Cynicism has a significant effect on employer branding with an inverse relationship. It was also found that Cynicism was high among employees of real estate companies in Raipur. This study provides a fundamental road map to enhance employer branding by minimizing organizational cynicism to further facilitate the recruitment and retention of competent employees.

Keywords: Organizational Cynicism; Employer Branding; Recruitment; Retention; Competent Employees.

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Exploring the Relationship between Employee Satisfaction and Turnover Intention: An Empirical Analysis on Educational Institute of Chhattisgarh

*Sakshi Tiwari**

ABSTRACT

Employee satisfaction and employee retention are critical factors for organizational success. Satisfied employees are more productive, engaged, and loyal, while employee retention helps maintain a high-performing workforce and minimize turnover costs. This study examines the effect of employee satisfaction on turnover intention at one of the educational institute of Chhattisgarh. The study will also assess the level of employee satisfaction and turnover intention. This quantitative study will follow causal research design. Primary data will be collected through a structured questionnaire from 150 employees selected through convenience sampling technique. The study will measure employee satisfaction on a variety of factors, including compensation, work-life balance, work environment, rewards and benefits, organization culture and facilities. The data will be analyzed through regression analysis in SPSS. The statistical methods could include multiple regression analysis to identify the specific elements of employee satisfaction that most strongly effect turnover intention. This study will provide valuable insights into the specific elements of employee satisfaction that are most important for retention of an educational institute. This results of this study can be utilized to develop and implement strategies to improve employee satisfaction and retention.

Keywords: Employee Satisfaction; Employee Retention; Turnover Intention.

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Workplace Spirituality, Organizational Commitment, and Work Engagement: A Way for Sustainable Work Culture

Komal Pandya and Narayan Baser***

ABSTRACT

This study's major objective is to evaluate the influence that spirituality in the workplace has on a person's level of commitment to their organisation and work engagement. This will lead to an innovative way for sustainable work culture. The study has collected total of 417 valid responses from people residing in metropolitan regions, each of whom has had at least two years of experience working in a professional capacity. The Smart PLS-4 is used for the purpose of analysis and empirical assessment of research model. The findings indicate that workplace spirituality has a substantial impact on organisational commitment and job/work engagement. It is anticipated that persons in the field, practitioners already working in the field, and policymakers would all benefit from this research.

Keywords: Workplace; Spirituality; Organizational Commitment; Work Engagement.

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Quality Management System, Intellectual Capital Accumulation and Organizational Performance of Higher Education Institutions

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ABSTRACT

Purpose: The increasing number of higher educational institutions and the prospective entry of national players necessitate strategic actions from existing institutions in Region XI. This study investigates the influence of quality management system implementation and intellectual capital accumulation to organizational performance of higher educational institutions.

Methodology: Using a survey questionnaire, employees with managerial positions were proportionately gathered from identified higher educational institutions. This descriptive correlational research employed statistical tools such as frequency, percentage, weighted mean, ANOVA and multiple regression analysis. Findings. Results revealed that quality management system implementation in terms of focus on process, leadership and business tactics; and human and social capital accumulation influence organizational performance.

Practical Limitations/Implications: The study was conducted among employees with managerial positions only and was limited to privately owned institutions. Only four variables of the quality management system and two variables of intellectual capital were used as criteria for organizational performance. Research relating to government and other private educational institutions could also be done and may include the other stakeholders as participants.

Originality/Value: Implementation of quality management system and recognition of intellectual capital accumulation among universities are now widespread, but there is no considerable literature that addresses whether these influence organizational performance. The model developed in this paper could be implemented in higher educational institutions to improve educational quality and organizational performance. Recommendations to educational administrators bent on improving the quality of education are valuable.

Keywords: Higher Educational Institutions; Quality Management System; Intellectual Capital; Organizational Performance; Descriptive-Correlational; Multiple Regression Analysis; Davao Region.

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The Study on Multiple Expectations about Jobs and Factors Influencing them among Today's Employees

Monika T.* and Densingh Joshua Israel**

ABSTRACT

A country like India with the world's 5th largest economy is excelling in every possible field with growing innovation and technological development among its competitive countries. The major pillar of this massive growth has to be awarded to the human resource availability in the country which is called as working age population which is 59.5% and largest globally. This immense resource is considered an ultimate advantage for future growth and development. On considering the importance of the young generation, employees are picked up for a study on their multiple expectations such as personal, professional, and financial towards their job and the practicality prevailing. Understanding and meeting employee expectations is crucial for organizational success, job satisfaction, and employee retention. This research paper explores the influencing factors of employee expectations in their jobs. Also examines a wide range of factors that affect employee expectations, including compensation, work-life balance, career growth, workplace culture, job security, leadership, recognition, and organizational values. The findings will provide valuable insights for organizations aiming to create a good workplace that aligns with employees' diverse expectations.

Keywords: Personal expectation; Socioeconomic Factors; Career Growth and Development; Organizational Expectation; Human Resource Management.

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The Developments and Contributions of Literature on the Effectiveness of Conflict Management in HRM by Leveraging Emotional Intelligence

Mamata Chandramohan and Kavilal E. G.***

ABSTRACT

Conflicts are inevitable and it can either impede or accelerate the success of an organization. Effective conflict management continues to be a crucial component of human resource (HR) strategy for the organisations that aim for sustainable development. By studying emotional intelligence, organisations may foster a culture where conflicts are not only controlled but also used as chances for progress, collaboration, and growth. Understanding the emotional intelligence plays a crucial role in resolving the issues and serves as a catalyst for long-term HR growth. Therefore, this literature review focuses on a comprehensive search of journal articles in multiple databases based on the keyword that are shortlisted by the experts. The literature review includes 50 journal articles published between 1990 and 2023 that are related to emotional intelligence, conflict management and EI measurement scales. By means of a narrative literature review, the paper investigates the relationship between conflict management and emotional intelligence by synthesising and assessing the shifting landscape depicted in the short-listed articles. The findings of the literature review highlights that there is a significant relation between emotional intelligence and effectiveness of conflict management According to research, companies with a higher percentage of emotionally intelligent workers typically do better. Employees and executives that have emotional intelligence are capable to manage conflicts in organisations in a positive way. The facets of EI align well within the framework of achieving goals of the organization and ultimately leading to job satisfaction and better productivity.

Keywords: Emotional Intelligence; Conflict Management; Conflict; EI Scales; Literature Review.

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Track 2

**Innovation and Sustainable Development
in Marketing**

Social Media Behaviour of Consumers: A Descriptive Study

Kavita Kamath* and Supriya Lakhangaonkar**

ABSTRACT

This paper studies the social media behaviour of consumers in Pune city, India. The researchers have conducted a survey of 500 social media users in Pune city. A validated, structured questionnaire has been administered to determine the social media behaviour of the respondents. The hypotheses framed for this purpose have been tested using chi square test and one-sided single sample z test respectively. The study aims to find whether social media marketing has a greater impact on Gen Z and Millennials (consumers below 42 years of age) as compared to Gen X and Boomers (consumers above 42 years of age). The study further aims to find whether respondents purchase products which are extensively advertised on social media sites. The respondents were given questionnaires to fill and 20% of the respondents were interviewed by the researchers. Based on the reviewed literature and the results of the study, the paper helps understand the impact and effectiveness of social media marketing on consumers. The findings of this study will be useful to marketers as well as media planners for framing their social media marketing strategies and to make their social media marketing efforts more impactful and effective.

Keywords: Social Media; Social Media Marketing; Social Media Behaviour; Media Planning; Social Media Marketing Strategies.

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Role of Perceived Risks in Affecting Online Job Seekers' Attitude and Behaviour

Umesh Patwardhan and Supriya Lakhangaonkar***

ABSTRACT

The perceived risk can be defined as the probable loss in anticipated outcome. It is a combination of uncertainty and suspicion involved in an online transaction. Previous studies have listed out different types of perceived risks that the consumer may come across while transacting online. A huge amount of literature is available on the perceived risk in online purchase intentions. However, majority of these previous studies mainly concentrated on consumer behaviour with respect to consumer products. A study of the perceived risk involved in a service like online job search or e-recruitment has not been emphasized in the past. This research paper attempts to understand, how the Job seeker's perceived risk influences his/her attitude towards, and, the usage of the job portals. The study applied a mixed method of research approach. The qualitative as well as quantitative methods were carried out. The relationship between relevant perceived risks and the varied demographic profile of the job seekers has been studied in detail. The paper concludes that the job seekers perceive comparatively higher privacy risk, safety / security risk and transactional risk while interacting / transacting with job portals. Further job seekers perceive job portals moderately risky w.r.t psychological risks, social risks, source risks, economic risks, performance risks and product / service risks. Technology risk is least perceived risk among all. The paper acknowledges the need to identify the job seekers' expectations at different stages of working life and suggest strategies for job portals to sustain and grow.

Keywords: Online Consumer Behaviour; Perceived Risk; Online Job Search; Job Portals; Attitude towards Job Portals; Usage of Job Portals.

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Perceptions and Contradictions: A Study of Market Orientation and Innovation among Cuban Entrepreneurs

Luis Demetrio Gómez García*

ABSTRACT

Purpose: Cubans are seen as innovative, a perception shaped by their ability to navigate economic and political crises and U.S. embargo restrictions. However, doubts arise about the market orientation of Cuban businesses and ventures due to the nation's socialist economy and international isolation. This study evaluates which element, market orientation or innovation, weighs more as a mediator between an entrepreneur's culture and perception of success.

Design/methodology: Entrepreneurs in Havana were surveyed using the Deshpandé, Farley & Webster (1993) questionnaire measuring culture, market orientation, and innovation. Data were processed using Structural Equation Modeling (SEM) with the Partial Least Structural Equation Model approach, utilizing SmartPLS 4 software.

Findings: Results indicate total mediation in both variables. Culture's direct effect on organizational performance is significant without mediators but shows total significance with them, indicating complete mediation. Contrary to expectations, market orientation culture shows an inverse effect on perception of innovation and market orientation. A less market-oriented culture yields greater business performance, whether mediated by market orientation or innovation perception. The mediator most impacting the relationship is innovation perception.

Research limitations: Limitations include the study's reliance on self-reported measures, the lack of an objective way to verify organizational performance, and the narrow scope of perspectives surveyed, focusing only on management and not clients. Despite these constraints, the study's exploratory insights into a closed, isolated economy like Cuba's follow the principle that "it is better to be approximately right than exactly wrong."

Practical implications: The findings have actionable implications. The research confirms universal wisdom about the impact of Cubans' innovative spirit on performance. However, the results also reveal a contradiction: less market-oriented cultures lead to a perception of being market-oriented and better performance. This misperception among Cuban entrepreneurs may require deeper investigation to understand its origins, but it suggests a need for training efforts to promote market-oriented business cultures, possibly involving international organizations and universities, as this distortion may negatively impact customer satisfaction.

Keywords: Organizational Performance; Entrepreneurial Culture; Market Orientation; Innovation.

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Measuring Patient Satisfaction towards Digital Marketing Channels of Multi-specialty Hospitals: A Longitudinal Analysis

Vidhya. J. and Shanthi Venkatesh***

ABSTRACT

Digital marketing is changing the way we live. This new sphere has drastically altered the way businesses market and promote themselves. During the pandemic, hospitals and healthcare professionals can use digital media to communicate with the general public. SEO, online and website, Email marketing, social media marketing, and mobile apps were widely used to help patients and hospitals communicate more effectively. The purpose of this research is to explore the role and impact of digital marketing used by hospitals to attract and serve their patients. The objective is to learn about the advantages of employing digital marketing technologies and to see how far they have enhanced patients' satisfaction. An exploratory research questionnaire has been constructed keeping in mind the use and benefits of digital marketing platforms. Customization, privacy, and trust are all investigated and analysed in the context of digital marketing. A thorough review of the literature was conducted first, upon which a hypothesis has been framed to conduct research work. The questionnaire was distributed to 145 people out of which only 129 respondents responded. According to the study's findings, digital marketing strategies significantly affect how satisfied patients are with multi-specialty hospitals. Additionally, the effectiveness of each digital marketing strategy (online advertising, SEO and websites, social media marketing, and e-mail marketing) on patient satisfaction in multi-specialty hospitals is noteworthy. Among these, social media marketing plays a very important role in enhancing patient satisfaction. The study recommends multi-specialty hospitals take advantage of the digital edge to attract new patients and satisfy existing patients. Accordingly, practical implications are proposed in the study.

Keywords: Digital Marketing; Social Media Marketing; Healthcare Apps; Patient Satisfaction; Email Marketing; SEO; e-hospitals.

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A Review of Literature on Motivational Factors that Influences Consumers' Green Purchase Intention towards Green Packaging

Saniya Aggarwal*, Usha Arora** and Ritu Bajaj***

ABSTRACT

Packaging is a major contributor in excess solid waste stream. This is because most of our packaging comes in single use plastics packaging which are hazardous to planets' health. Consumers are increasingly becoming aware regarding negative environmental impact and henceforth demanding green packaging solutions. Consequently, green packaging carries more weight than before. Many companies are adapting to green technologies in its packaging. For example, paper-based packaging in Food & beverages are being launched. This study has reviewed various articles on consumers' green purchase Intention. The literature review has identified variables affecting consumers' purchase decisions in context of green packaging. The variables included in this review are environmental awareness, environmental concern, packaging attributes, price and social norms. The variables identified are motivational drivers that forms positive perceptions regarding green packaging which leads to consumers' green purchase intention. Findings from this review indicate that consumers' environmental awareness, environmental concern, packaging attributes, price and social norms have a direct positive influence on green purchase intentions. Therefore, understanding these green drivers can give marketers a competitive advantage and help them improve packaging that better fulfills environment and consumer needs. Also, it will give insights to consumers on beneficial aspects of green packaging to finally adopt green lifestyles. .

Keywords: Green Purchase Intention; Green Packaging; Sustainability; Green Environment.

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A Study on Adoption of Artificial Intelligence amongst the Management Students

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ABSTRACT

The fast headways of Artificial Intelligence technology have brought a huge change in different areas including business & Management. The study aims to explore the adoption of Artificial Intelligence technology amongst the management students and the elements impacting their choice to draw in with simulated intelligence devices and ideas. The study includes both qualitative & Quantitative methods including survey & Interview. Data was collected a through the management students from several academic institutions served as the source of the data. The study looks into how familiar students are with AI, how they perceive the advantages and difficulties of adopting it, and how much AI-related material is taught in their curricula. The study emphasizes how academic curricula affects students' acceptance of AI. Some academic institutions have been successful in incorporating AI-related topics into their curricula, while others have lagged behind. Students' confidence in using AI tools in practical management situations is impacted by this disparity. This study addresses a critical gap in the literature by examining the adoption of artificial intelligence within the context of management education. It offers a comprehensive understanding of management students' perceptions and attitudes towards AI, thereby contributing to informed decision-making and facilitating the integration of AI into the academic and professional spheres.

Keyword: Artificial Intelligence Technology; Behavioural Intention; AI; Education.

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Environmental Consciousness and Green Wash: An Empirical Analysis of Exploring the Drivers of Green Product Adoption

Seema Chahal* and Mahabir Narwal**

ABSTRACT

With the passage of time, marketers shifted their ideological approaches of business from ecological marketing to green marketing and the eagerness to accomplish the consumers demand for green products, they begin to mislead the customers into making profit in the name of green products. As a result, such circumstances are responsible for sowing the seeds of Green wash, which is growing rapidly over the years with a controversial tail. So there is a great need to identify the factors of consumer behavior that leads to the adoption of green products and also to identify the nature of the relationship between green wash and environment consciousness. Data has been collected with the help of structured questionnaire from 300 consumers who have heard about the green or organic products and are having environmental concerns. The sample has been drawn from 6 administrative zones of Haryana. Exploratory as well as confirmatory factor analysis has been applied to identify various factors of the customer's perception regarding green products. The study has derived four factors after applied factor analysis. Green wash, environmental consciousness, green purchase intention and green loyalty were the factors that have been derived in the study. For the purpose of the validation confirmatory factor analysis was used. Further Pearson correlation was used to check the relationship between green wash and environmental consciousness and the result shows the negative correlation between the factors. It means that with the increase in consumer's environmental behaviour the value of green wash decreases. This study also suggested the ways to educate consumers and recommend a policy framework for checking the use of green wash.

Keywords: Green wash; Environmental Consciousness; Purchase Intention; Green Marketing.

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Adoption Intention and Usage Behavior of Telemedicine Services among Female Patients in India

Shweta Shweta and Madhu Arora***

ABSTRACT

Purpose: Access to quality healthcare is a fundamental right but unfortunately India faces gender disparity in access to healthcare facilities. By overcoming traditional obstacles, telemedicine has the potential to improve access to healthcare services for everyone. The aim of this paper is to explore the vital factors influencing female usage behavior toward the adoption of telemedicine services.

Methodology: This study creates a research model by introducing three more factors into the UTAUT framework: Perceived Reliability, Perceived Benefits, and Resistance to use. During the survey, 400 valid responses were received from Indian females and Partial Least Square-Structural equation modeling (PLS-SEM) was used to analyze the data,

Findings: The findings demonstrate that the adoption intention of telemedicine services was significantly influenced by performance expectancy, perceived reliability, and perceived benefits whereas effort expectancy and user resistance were insignificant factors.

Limitations: This study focuses on general telemedicine adoption, suggesting exploration for specific diseases. The research model of this paper doesn't encompass all possible factors that influence the usage of telemedicine services. This Research has been conducted in a developing country and includes only female users.

Practical Implications: This study can provide insights for telemedicine service providers and policymakers aiming to enter the Indian healthcare market. The research findings regarding factors including perceived reliability, Perceived benefits, and resistance to change might help in the design of the adequate provision of telemedicine services in developing countries. Telemedicine helps to reduce gender-based barriers to accessing healthcare services and empowers women by giving them greater control over their healthcare decisions.

Originality/Value: There is no research yet studied telemedicine adoption behaviour of female patients in the Indian context. This study supports the UTAUT applicability in the adoption of telemedicine services in developing nations like India.

Keywords: UTAUT model, Telemedicine, Female, India, Adoption intention, Usage behavior.

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The ChatGPT Revolution: Transforming Marketing Decision Making – Benefits, Limitations and Future Research Agendas

Hemant Purandare, Archana Rathore and Arijit Bhattacharya****

ABSTRACT

After its launch on November 2022, the AI chatbot ChatGPT has been rapidly influencing the world, businesses, and the marketing domain. This emerging technology, in a short span of time, has a major impact on marketing and in coming years it is going to be more important. It can personalize marketing messages for content marketing based on customer's individual needs and interests, it can automate time-consuming and repetitive tasks through chatbots in customer service, and lead generation and make better decisions about marketing campaigns through predictive analytics by predicting which customers are most likely to respond to a campaign. However, applications of ChatGPT in marketing involve serious ethical, and legal issues. The present research, based on reviewing the available literature, provides an overview of ChatGPT, analyzes the benefits and limitations of applications of ChatGPT in the marketing field, and proposes future research directions in this field.

Keywords: ChatGPT; Artificial Intelligence; AI; Marketing; Chatbot; Personalization; Ethics.

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Effects of Service Excellence on Client Loyalty: An Examination of the Telecommunications Sector

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ABSTRACT

Customer loyalty is paramount in today's business climate. Customer loyalty is a way by which business can increase its financial progress. This research aims to study the influence of service quality on customer loyalty within the telecommunications service industry. Herein, service quality serves as the independent variable, while customer loyalty is the dependent variable. Based on the SERVQUAL model by Parsuraman et.al. (1988), five facets of service quality- empathy, assurance, responsiveness, tangibility and reliability- were assessed. Customer loyalty was evaluated using 5 criteria from the works of Harsandaldeep Kaur and Harmeen Soch (2012). The study adopted a survey-based exploratory research structured questionnaires data from 100 customers of different Indian telecom providers through structured questionnaires. The reliability of the tool was verified using Cronbach's coefficient alpha. A multiple regression analysis established the link between the dependent and independent variables. The findings revealed a significant positive correlation between service quality and customer loyalty.

Keywords: Telecom Service Sector; Service Quality; Customer Loyalty; Customer Behaviour.

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Factors Affecting User Trust in Online Payments - A Systematic Literature Review in E-commerce Platforms

Ravi Kumar* and Tanuj Mathur**

ABSTRACT

E-commerce has grown as a convenient way to improve customer welfare by lowering transaction costs, diversifying supply, and encouraging price competition. The frequency of online payment is rising globally including India. However, consumer perception towards risk factor involved in online transactions continues to be an important concern in its expansion. This paper has tried to dig deep into the factors that influence the User Trust in Online Payments. The present paper provides a systematic review of the literature. Scopus database was utilized to conduct the systematic literature review. The search was carried out in June 2023 and included studies published between 2012 to 2022. Out of 228 papers, 31 articles were found to be relevant to examine the factors affecting the behaviour of customer trust in online payments. The findings revealed that lack of awareness regarding online payment method leads to financial loss, disruption of payment process, fear of personal information leakage or confidentiality whereas, awareness regarding risk among the customers has strongest positive impact on online payment decision behaviour which includes faster payments, improved work efficiency. The study also revealed various types of risks, such as performance, psychological, financial, social, online payment, and delivery concerns which have a negative impact on purchase intent. It has shown that trust in an online transaction mediates the link between the risks and purchase intention. The papers have been considered from Scopus database only from the year 2012 to 2022 with two keywords 'Online Payment' and 'e-Commerce'. This systematic analysis of the literature gives a comprehensive assessment of the evidence addressing the factors involved in enhancing the user trust in online payments to the customers who adopt online payment methods on e-commerce platforms. This may be helpful to resolve the query of trust issue.

Keywords: User Trust; Online Payments; E-commerce; Systematic Literature Review.

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Sustainable Development Practices in the Indian Media & Entertainment Industry

Sandeep Gundeti and Deepali Bhatnagar***

ABSTRACT

The economic development of any industrial sector in today's era largely depends on its sustainable development practices. Economic growth that satisfies the requirements of the present generation without jeopardizing the potential of future generations to do the same is referred to as sustainable development. Many industrial sectors like construction, manufacturing, IT, chemical, electricity, and energy, have already implemented sustainable development practices over the past few decades. In this comparison, the Indian Media & Entertainment Industry is still in its nascent stages. This research paper will aim to analyse the recently adopted sustainable development practices over the last ten years (2013–2023) in the Indian Media and Entertainment Industry. The study will largely rely on the secondary data collected from the Government of India publications & reports like India Brand Equity Foundation, National Investment Promotion & Facilitation Agency, Federation of Indian Chambers of Commerce and Industry, etc. The collected data will be then classified, tabulated and processed with the help of computer software packages like MS Excel using an appropriate statistical technique to critically evaluate the indicators, outcomes and future business implications of sustainable development practices in Indian Media & Entertainment Industry.

Keywords: Sustainable Development; Indian Media & Entertainment Industry; Sustainability; Environment; Sustainability Management.

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Customer Experience: A Study of Indian Customers towards Luxury Brands

Samridhi*, Pooja** and Aditi Sharma***

ABSTRACT

Purpose: Customer experience is all about the way we look at any business. It is a crucial factor on which the success of the firm depends because a happy customer is likely to become a loyal customer. Customer experience can be said as ‘customer impression’ of any brand throughout the purchasing process from making an intention to purchase and actually purchasing any product or service. Thus the study aims to explore Indian customer’s experience in context of luxury brands.

Research Methodology: The study is descriptive in nature and provides a detailed review on the customer experience through factors like customer satisfaction, purchasing intention, etc.

Findings: Results of the study show that the growth and profitability of any business depend on the customer’s experience and satisfaction. In the era of modernization, customer satisfaction has a prime role which depends on the overall experience of the customer. So, providing a remarkable experience to customers will make them feel satisfied and loyal to the brand, which in turn can be proven as the highly growing brand in the market.

Practical Implications: The paper contributes to the understanding of customer experience in context of luxury brands. It investigates how the experience of customer with brand proves to be profitable and growing for business.

Keywords: Customer Experience; Purchase Intention; Growth and Luxury Brands.

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Building an Individual's Personal Brand through the Social Media Platforms

Rajat Kumar Baliarsingh, Ashok Kumar Dash** and Bikash Barik****

ABSTRACT

In the current digital landscape, social media platforms have evolved into essential resources not only for the establishment of one's professional skills but also for personal identity. The abstract dives into the action plans and methods that individuals use to establish a unique digital identity that is in line with their both personal and professional aspirations. In addition to this, it investigates the impact that social networking has on individual branding, taking into account the budding and hurdles posed by a medium that is always evolving. This abstract offers insights into the evolving relationship between personal branding and social networking by exploring successful case studies and analysing the importance of authenticity, content duration, and engagement. In general, it highlights the impact of various social media platforms for creating personal brand that is valuable and has an influence in the present era. However, this study does not constrain itself to only these platforms. The difficulty of keeping a steady brand identity in the face of altering trends, online debates, and algorithmic shifts are also addressed in the study. In the context of personal branding, the idea of "social proof" is dissected in order to shed light on the ways in which metrics such as the number of followers, likes, and comments can have an effect on people's views of credibility and influence. In conclusion, the purpose of the study is to make a significant contribute to the growing body of literature on personal branding by analysing the complex interplay of psychological, strategic, and technological elements that enable the formation of a meaningful personal brand through the use of social networking. It highlights the significance of matching digital identities with authentic selves while simultaneously using the power of social platforms to establish long-lasting connections and leave a lasting impression in the digital sphere.

Keywords: Digital Landscape; Personal Branding; Individual Branding; Social Media Platforms.

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Metaverse – The Future of Fitness

Priya Darsini P. G.* and K. Poorna**

ABSTRACT

Purpose: The term “metaverse” is a hybrid kind of digital reality that mixes augmented reality (AR), virtual reality (VR), online gaming, and other forms of virtual interaction. To enhance the user experience, augmented reality incorporates all audio, pictures and other sensory aspects into the physical environment. However, virtual reality entirely incorporates actual life into the realm of fantasy. The goal of the research paper is to explore the metaverse and how it affects the health and wellness industry.

Methodology: The study employs secondary data to investigate the subject from the reputed publications from the years 2019 to 2023, from Scopus and Web of Science databases.

Findings and Suggestions: According to the study, the metaverse can be used to support those with psychological problems and assist them in reaching their wellness objectives. Applications can be created to use them in mobile phones, and more mobile phones that support virtual reality (VR) and augmented reality (AR) need to be produced to lower the cost of these devices in comparison to the current situation. Additionally, people need to be aware of devices like VR glasses and other accessories used in VR technology as most people are unaware of the metaverse concept.

Research limitation: The outcome of this concept is still undetermined, though it might be realized in the near future. Due to the lack of public idea, this study solely analyzes the secondary data.

Practical implication: It is feasible for the metaverse to have an impact on the health sector, but only in wealthy nations; whether this technology will have an impact on developing nations is still up for debate. Although developing this technology has numerous advantages, it may also have a negative impact on people’s health because it encourages laziness and sedentary behavior.

Keywords: Metaverse; Fitness; Healthcare; Virtual Reality.

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Antecedents of adapting Digital Wallets by Indian Consumer

Jitendra Charan and Amit Sharma***

ABSTRACT

The demonetization decision, and the government's efforts to make India a cashless economy, are expected to change the way people make payments. It is expected that online payments will become the preferred mode of payment. In particular, in developing countries, digital wallets are seen as a promising way to expand financial inclusion and formalization. One such online payment option that is currently gaining traction is digital wallets. For instance, in India, the Unified Payments Interface (UPI) was introduced by the Reserve Bank of India (RBI) as a regulatory support tool for digital wallets. The extent to which digital wallets can realize their full potential in India is contingent upon a variety of factors, including the adoption and usage of digital wallets; the regulatory environment; financial literacy and education; economic structure; a lack of infrastructure; security concerns; limited interoperability; and access to smart phones. Despite the potential for digital wallets to have a macroeconomic impact in India, policy makers and stakeholders must identify and address these barriers in order to foster an environment that promotes the uptake and growth of digital payments. This research paper seeks to identify various risks and challenges faced by users, as well as the factors that influence customer adoption of digital wallets. Consumers and the market are increasingly demanding that the programs offer greater incentives for each individual digital wallet transaction. As society progresses towards digitalization, virtualization, and cashlessness, the future of mobile payment will not be solely mobile-centric, as digital wallets gain greater sophistication and engagement. Within the evolving FinTech landscape, which is progressively transforming the way in which businesses operate, each element is mutually dependent, complementary, and interdependent.

Keywords: E-Wallet; Digital Payments; Mobile Payments.

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A Study on Decoding AI's Green Code: How Artificial Intelligence is Revolutionizing Sustainable Marketing in the Tech Arena

Rahul Nidagundi*

ABSTRACT

In the contemporary digital era, Artificial Intelligence (AI) has emerged as a transformative force, reshaping various facets of the global economy, with the IT sector standing at the forefront of this revolution. The framework using AI models within or outside various marketing activities can support various stakeholders of Business entities, may it be marketers and sellers or channel partners (s) and also consumers who contribute to greener shopping. This secondary data-based study delves deeply into the intricate interplay between AI and sustainable marketing within the tech domain. By examining the inherent capabilities of AI—from predictive analytics to automation—we shed light on its potential to craft and drive eco-conscious marketing campaigns that resonate with today's environmentally-aware audience. Drawing from an array of real-world case studies, the research underscores the innovative ways in which tech giants and startups alike are leveraging AI to champion sustainability, not just as a business strategy but as an ethical imperative. Furthermore, this micro study tries to present the challenges and ethical considerations intrinsic to merging AI with green marketing strategies, highlighting areas for future exploration and development. In essence, this study offers a comprehensive perspective on the transformative role of AI in steering the IT marketing world toward a sustainable and eco-friendly paradigm.

Keywords: Artificial Intelligence; Sustainable Marketing; Green Marketing Strategies.

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A Study on Perceived Factors of Social Media Literacy on Generation Z in Bangalore

Bharathi N. S. Yadav and Deep Jyoti Gurung***

ABSTRACT

In the modern world, media literacy is a notion and a practice that is essential. In the high-tech era, having the capacity to comprehend, access, and analyze media is a critical requirement for every person. An essential factor in the success rate of advertising is social media literacy. Media literacy comprises the competencies necessary to become informed consumers of the media. To date, this remains a leading definition of media literacy, and the competencies of analysis and production have been adopted in media literacy education programs for a wide range of social issues (Jeong et al., 2012). Many researchers have examined and investigated the value of selecting the right social media platform, but there is still a knowledge gap about the function of social media literacy in the context of raising awareness among the target consumer. Literacy of any kind, including media literacy, is an individual-level construct (Potter, 2019). Attaining literacy at the individual level is no small task and requires concerted efforts and commitments from policymakers and public sectors. Necessary is robust public information systems and infrastructure where valid and vetted information is easily accessible. The article focuses on different dimensions of social media literacy like technical competency, privacy, social relationships, and informational awareness impact on Generation Z in Bangalore.

Keywords: Social Media Literacy; Generation Z; Technical Competency; Informational Awareness; Privacy.

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A Study on Influencing Factors of Consumer Online Shopping Decision in Itanagar Capital Complex, Arunachal Pradesh

Marpi Zirdo and Sankar Thappa***

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ABSTRACT

Over the past decade, particularly post-pandemic, online shopping has grown tremendously in popularity. The number of online shopping users has incredibly increased all over India. However, in a nation made up of diverse backgrounds and opinions, e-commerce businesses face the challenge of complicated consumer behaviour. Therefore, it is vital to identify the factors that affect consumers purchasing decisions. Online shopping is more popular in most developed Indian states than in the state of Arunachal Pradesh. It is relatively at the infancy stage, and there are very few studies that have been conducted in the state. It is yet to be understood what factors influence the consumers in their online shopping decision process in the context of Arunachal Pradesh. Therefore, the main objective of this study is to examine the factors that affect consumers' online shopping decisions in the Itanagar Capital Complex (ICC) area of Arunachal Pradesh.

Keywords: Online Shopping; e-commerce; Consumer Behavior; Online Shopping Decisions.

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A Study on Factors Influencing Gen-Z's Buying Behavior towards Organic Products

Mohammad Juned and Satish Pal***

ABSTRACT

This research explores the factors that influence Generation Z's (Gen Z) buying behavior towards organic products, considering their growing significance in the consumer market. Gen Z, born between the mid-1990s and early 2010s, represents a crucial demographic with unique characteristics and preferences. The study utilizes a structured questionnaire approach, incorporating surveys to gather data from a diverse sample of Gen Z consumers. The research framework encompasses price sensitivity, health and sustainability consciousness, social media influence, brand reputation, and accessibility as key factors shaping their attitudes and purchasing decisions towards organic products. The present study uses exploratory factor analysis and appropriate statistical techniques to justify the underlying objectives. The findings provide valuable insights for businesses and marketers seeking to effectively engage with Gen Z and capitalize on the rising demand for organic products.

Keywords: Gen Z; Organic Products; Exploratory Factor Analysis.

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E-satisfaction of AI and Technology Enabled Features of Online Fashion Websites: An Empirical Analysis using SEM and WEBQUAL

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ABSTRACT

The online retail marketplace is growing at an exponential rate with a paradigm shift in shopping online in recent times. This has brought forth an increased use of technology and Artificial Intelligence (AI) based tools on the websites of most retailers big and small. The Human Computer Interaction (HCI) has emerged to the forefront as an important aspect between consumers and the products they buy. This is the basic premise of technology enabled retail. AI and its enabled technologies are breaking new ground and delivering value to customers. Online retailing specifically fashion retailing is increasingly using AI powered tools to ease the perceived risk of shopping. The study uses the concepts of TAM (Technology Acceptance Model) and modified TAM which is Unified Theory of Technology Acceptance and Use of Technology (UTAUT) to build a conceptual framework and uses framework of WebQual 4.0 to study the influence of website features powered with technology on customer e-satisfaction. The framework of WEBQUAL has been used for measuring the influence of technology factors on customer satisfaction in the online realm. The main constructs of WEBQUAL 4.0 are Usability Quality, Information Quality and Service Interaction Quality. This scale developed by Barnes & Vidgen (2001) to evaluate a website experience modelled on service quality (SERVQUAL) framework. Structural Equation Modelling (SEM) based measurement model was built to statistically verify the model proposed in the study. The statistical analysis tested the hypothesis constructed around the factors identified under the study are: Usability Quality, Information Quality, Service Interaction Quality, Personalization Features, Fun of Browsing Features, Site Security Features. Each of these hypotheses was tested and validated using Structure equation modeling using AMOS. The results showed that Usability Quality and Information Quality dimensions have the most impact on online purchase intention (OPI).

Keywords: AI (Artificial Intelligence); Online Purchase Intention (OPI); E-satisfaction; TAM (Technology Acceptance Model); UTAUT; WebQual; Personalization.

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Trends, Influential Authors and Emerging Themes in Intelligent Personal Assistants: A Bibliometric Analysis

Bharti, Pooja Yadav** and Arjun Singh Yadav****

ABSTRACT

Purpose: This study aims to analyse the existing work done in the area of intelligent personal assistants using comprehensive bibliometric analysis and suggest directions for future research in this domain.

Design/approach/methodology: A systematic procedure, step by step was carried out for this analysis. After using a predefined search string, we were left with 317 articles published in reputed journals in the database of Scopus. To understand this domain's current state, execution of bibliographic coupling and keyword analysis was done and future directions were suggested. We used the VOSviewer for analysing and visualising data.

Findings: The results of this study show the trends of publication in the field of Intelligent Personal Assistants along with the most contributing countries, authors, and journals. The authors of the United States and the United Kingdom were observed to have the highest number of collaborations. Seven clusters were identified after using bibliographic analysis. At last, this study suggested a future road map by keyword analysis in the field of Intelligent Personal Assistants.

Originality/value: The interest of researchers has increased in the field of Intelligent Personal Assistants over the past decades. There is a large volume of existing research in this field, still this literature is insufficient for providing complete knowledge of Intelligent Personal Assistants.

Keywords: Voice Assistants; Intelligent Personal Assistants; Literature Review; Bibliometric Analysis.

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Use of Mobile Banking by Millennials in a Specific Non-metro Area

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ABSTRACT

Due to the rapid growth and broad acceptance of digital-based applications, many organisations (especially the banking sector) and people alike are interested in using a variety of technical channels for communication and transaction. The most recent addition to this technological spread is smartphone-oriented Android-based mobile banking (m-Banking). This research examines the challenges to mobile banking adoption, with a focus on millennials, especially Generation Z. Numerous studies on m-Banking have been conducted using a variety of models. However, there is a dearth of research that can show how m-banking affects the satisfaction of millennials especially Generation Z and in the defined non-metro assigned. This void motivated our investigation. In order to make banking operations easier than those at traditional brick-and-mortar banks, our study looks at how m-Banking users actively participate in the adoption of new technical capabilities. Here, we have sorted out 3 major independent variables [Reliability, Perceived Ease of Use and Perceived Usefulness]; one major intermittent dependent construct [Behavioural Intention] and one dependent construct i.e., Consumer Satisfaction. It has been observed that covariance between factors for the base model is satisfactory and the p-value is less than 0.01 (99% significance level). Thus, the outcome has supported all hypotheses. The result of this study unfolds that the millennials segment especially Generation Z of the non-metro assigned area is very much inclined to online digital banking especially app-based m-Banking. The key latent independent factors Reliability, Simplicity of Use and Performance Expectancy are linked to one another, and both of these factors have a favourable influence on a person's intention to behave in a certain way; Behavioural Intention (BI) has a statistically significant influence on Consumer Satisfaction (CS).

Keywords: Reliability; Perceived Ease of Use; Perceived Usefulness; Behavioural Intention; Consumer Satisfaction.

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Factors Influencing Online Buying Intention in Social Commerce: A Critical Analysis Highlighting the Role of Artificial Intelligence

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ABSTRACT

The original purpose of social media was about interactions and making friends. It has now evolved to include retail as well. Social commerce, i.e. commerce through social media is a platform where users can now engage in both social interaction and the purchase and sale of goods and services. Due to the arrival of Web 2.0 technology and the rising popularity of artificial intelligence, many consumers are choosing this platform for purchase of goods and services. The elements influencing customers' buying intentions in social commerce are identified using a structured analysis in this study. Various factors identified are Social Commerce Design, Community, Platform and Social attributes along with trust. In terms of how it influences consumers' inclinations to make purchases through Social Commerce, artificial intelligence's role is also investigated. It was found that Artificial Intelligence is vastly used for website quality, usability, interactivity, personalization and ratings and reviews.

Keywords: Consumer Purchase/Buying Intention; Artificial Intelligence; Social Commerce; Web 2 Technology; Social Commerce Attributes.

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Upcycling in Circular Fashion: A Sustainable Approach to Redefining the Digital Fashion Industry

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ABSTRACT

The fashion industry is currently navigating through a period of significant changes in consumer preferences as well as increasing awareness of environmental and social issues. This presents the industry with unique and unprecedented challenges. However, there are also abundant opportunities waiting to be seized. E-commerce platforms are prominent players in the ever-changing landscape of the fashion industry. They offer unique scope as well as initiatives focused on sustainable development.

Purpose: The objective of the study is to understand consumers' awareness and preference towards upcycling and circular fashion as a trend in sustainable fashion. This paper also identifies effective strategies and digital marketing implications that can meet consumers' needs effectively. In addition, it delves into how these practices can ultimately drive increased brand visibility, enhance the overall customer experience, and foster greater engagement.

Methodology: The information was obtained through a mixed methodology that involved both primary data collection and the use of secondary sources. Primary data was gathered by surveying over a hundred respondents, while secondary sources such as articles and journals were referred from 2010 to 2023.

Findings: The key findings provide valuable insights into users' expectations of a platform and their preference for sustainability. Therefore, businesses must both effectively compete in the digital landscape and prioritize sustainable practices to differentiate themselves in a competitive market. To cater to the needs of online users, companies must find ways to effectively bridge the gap between virtual and physical shopping experiences. Therefore, it is crucial to prioritize and invest in enhancing the overall user experience throughout the entire customer journey, from product discovery to after-sales support. To thrive in this dynamic environment, the fashion industry relies on proficient marketers who can accurately assess consumer needs, strategically attract attention, and grab a significant market share.

Keywords: Virtual Reality; Digital Fashion; Upcycling; Circular Fashion; Sustainability; Users' Experience; Customer Engagement.

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Hedonic and Utilitarian Attributes as Antecedents in the Adoption of Green Food Products in India: Examining the Role of Green Brand Innovation as the Moderator

Sweety Das, Neha Gupta** and Vinod Kumar****

ABSTRACT

Over a period, individuals and businesses have increasingly recognized the importance of the products that are produced and consumed in an environmentally sustainable and socially responsible manner. The purpose of this study is to investigate the significant role that hedonic and utilitarian characteristics play in consumers' adoption-related decisions when it comes to selecting green food products in India. In addition, the moderating effect of green brand innovation on the overall association between hedonic and utilitarian qualities and green purchase intention. To test the conceptual model, a judgment-sampling survey of 200 Indian respondents from the Delhi NCR Region has been selected. For data analysis, structural equation modeling (SEM) was employed. The results indicate that utilitarian attributes have a more direct impact on purchase intention as compared to hedonic attributes. Research also shows that any green brand innovation effort will positively impact the buying behavior of consumers. Therefore, to create, manage, and increase the adoption of green food products, this study emphasizes the importance of well-determined marketing efforts that effectively highlight both hedonic and utilitarian attributes. Aligning marketing strategies with consumer preferences and communicating how the product satisfies both practical needs and sensory desires can enhance consumer adoption.

Keywords: Green food product; Green brand; Hedonic; Utilitarian; Green purchase intention; Green brand innovativeness; SEM.

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Bibliometric Trends in Emoji and Non-verbal Marketing Research

Umamaheswari R. *, Athira C. R. ** and Aiswarya M. ***

ABSTRACT

Background: Communication always plays a pivotal role in marketing. It is a known fact that communication goes beyond words. Nowadays especially in this techy era emojis, the small pictorial representations become a powerful tool in our social media conversation. Apart from normal conversation it has become a wonderful tool for non-verbal marketing too. It helps the marketing teams to have a connection with their customers on a more relatable and emotional way. The main advantage of using emojis in marketing is that as it is a universal language it can overcome the semantic barrier of communication. Today it has been an essential tool to create and maintain customer relationship. In this paper, we are trying to examine the recent developments in the field of emoji and non-verbal marketing through the bibliometric analysis of papers in this topic.

Purpose: This research aims to investigate the scholarly landscape surrounding the utilization of emojis and other nonverbal elements in marketing strategies, campaigns, and consumer engagement. The study seeks to provide insights into the evolution of this area of research, identify key contributors, and highlight significant trends and gaps in the existing literature.

Focus & Methodology: We will employ bibliometric analysis of 181 publications extracted from scopus database using VOS-Viewer and biblioshiny of Rstudio.

Keywords: Emoji; Non-verbal Marketing; Bibliometric Analysis.

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Using the Theory of Planned Behavior to Analyze Online Customer Intentions and Buying Behaviour

*Jyotsna Rai * and Rakesh Kumar Yadav***

ABSTRACT

This study investigates the impact of personalized social media apparel advertisements on customer attitudes toward five popular Indian apparel websites. The study is based on the Theory of Planned Behaviour and aims to determine if personalized advertisements influence customers' purchasing intention and online buying behavior. Additionally, it seeks to determine whether age plays a role in the relationship between customized advertisements and customers' online buying behavior. The study concludes by empirically testing the conceptual framework and establishing how personalized social media apparel advertisements affect customers' online buying behavior. An experiment was conducted on 350 online consumers from Bihar, India, who are well-versed in social media. The study confirmed that the factors influencing purchase intent include attitude toward shopping website brands and perceived control behavior. The findings suggest that customers' intention to buy while shopping online is greatly influenced by their attitude towards shopping website brands. The study highlights the importance of attitude toward shopping websites in strengthening online purchase intention. The results of this study contribute to our understanding of customer attitudes towards popular apparel website brands in specific geographical regions.

Keywords: Theory of Planned Behavior; Personalized Ads; Attitude towards Websites; Online Buying Behavior; Indian Apparel Websites; Myntra; Tatacliq; Shoppers Stop; Amazon; Flipkart Fashion.

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A Study on Consumer Behaviour towards Purchase of Green Cosmetic Products

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ABSTRACT

The research study is endured to investigate the consumer behaviour towards the utility and purchase of green cosmetic products. When it comes to use of cosmetic the feel and satisfaction is more important, where these are considered to be the concepts of our physical presentation or appearance. When a person is self-satisfied with the dressings and begin presentable improves the level of confidence. And so the role of cosmetic on grooming the individual plays the major role which may be a two product utility or twenty products used by an individual, the study considered all equally as consumer using the cosmetic those are organic or green cosmetics. The study is taken over with the help of a questionnaire collected from 200 respondents. The data is then tested with percentage analysis, chi-square, ANOVA and T. test. The results of the research study are presented with proper analytical tables and inference. The findings stated that people are very much aware of the brands those falls under the green cosmetic categories. Many a people have the habit of switching the brands to test the better results. The nature of family plays a significant role in the influencing factors of buying a green cosmetic. Where in Indian culture use of cosmetic is very less and in that case generation by generation people are nature lovers and organic preferred personalities. The results of the study is also evident that purchase of green cosmetics are more in number and the use of multiple products are also high.

Keywords: Green Cosmetic; Consumer Behaviour; Influence of Product; Purchase Intention.

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Role of Doctoral Students in Academics & Research: A Qualitative Study

Shaji Mathai and Saket Jeswani***

ABSTRACT

Purpose- In educational research, a gap in the literature exists regarding how doctoral students perceive their roles in the academe. This study investigates how higher education institution (HEI) teacher-participants in India view themselves as doctoral students and their roles in academic publishing.

Design/methodology/approach – Using semi-structured interviews and a thematic analysis approach, this study investigates the roles played by doctoral students (which, in the present study, refer to those with doctoral degrees) both in classroom teaching and in academic publishing.

Findings- Interview responses indicated that the teacher-participants ascribed to two general roles as doctoral students in Indian HEIs: classroom teachers and teacher-researchers. In terms of academic publishing, it was found that doctoral students fulfill four key roles: producers of new knowledge, research mentors and collaborators, expert reviewers of scholarly articles, and prime movers of social change.

Originality/value – The study includes implications for policymaking and curriculum development with respect to research pedagogy and academic publishing in HEIs in India.

Keywords: Academic Publishing; Doctoral Academics; Higher Education Institutions (HEIs); Teacher-researchers.

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Green Marketing and Its Impact on Consumer Buying Behavior

*Payal Rajpoot**

ABSTRACT

Green marketing is a phenomenon that has recently emerged in the international arena and its importance is continuously increasing in India and other developing nations. Because of environmental concerns, customers today prefer more environment-friendly items over conventional ones, and their views and tastes have changed in favor of green goods. Green marketing involves the production, promotion, and distribution of products and services that are environment-friendly and aim to protect the environment from degradation. Traditional marketing has some negative impacts on the environment hence the idea of green marketing is gaining prominence among businesses and corporations. This study describes the concepts, developments, difficulties, and factors that can affect green marketing and the green marketing mix. The secondary sources used in this descriptive research paper came from a variety of sources, including articles, books, websites, and other research papers.

Keywords: Green Marketing; Green Product Features; Green Strategy; Green Marketing Mix; Evolution of Green Marketing.

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Customer Dominant Logic Adoption: A Conceptual Framework for Optimizing Customer Engagement Strategies

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ABSTRACT

Customer Dominant Logic (CDL) represents a paradigm shift in marketing theory and practice. It is a perspective that places the customer at the centre of value creation and recognizes them as active participants in the co-creation of value. CDL views value as something embedded in products or services and exchanged in transactions. Although, the CDL theory acts as a foundation stone for customer centric marketing, still the adoption of CDL theory and its relationship with customer engagement strategies are not vastly studied. It is imperative to examine the application of CDL adoption techniques in shaping customer engagement strategies. Hence, the objectives of this conceptual paper is to explore various CDL models, and propose a framework for leveraging CDL to optimize customer interactions for effective engagement across diverse industries. The methodology of Systematic Literature Review (SLR) was adopted critically examining the application of CDL in the development and optimization of customer engagement strategies. The review include a comprehensive analysis of research published between 2010 and 2023, drawing from Scopus database. Through a structured search strategy of keywords like “Customer Dominant Logic”, “Value Co-creation”, “Customer Engagement” and “CDL Adoption” and screening process, a selection of 15-20 studies would be identified, with a focus on theoretical foundations, industry applications, and outcomes associated with CDL adoption in customer engagement. The synthesis of findings reveals emerging themes, challenges, and success factors in leveraging CDL for customer-centric strategies. Additionally, this SLR underscores the significance of ethical considerations in the implementation of CDL in customer engagement. By shedding light on the current state of knowledge in this domain, this review provides theoretical insights for businesses seeking to enhance customer engagement through the adoption of CDL.

Keywords: Customer Dominant Logic; Value Co-creation; Customer Engagement and CDL Adoption.

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Sustainable Food Consumption: The Impact of Green Consumer Buying Behavior on Green Loyalty

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ABSTRACT

This survey-based research paper investigates the influence of green consumer buying behavior on the development of green loyalty in the context of sustainable food consumption. As global environmental concerns intensify, consumers are increasingly seeking eco-friendly and sustainable food options. The study aims to discern the key factors that drive consumers' green purchasing choices and assess their impact on fostering brand loyalty to environmentally conscious food products. The research employs a structured survey to gather data from a diverse sample of consumers, exploring their preferences, motivations, and behaviors regarding sustainable food consumption. Participants are evaluated based on their inclination to prioritize eco-friendly food products, the degree of trust in eco-labeling, and the importance of factors like product quality, ethical sourcing, and environmental impact in their purchasing decisions. The findings reveal a strong correlation between green consumer buying behavior and the development of green loyalty. Consumers who exhibit a greater propensity to make sustainable food choices also demonstrate a heightened commitment to brands and products that promote eco-conscious values. Insights from this study have significant implications for food industry stakeholders, highlighting the potential of green loyalty as a driving force for sustainable food consumption practices. Understanding the mechanisms behind green loyalty can inform businesses in designing effective strategies to meet the rising demand for environmentally responsible food products.

Keywords: Eco-friendly Product; Sustainable Food Consumption; Green Consumer Buying Behavior; Green Loyalty.

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Sensory Quality of North African Hito (*Clarias Gariepenus*) and Mango (*Mangifera Indica*) Ice Cream with Jute (*Corchorus Olitorius*) Extract

*Melchora E. Marzo**

ABSTRACT

This food innovation endeavor aimed to determine the sensory quality of North African Hito and mango ice cream with jute extract using different treatments in terms of appearance, aroma, sweetness, texture, overall flavor, and overall acceptability. The study used experimental method of research. The sensory quality of the ice cream was evaluated by 25 faculty members and another 25 from Bachelor of Technology and Livelihood Education major in Home Economics (BTLEd-HE) students. Sensory evaluation was done using a 9-point hedonic scale scorecard. Data were analyzed using Friedman's two-way Analysis of Variance (ANOVA) in determining the sensory quality level and the significant difference that exists on the sensory quality level of the different treatments of North African Hito and mango ice cream with jute extract. The result showed that there is no significant difference in terms of aroma of the ice cream while there is a significant difference in appearance, sweetness, texture, overall flavor, and overall acceptability of the ice cream. Furthermore, the results indicated that all the parameters such as appearance, aroma, sweetness, texture, overall flavor, and overall acceptability, respondents preferred the Formulation 1 with the mean rating of 8.38 for appearance, 8.00 for aroma, 8.12 for sweetness, 8.06 for texture, 8.34 for overall flavor, and 8.40 for overall acceptability respectively in which all means has a verbal description of "Like Very Much". It is concluded that North African Hito and mango ice cream with jute extract is acceptable and desired by the evaluators. The findings demonstrated the significant potential of North African Hito as an additional ingredient in making ice cream and considered for manufacturing, processing, and consumption since the data showed an acceptable results in all the parameters (appearance, aroma, sweetness, texture, overall flavor, and overall acceptability).

Keywords: Sensor Quality; North African Hito & Mango; Manufacturing.

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A Study of Consumers' Attitude towards Eco-friendly Products: A Comprehensive Literature Review

Sourabh Guha and Byju John***

ABSTRACT

As sustainability and environmental concerns gain momentum in today's global society, the study of consumers' attitudes towards eco-friendly products has become a crucial area of research. This paper aims to provide a comprehensive literature review to understand the factors influencing consumers' attitudes towards eco-friendly products. By reviewing key studies and authors in the field, we explore the multifaceted nature of consumer attitudes, the role of environmental knowledge, socio-cultural factors, values, and emotions in shaping consumer choices. The paper sheds light on the dynamic interplay of these factors and provides insights into the evolving landscape of eco-friendly consumer behavior. This paper not only explores the multifaceted nature of consumer attitudes but also examines emerging trends and future prospects in this evolving field.

Keywords: Green Products; Eco-friendly Products; Consumer Attitude; Consumer Behaviour.

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Sustainable Clothing Rental Services: Consumer Behavior and Environmental Impact Analysis

Siddhi Shukla and Archi Dubey***

ABSTRACT

This research study examines the expanding domain of sustainable clothing rental services to investigate consumer behavior and their environmental implications. As the fashion industry grapples with concerns of overconsumption and waste, clothing rental services have emerged as a sustainable alternative. This study aims to comprehensively analyze the consumer motivations and behaviors driving the adoption of clothing rental services. Additionally, it assesses the environmental impact of these services, including their role in reducing textile waste and lowering the carbon footprint associated with fashion consumption. By conducting surveys, interviews, and environmental impact assessments, this research sheds light on the choices, preferences, and sustainability considerations of consumers engaging with clothing rental services. The findings of this study offer valuable insights for both consumers and industry stakeholders, as they contribute to the broader understanding of how clothing rental services can promote more sustainable fashion consumption patterns while minimizing environmental harm.

Keywords: Consumer Behaviour; Environment Impact; Rental Clothing Services; Sustainable Clothing.

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Benchmarking: Understanding the Core Concepts and its Relevance to the Growth of an Organization

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*Surendra Chandrakant Ghorpade***** and *Sumati Sidharth******

ABSTRACT

Purpose: Benchmarking has emerged as an efficient tool for improving performance, competitiveness and efficiency in any organisation. Benchmarking is widely acknowledged as an important approach for achieving sustained quality improvement. Numerous publications by different authors highlight the significance of this technique. While previous reviews of benchmarking literature have been conducted, this research paper aims to provide a more comprehensive review. The study examines several papers and presents a novel classification system.

Findings: Benchmarking continues to be a crucial strategic tool for businesses, particularly in turbulent times. By understanding the core concepts and methodologies of benchmarking, organizations can drive continuous improvement, promote knowledge sharing, and foster a culture of excellence within their departments. This research seeks to inspire practitioners and decision-makers to harness the power of benchmarking to achieve sustainable success in their maintenance operations.

Research limitations/ implications: The study recognises its qualitative nature yet it makes a substantial contribution to the benchmarking literature by identifying crucial benchmarking topics. An analysis of the benchmarking literature that is more systematic and quantitative may be helpful for future research in this area.

Keywords: Benchmarking; Best Practices in Benchmarking; Benchmarking Guided by Organizational Strategy; Benchmarking Based on Operational Effectiveness; Benchmarking Based on Technical Efficiency; Macro Level Benchmarking.

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Mediating Role of Subjective Norms between Long term Health Orientation and Green Value consciousness towards Herbal Skin Care Products

Amit Grover, Bilal Mustafa Khan** and Shamsher Singh****

ABSTRACT

Purpose: This study examines the mediating role of subjective norms between long-term health orientation and green value consciousness towards herbal skin care products.

Research Methodology: Descriptive and hypothesis testing research design is used through a survey method using a designed questionnaire; primary data was collected from 300 consumers of herbal skin care products residing in Delhi/NCR. The study used regression estimates to measure the impacts and measurement model for Confirmatory factor analysis (CFA), followed by testing research hypotheses based on the structural model results using Amos 21.

Findings: It reported a positive significant relationship between long-term health orientation and green value consciousness, between long-term health orientation and the role of Subjective norms, and between the role of Subjective norms and green value consciousness. Based on the results, it is revealed that Subjective norms partially mediate the relationship between long-term health orientation and green value consciousness.

Practical implications: To create a brand of herbal skin care products, brand managers should heavily promote, brand, and leverage the green value of products and long-term health orientation. To increase market share, marketers should concentrate on all socioeconomic groups of individuals. In addition to numerous social media platforms and advertising campaigns for herbal products, information about the items should be widely disseminated to the public through subjective norms and referral policies by pleased customers, in addition to different social media platforms and advertising campaigns for herbal items.

Research Limitations: This study is limited to 300 sample size with discussion on the subjective norms, long-term health orientation and green value consciousness only.

Keywords: Long-term Health Orientation; Green Value Consciousness; Subjective Norms; Mediation; Herbal Skincare; National Capital Region (NCR).

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Track 3

**Innovation & Sustainable Development
in Finance**

Indian IPOs Pricing Return and Post Listing Performance: An Empirical Investigation

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ABSTRACT

Purpose: The Initial Public Offerings are an investment avenue for investors and a healthy capital market is a barometer of financial stability and an outcome of economic expansion. As a result, the objective of this study is to investigate short-run performance and whether the IPOs are over-priced or under-priced in various window periods.

Design/Methodology: This study applies one-sample t-tests, capital asset pricing models, and market-adjusted excess return to quantify the short-term pricing performance as well as the risk and return of initial public offerings and market indices.

Findings: The study investigates the claim that post-listing initial public offerings (IPOs) guarantee short-term gains. The twelve months following the listing, in particular, have seen the biggest gains. According to reports, investors who buy shares in IPOs get strong returns in this period. The market-adjusted initial returns for the IPOs registered on the National Stock Exchange between January 2019 and December 2020 have been found to be roughly 44%, per this analysis. This was a very high initial return and demonstrated that Indian IPOs at this time were being underpriced. The performance of the investors' investments in initial public offerings (IPOs) was favorable, according to the ongoing application of analytical CAPM models throughout this time. Further discovered that IPOs had unjustified pricing and either outperformed or underperformed.

Research Limitations/Implications: The post-listing performance of IPOs is affected by a number of factors and this study does not apply regression statistics to analyze factors which affect pricing in the long as well as in the short run.

Originality/Value: The short-term price performance of Indian IPOs during the study period is examined in this unique research article at various time windows. The study's findings provide both investors and industry professionals with fresh perspectives.

Keywords: Initial Public Offerings; National Stock Exchange; Stock Returns; Stock Prices; Capital Asset Pricing Models; Investment and Pricing Performance.

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A Sectoral Performance of the Indian Stock Market during Covid-19

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ABSTRACT

The present study attempts to investigate the impact of the Covid-19 pandemic on the performance of the Indian Stock Market with a special reference to sectoral indices of the Bombay Stock Exchange Ltd, the premier stock exchange of India. The study comprises two composite indices, namely BSE Sensex and BSE 500, and eight sectoral indices of BSE Ltd such as Information Technology, Bankex, Auto, Capital Goods, Health Care, FMCGs, Consumer Durables, and Real Estate. The secondary data has been taken into consideration to reach the predefined objectives of the proposed study. The secondary data will be collected from the official website of BSE Ltd. Secondary data consists of the daily data of the BSE Ltd starting from March 2019 to June 2021. An event study also planned to incorporate to capture the impact of these major events during the pandemic on the performance of the Indian stock market. To assess the impact of covid-19 on the Indian Stock Market, GLS regression, Pearson's coefficient of correlation, standard deviation, skewness, and kurtosis are intended to employ.

Keywords: Indian Stock Market; Covid-19; Sectorial Analysis; BSE Ltd.

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An Empirical Study of Environmentally Efficient Precursors of Green Foreign Direct Investment to Achieve Sustainable Development

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ABSTRACT

The present study attempts to identify the environmentally efficient precursors to attract Green Foreign Direct Investment (Green FDI) to the country. It also attempts to study the impact of these identified precursors on the Green FDI and Sustainable Development. FDI in Renewable energy has been considered as Green FDI. As this aspect is related with 7th Sustainable Development Goal, therefore, only 7th SDG “Affordable and Clean Energy” has been considered to achieve Sustainable development. The present study has been used the stakeholders’ perspective regarding environment efficiency to attract Green FDI. Administrative personnel of major agencies and institutions of Ministry of New and Renewable energy (MNRE) have been the stakeholders of this study. Firstly, Factor analysis has been applied to identify environmentally efficient precursors. Environment efficiency has been measured through three aspects namely, climate change mitigation; reduction of air pollution; and preservation of eco system. The results of factor analysis revealed that there are five Environmentally efficient precursors to attract Green FDI namely, Political Environment; Market Potential; Availability of Natural resources; Government Support; and Emission Policy. Furthermore, hypothesis has been created to study the impact of these identified precursors on Green FDI and Sustainable Development. Structural Equation Modeling (SEM) technique has been applied to study the impact of identified environmentally efficient precursors on Green FDI and Sustainable Development. The results of SEM revealed that Availability of Natural resources, Government support; and Emission policy has significant impact on Green FDI. It is also revealed that Availability of Natural resources, Government support; and Emission policy has significant impact on Sustainable Development. Furthermore, the study revealed that Green FDI has also a significant impact on Sustainable Development while considering environmentally efficient precursors. The present study is only limited to environmentally efficient precursors, it can further be extended to economically efficient precursors.

Keywords: Green FDI; Environmentally Efficient Precursors; Sustainable Development.

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Role of Fintech in Indian Economy's Digital Innovation: A Bibliometric Analysis

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ABSTRACT

This study explores the profound impact of financial technology (fintech) on India's fast growing economy and its digital innovation landscape. The paper, first and foremost, investigates how Fintech has improved monetary incorporation by giving admittance to formal monetary administrations for already underserved populaces. The disruptive innovation in financial sector empowers traditional financial services, revolutionizing the way individuals and businesses' accessibility, manageability, and utility is enhanced. Fintech has emerged as a catalyst for inclusive growth and aiding vast population in India with a variety of solutions that bridge the gap amongst India's economic financial ends and the ultimate user. Besides, the theoretical digs into the productivity and comfort that Fintech brings to monetary exchanges, computerized installment stages like UPI (Brought together Installments Point of interaction) have changed distributed exchanges, vendor installments, and bill settlements, changing the manner in which Indians lead their day to day monetary exercises. Digital innovation with Fintech boon like mobile payments, digital lending, robo-advisors, and blockchain technology redefine financial ecosystem and aggravate accessibility to unbanked population segment. Through computerized installment arrangements, versatile banking, and miniature loaning stages, Fintech has overcome major issues between customary financial administrations and the unbanked/under banked fragments of society. The bibliometric analysis approach has been implemented with the help of Scopus and Dimensions databases. The paper aims at identifying the most influential author, citations, sources, country affiliation, funding sponsors, highly cited journals through this analysis. The practical implication is to redirect the policy makers, researchers, academicians, fintech users towards the role relevance of fintech in fostering digital innovation, entrepreneurship and economic growth in Indian economy via E-commerce, data analytics and artificial intelligence etc. To achieve a digitally powerful economy, fintech innovative method adaptation will pave path for policymakers, researchers to perform in-depth studies as well as practical applications for achieving future goals.

Keywords: Fintech; Digital Innovation; Indian Economy; Bibliometric Analysis.

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Assessing the Relative Effectiveness of Machine Learning Regression Algorithms in Predicting Cryptocurrency Prices

Itisha Sharma and Deepti Kiran***

ABSTRACT

Traders and investors harbor a keen interest in achieving accurate forecasts of cryptocurrency prices as a means to enhance profits and mitigate risks. Nevertheless, the intricate interplay of uncertainty, volatility, and dynamism inherent in the cryptocurrency landscape renders the task of predicting crypto prices a formidable challenge within the realm of time series analysis.

Within this domain, researchers have put forth predictive methodologies rooted in statistical techniques, machine learning (ML) paradigms, and deep learning (DL) frameworks. However, the existing literature bears certain constraints. Specifically, it exhibits a degree of limitation due to its exclusive focus on predicting prices of a select few highly renowned cryptocurrencies. Furthermore, the literature manifests dispersion, as it undertakes inconsistent model comparisons across disparate cryptocurrencies. Additionally, it suffers from a lack of generality, as the proposed solutions often entail intricacies that hinder practical reproducibility.

The primary objective of this study is to furnish a comprehensive evaluation of the performance of diverse machine learning algorithms across the top five cryptocurrencies. Furthermore, the study seeks to elucidate the influence exerted by various explanatory variables on the aforementioned cryptocurrencies' price dynamics.

Keywords: Cryptocurrency Price Prediction; Machine Learning Models; Regression Model.

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Volatility of Cryptocurrency and Its Impact on the Exchange Rates in Select Asian Countries

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ABSTRACT

In the present digital technological innovation, investment activities have been changed. One of the investment actions is cryptocurrency. Cryptocurrencies like Ethereum, Binance Coin, and Bitcoin have recently gained significant attention. Understanding the relationship between cryptocurrency and exchange rates become crucial for policymakers, investors, and financial institutions. This paper evaluates the relationship between cryptocurrency (Bitcoin) and exchange rates in select Asian countries (China, Hong Kong, Japan, Singapore, India) using the weekly data for the last ten years, i.e., 2013 to 2023. Various econometric techniques, including time series analysis, co-integration test, and Granger Causality tests, are employed to establish their relationship. This paper analyses historical cryptocurrency, i.e., Bitcoin price data and exchange rate movement in select Asian Countries. The study aims to identify the degree of volatility associated with cryptocurrency and their impacts on the exchange rates. This study will provide insights into the potential impact of cryptocurrency market developments on exchange rate dynamics. The major research limitation is to analyze the changes resulting in the relation with exchange rates of selected Asian countries only. The findings can assist policymakers in formulating effective regulations and help market participants make formidable decisions regarding cryptocurrency investments.

Keywords: Cryptocurrency; Bitcoin; Exchange Rates; Asian Countries; Volatility; Indian Currency (INR).

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Financial Literacy as a Predictor of Investment Decisions: The Mediating Role of Attitude and Overconfidence

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ABSTRACT

The significant influence of financial literacy on shaping investment decisions has attracted substantial attention from stakeholders and market participants. This research probes into the impact of financial literacy on the decision-making processes of individual investors in emerging markets. It concurrently explores the potential intermediary roles played by attitude and the overconfidence bias in the intricate relationship linking financial literacy and investment decisions. By gathering data from 311 investors in India through a structured questionnaire utilizing convenience and snowball sampling techniques, the analysis employs Partial Least Square Structural Equation Modeling (PLSSEM) facilitated by SMART PLS - 4.0 software. The outcomes reveal that when coupled with a positive attitude and moderate levels of overconfidence, financial literacy empowers investors to navigate investment choices astutely. This study imparts valuable insights to financial institutions, experts, and investors, aiding them in comprehending biases that sway decisions and in approaching portfolio management with heightened acumen. Policymakers can harness these insights to devise tailored financial literacy programs that enhance investors' capability to achieve financial well-being. A distinctive feature of this research lies in its scrutiny of the mediating roles of attitude and overconfidence, distinguishing it from existing literature and enhancing its novelty.

Keywords: Financial Literacy; Investment Decisions; Attitude; Overconfidence; Individual Investors.

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Efficiency Dynamics in Sustainable Investments: A Data Envelopment Analysis of ESG and Ethical Mutual Funds

Sayantana Guha Mazumder and Jutimala Bora***

ABSTRACT

Purpose: Mutual funds have emerged as a pivotal investment vehicle, offering diversification and professional management, thereby reducing risk for individual investors. Simultaneously, the upsurge of socially responsible investments, exemplified by Environmental, Social, and Governance (ESG) and Ethical mutual funds, caters to the demand for ethical and sustainable investment options. This study delves into a comparative performance evaluation of ESG mutual funds and Ethical mutual funds in India over the last decade.

Design/Methodology: The study attempts to measure the performances of the select mutual funds using a two-tier methodological framework, namely Risk-Return Model Analysis and Data Envelopment Analysis (DEA) Model, a non-parametric technique for analyzing the efficiency of the funds. DEA benchmarks each fund against peers using various inputs (e.g., beta, standard deviation) and outputs (e.g., risk-adjusted returns). This study aims to determine whether these funds translate ethical frameworks into superior financial performance and uncover potential improvements.

Findings: Anticipated results are two-fold. Firstly, insights into the relative efficiency of ESG and Ethical funds empower investors to align financial and ethical goals. Secondly, this study aims to contribute to the discourse on sustainable finance and financial performance, examining whether ESG and ethical considerations enhance or diminish financial efficiency.

Research Limitations: It's imperative to acknowledge that this study has limitations. While DEA provides insights into efficiency, it might not capture all nuances of performance. The scope of the study is limited to ten years, potentially excluding longer-term trends.

Practical Implications: In conclusion, this study explores ESG and Ethical mutual fund performances in India. Findings have implications for investors seeking ethical alignment and the financial industry's trajectory toward sustainability. This research underscores the interplay of financial performance and responsible investment, guiding future decisions.

Keywords: ESG Mutual Funds; Ethical Mutual Funds; DEA; Sustainable Investments.

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Taxation of Permanent Establishments in Large Contracts, EPC Contracts-emerging Global Practices in Taxation, Tax Planning and Way Forward in Digital World: A Perspective

Ravichandran R* and Laxman Rao**

ABSTRACT

The imperative of EPC contracts in today's race to economic development is a key requirement for any organisation across nations. These contracts are specific to the development of economy, and usually have a two part component set up, one being performed outside the state where the project is being executed and the other at the site of the state where the project is getting executed. POEM, Model conventions-OECD and UN, read with DTAA o determine the formation of a permanent establishment. EPC contracts are highly competitive and are won against competitive bidding and global tenders, and involve funds flowing into the state where projects are executed, The fund providers practise tax planning, would like to ensure a decent return on capital employed, and avoid the tax effects arising in the process, hence resort to split of contracts, SPV structures which are legally practiced across countries in the globe. The various rulings in different jurisdictions take steps to protect their interests in the process, and evolve rulings which further complicate the position that will be taken by taxman. The authors present the linkages between the tax planning, EPC contract design, different rulings followed across the jurisdictions and look at how the contract are likely to be executed in a digital world in the future. This leads to possible litigation, and more stringent views by Judiciary and novel approaches, structures adopted by the tax payer. The authors also discuss the Post BEPS scenario and how arising of PE may treated in the digital world, in context of Pillar 1 and Pillar 2. All these necessarily demand a substantial amount of planning, involving advisory from reputed tax counsel from external sources. The study is an exploratory study, wherein they attempt to design a framework, bringing out the inter-relationship between the various factors which it is felt will be quite useful in guiding a corporate in structuring of an EPC contract and reducing the risk of facing serious challenges to the structure from the revenue, and thus aid in area of tax risk mitigation for large projects and bring some clarity to the outcome.

Keywords: Tax Planning; Tax Avoidance; EPC Contracts; Permanent Establishment; POEM; DTAA; Digital-taxation; Offshore; Onsite; SPV Structures; BEPS.

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Examining the Volatility of Sustainability Indices of India: An Empirical Evidence from the GARCH Family models

Charu Maheshwari and Shirline David***

ABSTRACT

Purpose: The concept of sustainability has emerged in all the fields, be it Marketing, Consumer Behaviour or Finance. One such important area is Sustainable Investment or Socially Responsible Investing, where investment in Environment, Social and Governance (ESG) stocks has now become an attractive option than ever before due to the increased awareness among the investors. But in order to attract investment in ESG stocks or companies it is essential that a study on the performance of the sustainable indices in India is made. Hence this paper empirically tests the volatility of sustainability indices of India with the help of econometric models such as SGARCH, EGARCH & GJR GARCH. The reason for applying three models to the data is to identify which model can be considered best fit in case of sustainable indices of India.

Design/Methodology: BSE Greenx, BSE Carbonex, and BSE 100 ESG were considered as the “sustainability indices” of India in this study. The daily closing prices of all the indices from January 01, 2018 to December 31, 2022 has been used for analysis after computing their log returns. Before proceeding to further analysis, this data was tested for stationarity using Augmented Dickey Fuller (ADF) test and Phillips-Perron Unit root test. Ljung box test applied to the date series shows that the series of residuals do not exhibit autocorrelation. Kolmogorov-Smirnov, Shapiro-Wilk test and Jarque Bera tests were conducted on the data series, which revealed that the data is non-normal. Hence Student’s t-distribution is considered ideal for studying the GARCH family effects on the data.

Findings: The data exhibited the presence of ARCH effect and volatility clustering that gives a go signal for application of SGARCH, EGARCH & GJR-GARCH model testing. Findings reveal that the sustainability indices are asymmetric to the news that is the presence of leverage effect was seen. Negative shocks had greater impact on all the three sustainability indices. The results also indicate that there is persistence volatility in all the three indices. Pearson’s Correlation showed that all the three indices are highly positively and significantly correlated to each other.

Practical Implication: This study contributes to the existing literature by providing new evidences as to the comparison between the GARCH family model. Since sustainability investing is still in its infancy in India, this study can provide various implication for the stakeholders. Firstly, it will help all the existing and new SRI investors to gauge the performance of sustainability indices and understand the nature of volatility and informational efficiency. Secondly, the government, market regulators and corporations must understand the need of strong ESG practices in our country in order to develop strong stakeholder relationship and expand the ESG investment in line with the developed countries.

Keywords: Sustainability Index; GARCH; EGARCH; GJR GARCH; Volatility; BSE Greenex; BSE Carbonex; S&P BSE 100 ESG.

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Sustainable Green Investment and Innovative Economic Strategies: Pioneering the Path to a Resilient Future

Sofia Khan*

ABSTRACT

Sustainable finance has emerged as a transformative force within the global financial landscape, reshaping investment practices and business strategies. This comprehensive study delves into the multifaceted world of sustainable finance, tracing its historical development, exploring its principles, and assessing its role in addressing pressing environmental and social challenges. The study commences with an examination of the historical roots of sustainable finance, tracing its evolution from early ethical investing to the modern integration of environmental, social, and governance (ESG) criteria. It highlights key milestones, regulatory developments, and global initiatives that have shaped the field. Subsequently, the study analyses the principles underpinning sustainable green investment, emphasizing the alignment with environmental sustainability, social responsibility, and robust governance practices. The role of sustainability in financial decision-making is examined, showcasing how businesses and investors are increasingly incorporating ESG considerations into their strategies. Furthermore, the study underscores the pivotal role of sustainable finance in mitigating climate change and promoting sustainability. It explores how investments in renewable energy, green bonds, and impact-driven initiatives contribute to a more sustainable future, while also considering potential challenges and risks. The study then delves into the emergence of Environmental, Social, and Governance (ESG) criteria, elucidating their significance in evaluating the sustainability performance of companies and investment opportunities. It outlines how ESG factors are integrated into investment strategies and their impact on financial markets. Ethical banking practices are scrutinized for their role in sustainable finance, emphasizing the importance of aligning banking operations with environmental and social objectives. The study also explores the necessity of measuring the social and environmental impact of investments, examining the tools, frameworks, and methodologies available for impact assessment. Green bonds, sustainable indices, and their respective roles in guiding investment choices are discussed, shedding light on how these instruments enable investors to direct capital towards environmentally and socially responsible projects. Impact investing and its contributions to social and environmental goals are highlighted, showcasing the potential for positive change. The study investigates the growth of green and sustainable mutual funds, illustrating the increasing demand for investment vehicles that align with sustainability objectives. Additionally, it explores the integration of technology in sustainable finance (FinTech) and the potential of Decentralized Finance (DeFi) to democratize green investment. Blockchain's role in transparent and secure impact investing is emphasized, outlining how distributed ledger technology enhances accountability and traceability. Government and international organizations' contributions to promoting sustainable finance are explored, particularly focusing on regulatory frameworks like the EU Sustainable Finance Action Plan. Policy's influence on investment behaviour is discussed, emphasizing the need for supportive government policies and incentives to accelerate sustainable finance adoption. The study concludes by addressing potential challenges in sustainable green investment, including risks associated with impact measurement and greenwashing. By presenting a comprehensive overview of sustainable finance, this study provides a valuable resource for investors, policymakers, businesses, and researchers aiming to navigate the evolving landscape of finance through a sustainability lens. It underscores the critical role sustainable finance plays in addressing global challenges and fostering a more equitable and resilient financial ecosystem.

Keywords: Sustainable Finance, Sustainable Green Investment, ESG, Blockchain, Decentralized Finance (DeFi), Green bonds, Financial Ecosystem etc.

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The Significance of Information and Communication Technology (ICT) in Advancing Microfinance Growth

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ABSTRACT

The purpose of the study is emphasis on significance of ICT in advancing the growth and efficacy of microfinance services in different aspects because in the era of technology when the world is discussing about industry 4.0, technology has become the catalyst of growth. In context of microfinance institution pace of growth cannot be imagined without leveraging ICT. Microfinance institutions are emerging as significant forces in the promotion of financial inclusion, alleviating poverty, and providing employment opportunities and many more benefits especially in developing countries. In this current endeavour researcher has tried to throw a light on significance of ICT in advancing the growth of MFI using earlier published highly cited academic research and facts & figures published by the industries in this context. The findings of the study reveals that the use of ICT technologies in microfinance operations improves the easy access to financial services, lowers operational costs, increases efficiency, and transparency, and lessens information asymmetry. Additionally, this study shows a link between successful ICT deployment and improved portfolio quality since digital solutions allows quicker decision-making and more precise risk assessment. The evaluation also examines potential issues like data security worries, hurdles to digital literacy, and the requirement for legislative frameworks that consider technological advancements. This study used narrative review on selected research papers and secondary data published in the industry reports where some biasedness may be there which effected this study too, to check the significance of ICT on microfinance more research is needed using primary data and empirical studies. Microfinance institutions, and stakeholders should take care that proper implementation of ICT and regular feedback so that MFIs can find out where MFIs are standing and make a roadmap accordingly.

Keywords: Information and Communication Technologies (ICT); Microfinance; Financial Inclusion; Social Media; M-banking.

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Role of Self-help Groups in Fostering Rural Development in India

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ABSTRACT

The purpose of this study is to accentuate the role of SHG in promoting sustainable rural development throughout the nation, particularly in developing countries. It's an attempt to look into the role of SHG in fostering rural development through highly cited research. And it also evaluates the impact of SHGs on the current state of poverty eradication and women's empowerment through a systematic literature review (SLR). The review was conducted using Scopus database, over a 10-year timeframe (2012-2022). Total 526 papers were found in the search and only 50 papers were selected for study after inclusion and exclusion criteria. The finding of this studies comprises in two stages. First studies that have been analysed on the Self-Help Group-Bank Linkage Programme (SBLP) of the National Bank of Agriculture and Rural Development (NABARD) and the MSME microfinance programme highlight how well the programme has performed in India's rural development in terms of its reach, generating income, reducing poverty levels, and empowering people both economically and socially. Second the program known as National Rural Livelihoods Mission (NRLM) play a major role in rural development in term of poverty reduction, employment generation, empowerment of people. Under this program in the state of Bihar, the scheme JEEViKA has generate some significant result in restructuring the dept portfolio and enhancing women empowerment. The limitation of this paper is that the paper has been taken from Scopus database from year (2012- 2022) with the two keyword Rural development and self-help groups (SHGs) and the area of research is limited to India only. The finding of the study provides scope to policy makers and other financial institutions to make policies more focused on strengthening of SHG and provides scope to government make new programs relating to development of SHG to rural development.

Keywords: SHGs; Rural Development; Poverty Reduction; Empowerment.

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Sustainable Insurance: A Move towards Sustainable Development

*Manisha Choudhary**

ABSTRACT

Insurance industry is a key component of the financial system of any economy. Sustainable insurance (SI) refers to the insurance which incorporates the sustainable development concerns, namely, Environmental, Social and Governance (ESG) issues. Increasing realization of the potential of insurance industry to achieve sustainable development goals (SDGs) and its ability to address ESG issues paved way for the formulation of principles of sustainable insurance (PSIs) in 2012 by the United Nations Environment Programme Financial Initiative (UNEP FI). Guided by these PSIs, most countries of the World have started redesigning their insurance strategies to harness SI for the achievement of SDGs. Insurance Market Regulators, Insurers and Re-insurers all over the world are trying their best to incorporate the PSIs in the insurance system. This paper attempts to explain the emergence and growth of SI to accomplish the SDGs. This study also aims to present an account of SI initiatives- first at the international level and then in relation to Indian insurance industry. Using secondary data, some basic comparisons between global SI initiatives and the SI initiatives in India are made to comment on India's performance in relation to other countries of the world. The analysis of global and Indian SI initiatives reveals that SI in India is still at a nascent stage. The role of the regulator i.e. Insurance Regulatory Development Authority of India (IRDAI) is crucial in making the industry instrumental in realization of SDGs. IRDAI needs to make better policies to integrate SDGs into the entire system and orient all stakeholders towards the importance of SI. Insurance companies/Insurers, though have embraced SI and are gradually making strategic modifications to incorporate it in their functioning, need to pace it up and integrate it in the entire value-chain.

Keywords: Sustainable Insurance; SDGs; ESG; Insurers.

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An Overview on the Formulation of Digital Banking Practices: Effectiveness, Challenges and Future Prospects in India

Vidhya Vijayakumar Themmadath and S. Jeyalakshmi***

ABSTRACT

Financial services are considered as the pivotal sector in any country. The radical change in the adoption of technology and instilling digital habits in everyday life has led to challenges and opportunities in all sectors, especially banking. The paper emphasizes on the various digital banking practices involved as well as the effectiveness, challenges and future prospects in India. Secondary data was used as the data collection technique, which involved information from previous journals, books, online sites and publications. Despite the notable merits of enhanced security, easy transactions and lower costs, there are major challenges that exist in the field of digital banking. It involves traditional banking habits, technical issues, lack of interpersonal interactions etc. In order to cope with the dynamic banking landscape, it is necessary for banks to deal with the challenges and provide effective customer experiences through innovative technologies and strategies. It is predicted that digital payments would increase rapidly in the next few years and by 2025, 71.7% share of all payments in India will be digitalised in nature. The paper ends with the conclusion that in future, digital banking will not only be acceptable but the most demanded mode of conducting transactions. It will be effectively useful for academicians, banking and insurance personnel, financial advisors, professionals, students and researchers.

Keywords: Financial Services; Digital Banking Practices; Innovative Technologies.

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Rural Women's Entrepreneurial Journey: The Impact of Microfinance on Empowerment and Growth

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ABSTRACT

Purpose: The purpose of this research is to provide a thorough investigation into the role of microfinance, and to shed light on the various aspects of microfinance programs, their design, and their impact on the socio-economic upliftment of women in rural areas of Coimbatore district.

Design/Methodology/Approach: This research employs both qualitative and quantitative methodologies. The data is collected through in-depth interview methods and surveys distributed among a diverse sample of rural women entrepreneurs in Coimbatore district who were chosen using a convenient sampling technique. The collected data is analysed using statistical tools to gain a comprehensive understanding of the challenges, benefits, and overall effectiveness of microfinance interventions.

Findings: The findings of this research reveal several significant insights. Firstly, the study identifies that well-designed microfinance programs provide rural women entrepreneurs with increased access to financial resources, enabling them to initiate and expand their businesses. Additionally, it is observed that it leads to enhanced decision-making power. Also, the study identifies challenges that hinder the growth of women entrepreneurs.

Research Limitations: This study acknowledges certain limitations, including potential biases in self-reported data and the possibility of limited generalizability due to the specific context of the research location.

Practical Implications: The findings of this research hold practical implications for policymakers, microfinance institutions, and development organizations. Insights from the study underscore the importance of comprehensive support services to maximize the positive impact of microfinance on women's entrepreneurial endeavours. As a result, this study contributes to the understanding of microfinance as a tool for empowering rural women entrepreneurs.

Keywords: Microfinance; Rural Women Entrepreneurs; Empowerment; Financial Inclusion and Gender Equity.

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Contribution of Green Banking Initiatives in Sustainable Development of a Nation

Deepika Devasena M. M.*

ABSTRACT

Green banking aims in protecting environment & preserving natural resources considering the social factors. Green Banking promotes eco – friendly practices using online banking, paying bills online, fund transfers, opening account at online and much more steps which supports go-green initiatives. Green Banking ensures operational & technical improvement, changing client habits in banking, reduces internal & external carbon footprints. It transforms the manual transaction to digital operation which saves times, energy & resources. By following green banking practices it is possible to enrich sustainability & make human friendly environment. The present paper attempts to conduct a study on role of Green banking in sustainable development. The purpose of the study is to seek answers to the following questions: 1) what are the green banking initiatives taken by leading public and private banks? 2) What are the major challenges in green banking? 3) How green banking contributes in sustainable development?

Keywords: Green Banking; Green Banking Initiatives; Environmental Friendly; Sustainable Development; Online Banking.

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Green Finance: Nurturing Sustainable Development in India

Gnyana Ranjan Bal and Shiva Trivedi***

ABSTRACT

Green finance comprises all forms of financial instruments such as, green bonds and instruments flows from the public, private and not-for-profit sectors to sustainable development priorities. It effectively finances project with environmental benefits, such as reducing greenhouse gas emissions, improving energy efficiency or enhancing the circular economy. The main purpose of green financing is to internalize environmental aspects and lower risk perceptions. AS per RBI, “India’s green financing requirement is estimated to be at least 2.5 percent of gross domestic product (GDP) annually till 2030.” For India to achieve its net zero target by 2070, the country would require a reduction in the energy intensity of GDP by around 5 percent annually until it is achieved. There has been lot of challenges in this front, the present study therefore mainly examines the various green financing initiatives taken by the public and private sector organizations and banks in India. This study is descriptive in nature and is based on secondary data taken from various reports published by the government, public sectors, private sectors organizations and banks in India.

Keywords: Green Finance; Sustainable Development; Green Investment; Green Initiatives.

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Impact on Stock Market Performance for the Companies Contributed to Chandrayaan-3 Project

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ABSTRACT

The Article titled, Impact on Stock Market Performance for the Companies Contributed to Chandrayaan-3 Project, focuses on the performances and investment opportunities of the companies that contributed to the Chandrayaan 3 Projects. The study was conducted for the ten companies that contributed to Chandrayaan 3. The six months' stock prices from February 2023 to August 2023 were taken for the study. The research design was descriptive in nature. The researcher analyzed the data using tools like Tobin's Q Ratios, Moving Averages, RSI, MACD, Candle Stick Charts, and Parabolic SAR. The findings include the Investment opportunities in the ten companies, the future forecast, and the growth level of the stock prices. The Tobin Q Ratio results in the overvaluation or undervaluation of a company's Physical Assets, which helps to identify the Buy and Sell Strategies of these companies' assets. Technical Tools help the investors to identify better Investment opportunities in the company's equity based on the market risk exposure.

Keywords: Stock Market; Chandrayaan 3; Tobin Q Ratio; Moving Averages; Investment.

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Building a Women Empowerment Index: A Critical Investigation of Self-help Group Participation in Rural Area of Panchkula District, Haryana

Lalita Kumari and Hemlata Manglani***

ABSTRACT

The intention of the present study is to establish a women empowerment index in the Haryana district of Panchkula by utilizing self-help Groups. The study goal is to examine how women's participation in SHGs has significantly increased their influence in the socioeconomic and political spheres of society. The study's aim is to investigate how women are empowering themselves in social, political, economic, and personal spheres. Data collection involved a stratified, multi-stage sampling technique. From the Ambala division, the Panchkula district was selected. From there, three blocks—Barwala, Morni, and Pinjor—were preferred, and one each from each of those blocks—VO Sunderpur, Bhojkudana, and Kotina—were chosen. To gather primary data using a Likert scale, a total of 90 women beneficiaries from SC and OBC with equal distributions were chosen. 27 indicators were utilized to analyze the empowerment of women in Panchkula District using a composite index and factor analysis. The findings of the study, the Panchkula district of Haryana SHGs involvement had the greatest impact on EEI (Economic Empowerment). The main reason is because after joining a SHGs, women can obtain loans through those organizations, and they use those loans to create income-generating activities and fulfil their social obligations. After joining SHGs, women are better financially and are free to make any financial decisions. They also made better use of lent money, which boosted their small business activities and personal growth.

Keywords: SHGs; Women Empowerment; Economic Empowerment; Loan Aailed; Economic Groups.

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An Analysis of Financial Management in Indian Startups by Implementation of Artificial Intelligence

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ABSTRACT

The advent of artificial intelligence (AI) has revolutionized many fields around the world. Thanks to the capabilities of artificial intelligence technologies such as machine learning, natural language processing and predictive analytics, businesses now have new opportunities to improve decision making, printing, efficiency and overall efficiency. The use of artificial intelligence in financial management has increased in recent years and this is important to the success of any organization, especially startups. Startups operate in a high paced, highly competitive environment by nature. They need to manage money effectively to maximize profits, reduce risk and ensure sustainable growth. Traditional financial management approaches, sometimes based on labor intensive processes, record keeping, and ethical decision making, only sometimes help solve the specific problems faced by beginners. This is where artificial intelligence (AI) solutions come in, providing data driven insights, real time monitoring and performance of financial transactions, ultimately improving overall decision making. The number of startups in India has increased significantly in recent years, thanks to supportive government policies, a favorable business environment and access to finance. However, financial management is difficult for many businesses due to limited resources, lack of information and frequently changing business conditions. In this context, the use of artificial intelligence technology has the potential to change the financial management of Indian startups, help them overcome obstacles and increase their chances of success. Although there are some international studies on the use of artificial intelligence in financial management, data on Indian investors are insufficient. This study aims to provide a quantitative analysis of the use of AI tools in financial management by Indian startups to complement this knowledge and better understand the use of AI in financial management in the Indian startup ecosystem. This study will identify the differences affecting the use of AI tools and give an idea about the various tools used and their strengths and weaknesses.

Keywords: AI Adoption; Finance Management; Indian Startups; AI Tools; Entrepreneurship; Financial Analysis; FinTech.

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Environmental, Social and Governance (ESG) and Financial Performance: A Bibliometric Analysis using Biblioshiny

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ABSTRACT

Purpose: This study aims to conduct a bibliometric analysis of the relationship between ESG (Environmental, Social, and Governance) factors and financial performance. The purpose is to gather bibliometric data on citations, scientific publications, authors, sources, affiliations, contributions from different nations, keywords, trending aspects, and potential future research fields.

Methodology: The study collects data from the Scopus research database covering the period from 2013 to 20th May 2023. Biblioshiny in R Studio is used for data evaluation. The analysis includes annual publication output, average citations, influential authors and institutions, commonly used keywords, and country-wise research output.

Findings: The analysis reveals a consistent and growing interest in ESG and financial performance research, with a significant increase in scientific articles over time. Earlier publications have higher average citations, indicating their impact, while recent ones show lower citation rates. Key focal points include “financial performance” and “ESG.” Noteworthy institutions such as the University of Zaragoza, Nord University, and New York University, along with the Journal of Sustainable Finance and Investment, demonstrate high overall impact.

Conclusion: The study emphasizes the ongoing research interest in the relationship between financial performance and ESG, as well as the growing importance of sustainability and corporate social responsibility in corporate practices. The findings indicate a recent emphasis on ESG, financial performance, CSR, sustainability, and corporate governance within the realm of environmental studies.

Limitations and Future Research: The study acknowledges limitations such as relying solely on the Scopus database and suggests the inclusion of additional databases like Web of Science, JSTOR, and Dimensions. Future research should consider employing a broader range of related search terms and engage in bibliography coupling, co-citation, and co-occurrence analyses to uncover more associations among relevant topics.

Keywords: ESG; Financial Performance; Bibliometric Analysis; Scopus; Sustainability; Corporate Social Responsibility.

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The Impact of Decentralized Finance (DeFi) on Traditional Financial Systems: Opportunities, Challenges, and Regulatory Implications

Harshil Sharma* and Shipra Agarwal**

ABSTRACT

This research paper aims to investigate the transformative potential of Decentralized Finance (DeFi) and its impact on traditional financial systems. The rise of blockchain technology and smart contracts has facilitated the development of DeFi, enabling a range of decentralized financial applications, including lending, borrowing, trading, and asset management, without the need for intermediaries. Decentralized Finance lending platforms are platforms that allow holders of crypto currencies to lend a large amount of funds immediately. Finance has joined Fintech, Regulatory Technology, Cryptocurrencies and digital assets as one of the most discussed emerging technological evolutions in global finance. Decentralized Finance security challenges include smart contract sensitivity, hacks, centralization and use error. Decentralized Finance is a financial services offered on a public blockchain over the internet. Decentralized Finance is enabled by Blockchain Technology. Decentralized Finance provides many advantages to users, including decentralization, transparency and trustlessness. DeFi allows users to borrow and lend money without the use of a middleman, using automated protocols on block chains and stable coins to facilitate fund transfers. Decentralized Finance is a fast growing part of the crypto financial system. The rise of crypto assets can be traced back to a whitepaper outlining a peer-to-peer transactions mechanism. DeFi and Fintech have go through all area of financial system and improved financial inclusion. A DeFi market is a market where Financial Products that are provide using decentralized applications are traded. Decentralized finance leverages key principles of decentralized block chain to increase financial security, transparency, unlock liquidity and growth opportunities and support an integrated and standardized economic system. This paper will explore the opportunities and challenges presented by DeFi, as well as the regulatory implications for traditional financial systems.

Keywords: Decentralized Finance; Block Chain; Crypto Currencies; Stable Coins; Fintech; RegTech; Financial Regulation.

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An Analytical Study of the Intrerelationship between the Market Index and Auto Sector Index With Reference to Selected Automobile Companies

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ABSTRACT

This Research Paper examines the relationship between the Market Index and Auto Sector Index. For analyzing the market index with the auto index, the NIFTY50 INDEX has been taken as a market indicator (independent variable) and the NIFTY AUTO INDEX has been taken as the Automobile Sector Index (dependent variable). For examining the relationship between the overall market index and automobile sector index, regression analysis has been applied. The Granger causality test has also been applied to check the interrelationship between these two variables. The purpose of applying the Granger causality test was to know whether the interrelationship between these two variables was bidirectional or unidirectional. The duration of the study was taken from the year January 2000 to December 2021. This research also examines the impact of S&P on the selected Automobile Companies. The outcomes of the study reveal that there is a significant impact of Nifty Fifty on Nifty Auto for selected companies and the S&P Auto Index also significantly affects the stock price of selected Automobile companies. The outcomes of the study can help managers to better understand the relationship between the overall market index (Nifty Fifty) and the auto sector index (Nifty Auto). The findings may also help the managers in making informed decisions regarding portfolio allocation and risk management and assisting in identifying favourable market conditions for buying or selling auto sector stocks.

Keywords: Nifty Auto; S&P Index; Market Index; Auto Sector.

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Internationalization as a Determinant of Firm Performance: A Special Case for Indian Manufacturing MNEs

Neyati Ahuja*

ABSTRACT

Purpose: Internationalization is an entrepreneurial behaviour whereby firm attempts to explore and exploit opportunities across borders to obtain competitive advantage and experience improved performance. The entrepreneurial skills facilitate innovation and creating new products and services that might lead to higher profits when a firm decides to internationalize its operations. The purpose of this study is to examine the firm level determinant of Indian firm's performance in the manufacturing sector with special emphasis on the extent of internationalization activities undertaken by firm.

Design/Methodology/ Approach: The empirical analysis is conducted over 1,473 Indian MNEs from the manufacturing sector from 2010-20. The current study accounts for the endogeneity issue attributable to firm performance and internationalization and sets the data as dynamic panel data. It uses System GMM panel regression analysis to examine the determinants of firm performance. Firm performance is measured using operating profit margin and internationalization using export intensity. Other explanatory variables incorporated in the study include firm size, firm age, marketing intensity, human resource management, management accountability, liquidity, and leverage.

Findings: The findings reveal that firm age and liquidity position have a positive impact on firm's operating profit margin as expected. However, marketing intensity and human resource management turn out to negatively influence firm performance in contradiction to the proposed hypothesis. The key variable of analysis: internationalization measured using export intensity is found to positively influence firm performance indicating that benefits from international expansion exceed the cost of liability and foreignness accompanying the internationalization process.

Research Limitation: The current study focusses on manufacturing sector and the results cannot be generalized to the service sector that has exhibited increasing involvement in the international market. Further, internationalization has been measured using exports only and other modes of internationalization could not be incorporated due to limitation of data at firm level.

Practical Implication: The findings of our analysis provide support that to be successful Indian firms from the manufacturing sector should focus on expanding in international markets. They should innovate and use their entrepreneurial skills to minimize cultural differences across borders. The government should also provide export incentives to encourage internationalization of the firms with a view to improve firm's overall performance.

Keyword: Internationalization; Operating Performance; Multinational Enterprise; Export Intensity; Manufacturing Sector.

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The Challenges and Opportunities of Formalizing the Informal Economy

Abhisek Behera and Durgesh Satpathy***

ABSTRACT

The informal economy, often characterized by its lack of regulation and formalization, poses significant challenges and opportunities for policymakers worldwide. This research aims to investigate the implications of implementing the Goods and Services Tax (GST) on formalizing the informal economy. The study's objectives include identifying the challenges and opportunities of GST implementation in this context, understanding its impact on the informal sector workforce, wages, and working conditions, and exploring the role of technology in facilitating formalization. The hypothesis posits that GST is likely to have a positive impact on the informal economy by reducing its size and promoting growth, potentially leading to improved wages and working conditions for informal sector workers. Additionally, it is expected that the impact of GST will vary across sectors and regions, reflecting the diverse nature of the informal economy. Furthermore, technology is anticipated to play a crucial role in formalizing the informal economy through GST implementation, with digital platforms serving as facilitators of this transition, contingent on businesses' willingness to adopt these technologies. This research provides insights into the complexities of formalizing the informal economy through GST and sheds light on the multifaceted relationship between tax policy, technology, and labor conditions. Understanding these dynamics is essential for policymakers and stakeholders seeking to strike a balance between regulatory compliance and the preservation of livelihoods within the informal sector.

Keywords: Informal Economy; Goods and Services Tax; Informal Workers; Labor Conditions; Wages in Informal Sector.

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Life Insurance Corporation as a Tool for Sustainable Development of an Economy

Gayatri Bhoi* and Biswajit Satpathy**

ABSTRACT

The Insurance sector has always played an important role in the sustainable development of an economy. Through various policies and regulations, insurer ensures that the insurance market offers the necessary range and diversity of products and services that inclusively support the developmental goals. Insurance plays an indirect and supporting role in nine of the SDGs: No Poverty, Reduced Inequalities, Zero Hunger, Good Health and Well-being, Gender Equality, Decent Work and Economic Growth, Industry Innovation and Infrastructure, Climate Change and Partnerships for Goals. As Life Insurance Corporation of India is the leading insurance providing sector in the insurance market, the main aim of the study is to extract the role and importance of Life Insurance Corporation of India for the sustainable growth of the economy. The hypothesis posits that there is likely to be a positive impact of the Life Insurance Corporation of India on enhancing the sustainable development of the society.

Keywords: Insurance Sector; Life Insurance Corporation; Sustainable Goals; Sustainable Development.

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Footprints of Fintech on Financial Inclusion – Evidence from Digital Banking System

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ABSTRACT

Fintech is considered as the vehicle of financial Inclusion. The research paper attempts to explain the impact of fintech on financial inclusion through various types of digital banking activities. The research paper mainly focuses to analyse the growth of digital banking activities with the help of fintech to achieve complete financial inclusion. India has also witnessed the miracle of fintech in the field of banking & finance sector (Prateek Roongta, and Karthik Raghupathy n.d.). Complete financial inclusion is a step towards developing a cashless economy. With the help of fintech services and fintech software people conducting their daily activities related to money is now a piece of cake. Hence, the paper is attempted to analyse the growth in digital banking with the help of financial technology. This study also analyses the measurements of currency, the enablers for payment systems, and the measures of electronic payments. The paper studies the measures of cash, electronic payments, and the enablers for payment systems, over the last 5 years. To ascertain the changes in India, if any, from cash to digital payments. It has discussed the enormous opportunities that recent financial innovations offer, but also the risks that might come from them.

Keywords: Financial Inclusion; Fintech; Digital Banking.

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ESG and Its Impact on Performance: A Study on Nifty Metal

Vishal Patel and Kumar Aditya***

ABSTRACT

In current dynamic and highly competitive business world making money solely is not enough to succeed. Taking the sustainability aspect into consideration is essence of today. Now when the approach of corporations has shifted from shareholders centric to stakeholders centric, considering various dimensions is essential. Environment Social and Governance (ESG) has become the essential dimension for sustainability. In the present study an attempt has been made to analyse the impact of ESG scores on the financial performance of metal industry in India. Constituents of Nifty Metal Index of NSE have been considered as the sample of the study. ESG scores have been extracted from the official website of CRISIL. Pearson Correlation and Regression analysis has been used to achieve objectives of the study. Moderation analysis has been used to check the impact of few moderation variables on the financial performance.

Keywords: ESG; Performance; Nifty Meta; NSE.

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Management of Finances for Delivery of Public Goods and Services: Need of Innovation for their Sustainable Development

Amit Manglani and Yashwant Kumar**

ABSTRACT

Besides performing its mandatory functions like law and order, administration of justice, foreign relations etc., modern welfare government also performs certain obligatory functions, especially for poor and needy sections of society. Examples of these obligatory functions are pensions to widows, aged, handicapped, destitute etc.; scholarships to poor students, delivery of public services like school education, public health, railways etc.; delivery of public goods like electricity, essential commodities etc. These essential goods and services are provided to the poor and needy at concessional rates. These goods and services are also provided by private enterprises to customers at market prices. Market prices of these goods and services are always more than their concessional prices. This difference between the two prices gives temptation to the public servants providing these goods and services on behalf of the government to the poor and needy to seek rent out of it by misappropriation of money, goods or reducing the quality of goods and services delivered. This paper discusses the financial management system of delivery of public goods and services which are also offered in the market by private enterprises at market price. This leads to market differentiation for similar goods and services. This market differentiation, not being successful leads to market distortion for public goods and services. This paper does a comparative study of public and private delivery of such goods and services. For this comparative study, the example of the public distribution system (PDS) of essential commodities has been analyzed. A comparative study of direct benefit transfer (DBT) of cash like pensions, scholarships, etc. and the DBT of goods like PDS of essential commodities has been done. Alternatives for improvements in the delivery of public goods and services especially PDS of essential commodities through innovation in the public financial management system, for sustainable development of the market for such goods and services have been explored.

Keywords: Public Goods and Services; Public Financial Management System; Public Distribution System; Market Differentiation; Market Distortion; Direct Benefit Transfer.

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Sustainable Finance and Investment: Integrating ESG Principles for Long-term Value

Satya Kishan*

ABSTRACT

This research paper explores the growing significance of sustainable finance and investment practices, focusing on the integration of Environmental, Social, and Governance (ESG) factors. The paper highlights the benefits of incorporating ESG considerations into financial decision-making and emphasizes the role of ESG in enhancing risk-adjusted returns. Various frameworks, metrics, and tools used to assess sustainability performance are discussed, along with the evolving regulatory landscape that promotes sustainable finance. Through case studies and industry insights, this paper demonstrates the value of sustainable finance in achieving both financial and non-financial objectives.

Keywords: Finance; Sustainable; Investment; Decision Making.

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Behavioral Biases, Regulatory Focus and Investment Decisions: A Conceptual Framework & Future Research Agenda

Sradhanjali Samal and Saket Jeswani***

ABSTRACT

For individual financial sustainability, right investment decision is crucial and influenced by number of factors. In case of investment decisions, prior research has less emphasised on behavioural biases. Moreover, promotion and prevention focus of an individual towards individual goal pursuit may influence biases. This paper intends to understand the role of behavioral biases on investment decisions in light of regulatory focus theory. A comprehensive literature review will be conducted to identify and categorize the major behavioral biases commonly observed in investment decision-making that may be the resultant of regulatory foci of an individual. This paper will present a conceptual framework along with future directions of research. It will highlight the need for interventions to mitigate the behavioral biases to achieve financial sustainability through effective investment decisions.

Keywords: Behavioral Biases; Regulatory Focus; Financial Sustainability; Investment Decisions.

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Impact of Reverse Mortgage Loan on Indian Senior Citizens

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ABSTRACT

As India's population of senior citizens rises as need for better food and healthcare, longevity is also rising. Older people face a genuine threat of economic instability due to the lack of both sufficient and regular Cash-flow/Income during their sunset years. The innovative concept of Reverse Mortgage (RM) is devised to provide financial security for retirees in times of economic instability. Reverse Mortgage (RM), a well-established concept in developed economies, has been introduced in India with Union Budget 2007-08. This is a way of converting a residential property into stream of cash flows. It is for senior citizens only. Under this scheme, senior citizens receive periodic payments every month against the home owned by them. They can mortgage their owned residential property as collateral with a bank or a financial institution and get a loan against it. This is the 'reverse' of a home loan where the borrower pays monthly EMI. The objective of this paper is to find out the Perception towards Reverse Mortgage loan on senior citizens. The psychology of the seniors remains the same. Leaving legacy to the next generation. This thinking is preventing this section of the society, susceptible to financial woes, from exploring the power of their hard earned asset, their home, from supplementing their income in case of need.

Keywords: Collateral; Reverse Mortgage; Legacy; Financial Woes.

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Green Prosperity: Navigating Sustainable Investments and Innovations for Financial Success

*Nidhi Goenka**

ABSTRACT

This study, titled “Green Prosperity: Navigating Sustainable Investments and Innovations for Financial Success,” delves into the relationship between sustainable investments and financial prosperity based on a rigorous analysis of secondary data. The findings affirm a robust positive correlation between companies’ commitment to environmental, social, and governance (ESG) practices and their financial performance over time. Notably, businesses that prioritize innovative sustainability strategies consistently outperform their peers in terms of long-term financial gains. Sectors with significant environmental and social impact, such as renewable energy and healthcare, exhibit substantial financial benefits from sustainable investments, as evidenced by historical data. Contextual factors, including regulatory frameworks and industry dynamics, are revealed as influential in shaping the financial outcomes of sustainable investments. Additionally, the study highlights a growing trend where investors increasingly consider ESG performance in their decision-making, creating a heightened demand for companies to align with sustainable practices to access capital and secure enduring financial success. Overall, this research underscores the pivotal role of sustainability in achieving “green prosperity” within an ever-evolving economic landscape, offering valuable insights for businesses, investors, and policy makers.

Keywords: Sustainable Investments; Financial Prosperity; ESG Practices; Sustainability Strategies; Renewable Energy.

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Impact of GST in Manufacturing Sector with Reference to Nalwa Steel & Power Ltd.

Saket Jeswani, Mukesh Kumar Sharma** and Prachi Agrawal****

ABSTRACT

The Indian taxation system has undergone various changes since the introduction of indirect tax in 1944. In 2000, a committee was set up to draft the Goods and Services Tax (GST) law, which was eventually launched on July 1, 2017. GST has replaced multiple taxes with a single tax, simplifying the tax system and making it more efficient. This research paper studies the impact of GST on the manufacturing sector, specifically on cost, profit, and volume of production. The study follows an exploratory research method, using secondary data from research papers, journals, articles, and various websites, as well as primary data collected from the taxation department of Nalwa Steel and Power Ltd. The findings of the study suggest that GST has had a positive impact on the manufacturing sector. It has reduced the cost of production and increased profits, while also leading to an increase in the volume of production. The implications of this study are significant. It shows that GST can play a key role in boosting the manufacturing sector and in making India a more attractive destination for foreign investment. The study also provides guidance to manufacturers on how to harness the potential of GST to make better decisions and optimize their expenses.

Keywords: Goods and Services Tax (GST); Cost; Profit; Volume of Production; Nalwa Steel and Power Ltd.; Foreign Investment; Optimize Expenses.

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An Empirical Study on the Impact of Liquidity on Profitability and Financial Performance of Tata Steel and JSPL

*Ravinder Kumar**, *Mukesh Kumar Sharma***, *Himanshu Vaishnav**** and *Saket Jeswani*****

ABSTRACT

Liquidity and profitability are two of the most important financial performance indicators for any organization. Liquidity refers to the ability of an organization to meet its short-term obligations, while profitability refers to the ability of an organization to generate profits. There is a trade-off between liquidity and profitability, as organizations that invest in more liquid assets tend to have lower profitability. This study examines the relationship between liquidity and profitability in Indian steel companies. The study uses data from two of the largest steel companies in India, Jindal Steel and Tata Steel, for the period of 2014-15 to 2019-2020. The study finds that there is a positive relationship between liquidity and profitability. This means that companies with higher liquidity levels tend to have higher profitability levels. The study also finds that the relationship between liquidity and profitability is stronger in the short-term than in the long-term. The study's findings have several implications for Indian steel companies. First, companies should focus on maintaining an appropriate level of liquidity, as this can lead to higher profitability levels. Second, companies should be aware of the trade-off between liquidity and profitability, and should choose the right balance for their specific needs. Third, companies should be aware that the relationship between liquidity and profitability is stronger in the short-term than in the long-term.

Keywords: Liquidity; Profitability; Financial Performance; Indian Steel Companies.

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A Study on Business Correspondents Model in Driving Fintech for Sustainable Business

R. V. N. L. Manogna*, Mitali Dutta** and Poornima K.***

ABSTRACT

Rapid advancements in fintech innovations are revolutionizing the Business landscape, propelling it towards sustainability, may it be any Industry for that matter, and so be the Financial Sector. Indian Business ecosystem is no longer excluded from this and almost all stakeholders right from Investors, management, and Business strategists, are clear on having green fintech solutions to drive the business into sustainability mode. As per industry experts, Tech acumen will give companies, a premium positioning. In this context, an attempt is made to present the greener side of innovation in the fintech area with special reference to made Indian Industry context. The secondary data was gathered by focusing on fintech ranging from Digital Banking, AI and Machine Learning, Artificial Intelligence (AI) and Machine Learning (ML), Big Data Analytics, Application Programming Interface, Cyber security, and Block chain which are key fixtures of fintech, and also on National Payment Corporation of India role in giving a platform for robust bank operation. This micro-study is an attempt made by doing a primary micro-study on the role of Business Correspondents in providing Banking services without having a brick-and-mortar system, especially in rural India which directly and indirectly saves a lot of resources that otherwise would have been duplication of activities and thus challenges the green ecosystem. The findings were very pleasing which will support the sustainable model of fintech is always good for corporations in serving the community in general.

Keywords: Sustainable Finance; Green Fintech; Innovation in Finance.

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Track 4

**Innovation & Sustainable Development in
Tourism, Agri-Business Management,
Entrepreneurship & CSR**

Legacy of a Crisis: Understanding Individual Success and Uncertainty via Self-perceived Creativity – Insights from the COVID-19 Pandemic among Colombian Entrepreneurs

Marisleidy Alba and Luis Demetrio Gómez García***

ABSTRACT

Purpose: It is taken for granted that creativity, as an essential part of innovation, can help deal with uncertainty. Our goal was to analyze the mediating role of self-perception of creativity in the relationship between the impact of the crisis generated by the COVID-19 pandemic on individual success and the perceptions of uncertainty generated by such a crisis in Colombian entrepreneurs.

Design/methodology: A Partial Least Structural Equation Model (SEM) was applied to the sample data to validate the mediation hypothesis, using SmartPLS 4.

Findings: According to our research hypotheses, as the individual success of the entrepreneur increases, the perception of environmental uncertainty decreases in the context of the Covid-19 pandemic crisis. This relationship is partially mediated by the self-perception of creativity that entrepreneurs have of themselves. Thus, as individual success increases, self-perception of creativity increases, and this leads to a decrease in the perception of environmental uncertainty.

Research limitations: Covid-19 imposed some restrictions on our research design and data capture. A voluntary deterministic sampling was applied, which may affect the representativeness of the sample. SEM is a large sample technique, and our sample was small, although it met the minimum sample criteria for our model. Information on the independent and dependent variables was collected through self-reported measures.

Practical implications: Crisis contexts such as the Covid-19 pandemic are difficult for entrepreneurs to cope with. Our study indicates that for better handling of the uncertainty that such crises cause, entrepreneurs need positive reinforcement about the success that they are still achieving in such contexts. This also implies a practical need to reconceptualize individual success by the entrepreneur. This recommendation should be incorporated by institutions that provide support programs for entrepreneurs during times of crisis. Similarly, and although it may seem paradoxical, in crisis contexts, it helps the entrepreneur to set aside the crisis and devote part of their time to creative activities with their business, as these can compensate for the way to cope with the effects of the crisis on the uncertainty it generates.

Keywords: Self-perceived Creativity; Crisis; Uncertainty Perceptions; Entrepreneurial Success.

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Impact of Reverse Innovation on Global Competitiveness of MNCs: The Moderating Role of Understanding Latent Customer Needs in Developed Markets

Shweta Saxena* and Pooja Jain**

ABSTRACT

Reverse innovation (RI) is the adoption of an invention in an impoverished economy proceeding to wealthier countries. Reverse innovation has also become a brand-new growth strategy for Multinational Corporations (MNCs) to drive innovation in developing markets and further utilize the potential profit of certain developments by consequently presenting innovation not only in other market segments but also in developed economies, providing MNCs with global sustained development. Reverse innovation studies may be conducted by extending previous ideas on innovation, internationalization, and MNC management. Thus, this study analyses the impact of Reverse Innovation on MNCs' global competitiveness. The novelty of this study is it attempts to review the moderating role of understanding latent customer needs in developed markets. Smart PLS was utilized to analyse the impact of Reverse Innovation. The database utilized in this analysis is primarily focused on the Siemens market with interviews and information provided by business customers because of their demonstrated success as well as the high level of adoption in emerging economies. The PLS-SEM technique was chosen as the primary analysis tool because it is a variance-based technique. Their analysis found that performance in emerging markets requires end-to-end localization, core value discovery, and a balanced portfolio combination of both types of innovation.

Keywords: Developed Markets; Global Strategy; Reverse Innovation (RI); Multinational Corporation (MNC); Partial Least Squares (PLS)

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Impact of Innovative Shecopreneurs on Social and Sustainable Development: A Study about their Factors, Challenges, and Contributions in Sambhal District

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ABSTRACT

The term “Shecopreneur” is a blend of “she” (referring to women) and “entrepreneurs,” highlighting those businesses where women entrepreneurs are ecologically conscious in their business strategies and products (ecopreneurship). This study delves into the multifaceted impact of these visionary entrepreneurs within the context of Sambhal District. This study based on descriptive research methodology, incorporating primary data collection, utilizes qualitative methods such as semi-structured interviews and focus group discussions. This approach allows for an exploration of the innovation, motivations, and challenges faced by Shecopreneurs in the district. Sustainability plays a pivotal role in shaping the future economy, and when combined with female entrepreneurship, it forms an intriguing subject for exploring sustainable development. The research sheds light on women’s entrepreneurship, examining it within the context of sustainable and social development. Women, a substantial portion of India’s educated and skilled population, are essential contributors to social and sustainable development. However, societal and economic barriers often impede their full potential, despite the state’s efforts to promote their active economic involvement. Furthermore, this research underscores the substantial contributions of Shecopreneurs towards social and sustainable development in Sambhal District. These visionary women drive economic growth by creating employment opportunities, fostering innovation, and establishing microenterprises that cater to local needs. In conclusion, the study highlights the transformative role of innovative Shecopreneurs in Sambhal District, showcasing their potential to drive social change and sustainable development. By addressing the factors that shape their entrepreneurial journey, mitigating the challenges they face, and amplifying their contributions, policymakers, business leaders, and civil society can collectively foster an environment that empowers Shecopreneurs to thrive.

Keywords: Shecopreneur (Women Entrepreneurs); Innovation; Sustainable Development; Social Development.

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Tourism's Green Lens: Navigating Sustainable Development from Tourists' Viewpoint

Praveen Srivastava*

ABSTRACT

This study delves into the intricate interplay between tourists' perceptions of sustainable development and their lodging experiences in various accommodation units across India. By employing an experimental research design, the research seeks to unveil tourists' perspectives on the three fundamental dimensions of sustainable development (Economic, Social and Ecological) as implemented by different types of tourist accommodations. Drawing respondents from a diverse array of accommodations, the investigation utilizes a combination of the SmartPLS (Partial Least Squares Structural Equation Modeling) and ANN (Artificial Neural Networks) techniques for rigorous data analysis. The study's participants comprise tourists occupying a range of accommodation units within India, selected to provide a comprehensive representation of the tourist population. Through careful data collection and methodical analysis, the research aims to extract meaningful insights into tourists' evaluations of sustainable practices within their accommodation environments. Key findings underscore the pivotal role of sustainable development initiatives in enhancing guest satisfaction. The analysis demonstrates that accommodations engaging in sustainable practices can significantly contribute to an elevated level of tourist contentment. This symbiotic relationship between sustainability efforts and guest satisfaction underscores the potential for fostering a positive feedback loop that benefits both the tourism industry and its environmentally conscious consumers. The study also acknowledges a limitation in the reliance on self-reported data, which may be susceptible to biases or memory-related inaccuracies. This caveat calls for cautious interpretation of the findings and opens avenues for further research to corroborate and refine the insights garnered. In conclusion, this research advances our understanding of tourists' viewpoints on sustainable development within accommodation units, unveiling the transformative potential of sustainability initiatives in bolstering guest satisfaction. By leveraging empirical evidence and employing advanced analytical techniques, this study advances a nuanced dialogue that bridges sustainable practices and tourist experiences, while acknowledging the complexities inherent in survey-based data collection.

Keywords: Sustainable Tourism; Customer Satisfaction; SmartPLS; ANN; Hotels.

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Transborder Religious Tourism Paving the Way for Sustainable Development: A Case Study of Indo-nepalese Regions of Valmikinagar and Triveni Dham

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ABSTRACT

Tourism in general is a potential component of both local development and global peace building, the two key factors of Sustainable Development Goals (SDGs). In particular, religious tourism, defined as a tour with the primary motive of experiencing a religion through different forms, can have a consequential impact on the local environment as well. The paper explores the religious sites of Valmikinagar (Bihar, India) and Triveni Dham (Nawalparasi, Nepal). These religious sites complement the wildlife and adventure tourism of the region and attract tourists from the neighboring districts and states. The paper aims to analyze and explore the potential and limitations of the region from the religious tourism point of view. The paper also investigates the scope of community management of the sites. Apart from sharing borders and natural resources, India and its neighboring country Nepal share a great deal of religious and cultural continuity. The significance of transborder religious tourism has also been recognised by both the governments in the form of official circuits and routes. But many local religious tourist sites remain neglected due to lack of information and management skills. A well planned, integrated, and organized tourism activity can contribute to local economic wealth, rejuvenate local culture, environment and economy. By providing a detailed ethnography of the said region, this paper deepens our understanding of the area under consideration and helps in the aforementioned goals.

Keywords: Sustainable Development; Transborder; Religious Tourism; Indo-Nepalese; Community Management.

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The Customer Perspective: Examining the Impact of GST on Quick Service Restaurants (QSRs) in Delhi-NCR

Harshdeep Chhikara*

ABSTRACT

Purpose: The present study aimed to assess the repercussions of GST implementation on various dimensions of Quick Service Restaurants (QSRs) operating in the Delhi-NCR, as perceived by their customer base.

Methodology: To achieve this, a representative sample of 500 respondents was meticulously chosen from the National Capital Region, and their insights were garnered through the administration of a carefully designed semi-structured questionnaire, utilizing the snowball sampling method. The amassed data underwent a rigorous analytical process, encompassing the utilization of the Exploratory Factor Analysis (EFA) technique, KMO Bartlett's test, as well as t-tests and One-way ANOVA tests to derive meaningful conclusions.

Findings: The responses gathered from the participants were categorized into seven distinct factors, including levels of awareness, cost implications of sustenance and dining, inflation considerations, and assessments of food and service quality, etc. The findings of the study highlighted that the enforcement of GST exhibited an adverse impact on the cost of living for diners, primarily due to escalated inflationary pressures. In contrast, the study identified positive outcomes in terms of increased transparency within the taxation system, coupled with consequential enhancements in income generation and employment opportunities across the nation. Crucially, the implementation of the novel tax framework yielded positive outcomes for the QSR business landscape, albeit concurrently contributing to an overall adverse influence on the populace's quality of life.

Limitations: The study is attempted in Delhi NCR by collecting responses only from the customers of QSRs.

Practical Implications: The study's conclusions may be used to reframe existing policies in the interests of all parties involved, particularly in the food sector.

Keywords: GST; QSRs; Customers; Impact; Business.

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A Study on Examining the Factors that Influenced Travel Intentions among Local and International Tourist in Telangana State

Rahath Fatima and V. Vishnu Vandana***

ABSTRACT

It has been observed that in recent times there is a drastic change in tourism industry. The global tourism sector which grew by roughly 41 percent in 2022 over 2020, as even after the dropping dramatically with the onset of the corona virus (covid-19) pandemic. Despite the sharp increase, the market size of tourism worldwide remained below per-pandemic levels, totaling around two trillion U.S. Dollars in 2022. This figure is expected to rise to nearly 2.29 trillion U.S. Dollars in 2023, surpassing the peak reported in 2019. India drew 8.6 million foreign tourist in February 2023 alone with 10.9 million international arrivals. India is on 22nd position as most visited country in the world. On the other hand the tourist of the industry has also evolved. The motivation or the driving forces that influenced the travel intentions of the tourist becomes very important factor which has to be studied. This study attempts to answer the questions on the motivational factors influenced the tourist to visit places in Telangana. The study aims to identify the socio demographic determinants of travel motivation and behaviour of visitors traveled to heritage based destinations in Telangana. This is a descriptive study. The study will be conducted among various heritage based destination that are spread over the state of Telangana. The analysis of the data obtained will help in understanding effect of the factors that influenced the intentions of domestic and international tourist due to which they visited Telangana state. As an outcome of the study we try to understand the socio demographic factors that motivates a tourist visiting Telangana. The study will provide insight into the most vital factors that results in travel intentions. It also leads to understand the traveler behaviour. The practical implications indicated by this research will be to know why and how people plan for tour for a particular place or destination? Firstly the research limitation will be the scope of the study in terms of the geographical area covered for study is only in Telangana state, second limitation is time constraints as the research is conducted in a time frame of two months. Third limitation is that the responses obtained will be on the basis of the respondent's perception.

Keywords: Tourist; Socio Demographic Factors; Motivate; Traveler Behaviour.

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Pro-poor Tourism (PPT) as a Source of Social Responsibility for the Local Residents in Rural Areas of Arunachal Pradesh

Elbina Ngukir and Sankar Thappa***

ABSTRACT

Pro-Poor Tourism (PPT) is a form of tourism approach exploring the idea of tourism that benefits the local communities, particularly those in economically disadvantaged areas. It seeks to generate income and employment opportunities for local residents while promoting their overall well-being. PPT aligns with the principles of social responsibility for focusing on the equitable distribution of benefits, community engagement, and minimizing negative impacts. This strategic approach operates under the premise that tourism should not only create economic opportunities for a few but should uplift the entire community. Hence, this paper proposes to examine the PPT approach as a source of social responsibility in rural areas. This study is conducted in rural hamlets surrounding two famous tourism destinations of Arunachal Pradesh i.e. Tawang and Ziro Valley. Tawang is the home of 2nd largest monastery in Asia and is famous for being the birthplace of the 6th Dalai Lama, Tsangyang Gyatso. On the other hand, Ziro Valley is famous for its natural scenic beauty and it has been proposed as a UNESCO World Heritage Site for the rich Apatani cultural landscape. This paper attempts to examine local residents' attitudes on impacts of tourism. The study also highlights the relationship between Pro-Poor Tourism and social responsibility.

Keywords: Pro-poor Tourism; Community Upliftment; Social Responsibility.

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To Study the Role of Strategic and Arts Entrepreneurship in Education

*Rashmi Singh**

ABSTRACT

Research on entrepreneurship has proliferated since years and is developing intermittently. Entrepreneurship is defined as an economic activity pursued by individual entrepreneurs, acting individually or within organizations, in order to grasp and create new opportunities and to permeate their ideas into the market and make decisions about location, product design, resource use, institutions, and reward systems. One of the more vexing issues in defining strategic entrepreneurship is the absence of scope conditions that specify the unit of analysis and boundaries of strategic entrepreneurship. Arts Entrepreneurship education as a field continues to grow, but misperceptions of entrepreneurship seem to cause confusion among arts students, faculty, and administrators regarding the value of entrepreneurial training to higher education arts programs. These misperceptions are explored to determine if entrepreneurship, for artists, is harmful or helpful. By articulating the theoretical essence of entrepreneurship, it is suggested that entrepreneurial action is profoundly synergetic with artistic action and purpose, and that arts faculty and administrators can embrace entrepreneurship education and its value to aspiring professional artists. Areas needed for potential progress are focused, predominantly the need for a meticulous theory of entrepreneurship that relates entrepreneurial activity to financial development and human welfare.

Keywords: Entrepreneurship; Strategy and Art Entrepreneurship; Education.

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From Scarcity to Sustainability: Water a Catalyst for Socio-economic Change and Sustainability

Sonika Redhu* and Pragati Jain**

ABSTRACT

Water represents a matter of empowerment and lays the foundation for a sustainable future. Water scarcity extends its ramifications to women, children, education, and the economy. Report by NITI Aayog highlights a concerning statistic, indicating that approximately 40% of the population in India lacks access to safe drinking water and finds its resonance with reports that positioned India as one of the countries with the highest number of people lacking access to safe drinking water. Therefore, the research paper delves into the vital connection between access to water resources, as quantified through the modified Water Poverty Index (WPI), and the socio-economic development within the diverse landscape of Indian states and Union Territories (UTs). The study leverages the Water Poverty Index as a means to assess the availability of water resources within these regions and incorporates the Human Development Index (HDI) as a variable to depict the socio-economic development status. The dataset used for this investigation is comprised of cross-sectional data from the year 2019, and it employs a spectrum of statistical methodologies, including Ordinary Least Squares (OLS) regression and correlation analysis, as analytical tools to achieve its research objectives. The present research is limited to just Indian context and due to unavailability of vital stats on water the study is done for the year 2019. Findings of this research paper hold significant policy implications, particularly in formulation of strategies aimed at addressing water poverty and its impacts on development. As India continues to strive for inclusive and sustainable growth, it becomes increasingly essential to ensure equitable access to water resources for all. This research underscores the urgency of concerted efforts to mitigate the impending water crisis, advocating for policies and interventions that will safeguard socio-economic prospects of millions in India, and ultimately contribute to a more prosperous and sustainable future.

Keywords: Water Crisis; Sustainable Growth; Socio-economic Development.

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Growth and Yield Booster for Pechay Using Biofertilizer

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*Jojine S. Cobrado*****, *Arjel M. Lagungan****** and *Jhon Paul R. Ambit******

ABSTRACT

To test the efficacy of biofertilizer on pechay (*Brassica rapa*) growth and yield performance, this study was conducted at Indangan, Davao City, from January to February 2023. A Randomized Complete Block Design (RCBD) was used with six treatments and three replications. The treatments were: T1 = control; T2 = RR of inorganic NPK fertilizer based on soil analysis; T3 = 0.5 RR of inorganic NPK; T4 = 0.5 RR of inorganic NPK + rr of biofertilizer; T5 = rr of biofertilizer; and T6 = RR of inorganic NPK + rr of biofertilizer. Data on growth and yield components were gathered and analyzed using ANOVA and HSD Test. Results showed that root length among treatments were comparable ranging from 4.95-11.15 cm. Moreover, the number of leaves of pechay in T6 = RR of NPK + rr of biofertilizer significantly got the most leaves which is 40% more than the control. The application of T6 = RR of NPK + rr of biofertilizer and T4 = 0.5 RR of NPK + rr of biofertilizer enhanced the fresh weight of pechay as much as five times higher than the control. T6 = RR of NPK + rr of biofertilizer, T4 = 0.5 RR of NPK + rr of biofertilizer and T3 = 0.5 RR of NPK increased the leaf width of pechay by 40%. The leaf length of pechay in all treatments with fertilizer applications have the same length of leaf which is significantly higher than the control by 33%. And the height of pechay was increased by supplementation of either inorganic NPK or biofertilizer by as much as 38%. The highest yield of pechay was obtained in T6 = RR of NPK + rr of biofertilizer and T4 = 0.5 RR of NPK + rr of biofertilizer which were significantly higher up to five times than the control (T1).

Keywords: Pechay; Biofertilizer; Brassica; Farm Essentials; Dr. Bo.

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Nano Ionic Formula Biostimulant for Maximum Growth and Yield of Pechay

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*Jojine S. Cobrado*****, *Arjel M. Lagungan****** and *Jhon Paul R. Ambit******

ABSTRACT

This study aimed to verify the efficiency of NANO IONIC FORMULA BIOSTIMULANT (NIFB) on pechay (*Brassica rapa*), particularly on its growth and yield performance from December 2022 to February 2023. A Randomized Complete Block Design (RCBD) was used as the experimental design which was composed of six treatments, and replicated three times. The treatments were: (T1) Control, (T2) RR of inorganic NPK fertilizer based on soil analysis, (T3) RR of inorganic NPK + 0.5 rr of NIFB, (T4) RR of inorganic NPK + rr of NIFB, (T5) RR of inorganic NPK + 1.5 rr of NIFB and (T6) rr of NIFB. Results showed that T2= RR of inorganic NPK fertilizer based on soil analysis got the longest root length among treatments. Hence, plant biostimulants did not influence the root length of pechay. The (T4) RR of inorganic NPK + rr of NIFB increased the fresh weight of pechay up to two times than the (T1) control and (T6) RR of inorganic NPK + rr of NIFB. Also, (T4) RR of inorganic NPK + rr of NIFB had the widest leaf which are significantly higher by 33% than the (T1) control and (T6) RR of inorganic NPK + rr of NIFB. The leaf length of pechay in (T4) RR of inorganic NPK + rr of NIFB and (T3) RR of inorganic NPK + rr of NIFB were significantly longer than that of the control (T1) by 35%. Highest height of pechay was observed in (T3) RR of inorganic NPK + rr of NIFB yet comparable to the rest of the treatments using HSD test. The yield of pechay was increased up to three times in (T4) RR of inorganic NPK + rr of NIFB and (T5) RR of inorganic NPK + 1.5 rr of NIFB which than the control (T1). NANO IONIC FORMULA BIOSTIMULANT therefore increased the growth and yield performance of pechay.

Keywords: Pechay; Biostimulant; Brassica; Nano; Ionic.

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Factors influencing Women Entrepreneurship: A Study in the Urban Context

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ABSTRACT

Entrepreneurship creates employment opportunities and helps in the economic development. Entrepreneurs develop and organise economic projects that provide crucial answers to the problems of poverty. The vision of the entrepreneurial woman in development projects is predicated on the premise that women's companies may simultaneously promote economic growth and gender equality. Women's entrepreneurship promotion is called "smart economics" because it can contribute to economic growth and efficiency. Similarly, as women's financial control develops through entrepreneurialism, they become economically active and more self-reliant. In recent decades, female engagement in entrepreneurial activities has increased, reaching approximately 10 percent of the global entrepreneurship activity. In USA and Canada, women entrepreneurs have share over 30 percent in small businesses while they account for 40 percent of total work force in Asian Countries. In China, women outnumber men by at least two times in start-ups. Today we can find women entrepreneurs in all five categories viz. Affluent entrepreneurs, Entrepreneurs by Pull factors, Entrepreneurs by Push factors, Entrepreneurial rural women and Self-employed businesswomen. There are various factors which affects women entrepreneurship, including five major factors such as (1) entrepreneurship education and training, (2) socio-cultural, legitimacy and acceptance, (3) access to finance, (4) business assistance and support and (5) administrative and regulatory framework. Apart from common challenges faced by others, women entrepreneurs have specific challenges like Competition form Male counterparts, Funding, Work Life Balance, Lack of Support, Educational background & Technical Competency. It is important that society and nations particularly developing countries like India should have specific plans to support and promote women entrepreneurship apart from individual efforts form women aspirants.

Keywords: Economic Development; Women Entrepreneurship; Start-ups; Technical Competency; Employment.

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Sustainable Rural Tourism Empowering Communities, Preserving Heritage

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ABSTRACT

The objective of this scholarly article is to examine the impact of sustainable rural tourism on community empowerment and cultural heritage preservation. In contemporary times, rural tourism has garnered noteworthy consideration as a strategy for advancing economic growth while preserving natural and cultural assets. This investigation employs an analytical framework to scrutinise the diverse facets of sustainable rural tourism and its effects on indigenous communities. Furthermore, this study delves into the tactics and methodologies that foster community empowerment and heritage conservation in the realm of rural tourism. The study's results underscore the significance of involving the community, implementing capacity-building programmes, and adopting sustainable management strategies to promote socio-economic development, cultural identity, and environmental preservation. The research findings offer suggestions for policymakers, tourism professionals, and local community members to amplify the favourable effects of rural tourism on the promotion of community empowerment and the safeguarding of cultural heritage.

Keywords: Sustainable Rural Tourism; Community Empowerment; Heritage Preservation; Economic Development; Cultural Resources; Analytical Framework; Community Participation; Capacity Building; Sustainable Management; Socio-economic Growth; Cultural Pride; Environmental Conservation; Policymaking; Tourism Practitioners; Community Stakeholders.

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Women Groundbreaking Entrepreneurship: Growth Impact in India

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ABSTRACT

Purpose: This paper aims to provide relevant knowledge and information about state wise start-up policy, women-led startups/women entrepreneurs, and women innovations in business in the Indian context to promote the sustainable development of women entrepreneurs for balanced growth in the country. Also, the paper aims to provide directions to the policymakers, educationists, society and families in creating conducive environment for the success of women entrepreneurs.

Design/methodology: The research paper is based on quantitative methodology using the latest data available from <https://www.startupindia.gov.in>, <https://wep.gov.in>, <https://www.niti.gov.in>, <https://aim.gov.in>, and <https://msme.gov.in>. The research analyzed all the related websites to gather information on central schemes and state specific schemes.

Findings: The percentage share of women-founded start-ups across stages of growth is in line with their participation in the ecosystem. 44% of the recognized startups have at least one woman director and 18% of startups in India are led by at least one woman founder or co-founder. Of these, the number of unicorns and potential unicorns come up to around 36 in 2022. Between 2019 and 2022, 17% of investment deals in India were raised by startups with women leaders. Women-led businesses provide a great impetus to the economy. India has 432 million working-age women and 13.5–15.7 million women-owned businesses that provide direct employment to 22–27 million people.

Research Limitations: This paper is intended as a critical analysis of the governments'- central and state - schemes for women entrepreneurship and review of the factors influencing women entrepreneurship in India, thus the inductively framework is not developed.

Practical Implications: Women-owned business enterprises are playing a prominent role in society by generating employment opportunities in the country, bringing in demographic shifts and inspiring the next generation of women founders.

Keywords: Women Entrepreneurship; Startup; Growth Impact; Women-led Businesses; Sustainable Development.

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Study of Incubation Centres in Fostering Startup Ecosystem in Reference to Maharashtra State

Prasad Parse and Suyog Amrutrao***

ABSTRACT

This research study aims to explore the role and impact of incubation centres in fostering entrepreneurship in Maharashtra, India. Incubation centres have emerged as important platforms for nurturing and supporting startups, providing them with the necessary infrastructure, resources, and mentorship to thrive. Maharashtra, being one of the most industrialized and economically vibrant states in India, has witnessed the establishment of several incubation centres across various cities. The research will employ a mixed-method approach, combining quantitative analysis and qualitative methods to gather comprehensive data. Primary data will be collected through surveys and interviews conducted with entrepreneurs who have been associated with incubation centres in Maharashtra. Secondary data from reports, case studies, and government publications will also be utilized. The study will focus on assessing the impact of incubation centres on key performance indicators such as job creation, revenue generation, survival rate of startups, and access to funding. It will also examine the support services provided by the incubation centres, including mentoring, networking opportunities, and access to industry experts. Furthermore, the research will investigate the challenges faced by incubation centres in Maharashtra and identify strategies for enhancing their effectiveness. The findings of this research will contribute to the existing body of knowledge on incubation centres and entrepreneurship in Maharashtra. The insights gained will help policymakers, incubator managers, and other stakeholders in understanding the strengths and weaknesses of the current ecosystem and make informed decisions to further promote entrepreneurship and innovation in the state.

Keywords: Incubation Centres; Entrepreneurship; Maharashtra; Impact; Support Services; Challenges.

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Analysis on Impact of Online Advertisement on Online Consumer Buying Behaviour in Rajasthan

*Richa Pareek**

ABSTRACT

The impact of online advertisement on consumers which motivates them to do online shopping encouraged the researchers, managers, and policymakers to analyse this impact. The foremost objectives of the current study was to explore factors influencing online consumer's behavior and the impact of online advertisements on online consumer buying behaviour. To perform the proposed work primary data is collected by well structured questionnaire and secondary data was collected through journals, magazine and publications. Internet user of Ajmer, Bhilwara, Tonk, Bundi, Jaipur and Kota have been used for judgemental sampling purpose. KMO and Bartlett's test are performed to identify the factors that influence the youth to indulge in online shopping in Rajasthan, India. To analyse the impact of online advertisements on online consumer buying behaviour CFA (Confirmatory Factor Analysis) was done. In evaluating the impact of online advertisements on online consumer buying behaviour, the Partial Least Square Structural Equation Modeling (PLS-SEM) was used. The data was analyzed by means of standard data-analysis tools as "Excel", "SmartPLS" and "IBM SPSS (v 26)."

Keywords: Internet Users; Buying Behavior; Impacts of Online Advertisement; Marketing Communication; Online Shopping; Consumer Characteristics; Rajasthan Consumers.

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Entrepreneurial Orientation of Tribal Youth: Assessing and Understanding Sources of Variations

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ABSTRACT

Purpose: Orienting more and more tribal youth into the fold of entrepreneurship has been a key strategy to empower and mainstream them. However, the decision to be or not be an entrepreneur is highly complex and an outcome of myriad factors. This study was conducted with the twin objective of assessing Entrepreneurial Orientation of tribal youth and exploring the sources of variation in EO of tribal youth.

Design/Methodology: It was a cross sectional study with large sample size. The data was collected from the three states of Jharkhand, Odisha and Chhattisgarh. These three states have the highest population of tribal people. The sample size was 363.

Findings: The results indicated that a little more than half of the ethnic youth demonstrated medium level of EO (51% of the total). The second highest proportion was of high EO. A little less than one fifth of the ethnic youth were found to have low EO. Based on the central tendency measure, tribal youth on the various dimensions of EO can be arranged from high to low as follow—need for autonomy, creative tendency, calculated risk taking, internal locus of control, and need for achievement. The bivariate correlation analysis of the entrepreneurial characteristics led to the conclusion that all the five entrepreneurial characteristics were significantly correlated. A very significant finding having important policy implications was that education was negatively influencing risk taking and internal locus of control, which in turn were positively related to entrepreneurial decision. For EO, though the correlation was negative, but the result was not significant.

Limitations and Implications: The main implication of this study to the body of knowledge (the phenomenon of ethnic entrepreneurship), was achieved by providing empirical evidences about the extent of EO among tribal youth. One important methodological limitation of this study was the cross section design used. The cross section design prevents from drawing conclusions about the causality. The second limitation was the relative small sample size. All the limitations are possible leads for future studies.

Keywords: Entrepreneurial; Orientation; Tribal Youth; Spatial Variation; Entrepreneurship.

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Preserving the Past, Protecting the Future: Environmental Challenges in Heritage Tourism

Pankhuri Kapoor and Tushinder Preet Kaur***

ABSTRACT

Heritage Tourism has emerged as a double-edged sword, offering economic benefits while posing significant challenges to the preservation of the natural environment. As heritage tourism continues to flourish, there is a growing recognition of its potential environmental impacts, prompting a call for sustainable practices and heightened environmental responsibility. The study begins by examining the intricate relationship between heritage tourism and environmental sustainability, acknowledging the sector's role in stimulating economic growth and cultural preservation. The research conducts a comprehensive case study analysis with respect to the three World Heritage Sites present in Delhi: Qutub Minar, Red Fort and Humayun Tomb respectively to examine the multifaceted impact of heritage tourism on fragile ecosystems. It provides insights into the complex interplay between heritage tourism and environmental conservation. However, the study also underscores the pressing need to address the environmental consequences, including habitat disruption, resource depletion and pollution associated with heritage tourism activities. The findings reveal that the impact of heritage tourism on the natural environment varies greatly depending on factors such as site accessibility, visitor volume and the effectiveness of conservation measures. It highlights the need for collaborative efforts among stakeholders, including local communities, government bodies and the tourism industry players to develop sustainable practices that safeguard both cultural heritage and the environment. Furthermore, it calls for a reevaluation of policy frameworks and the incorporation of environmental considerations into heritage tourism planning and development. In conclusion, this case study analysis provides valuable insights into the complex relationship between heritage tourism and natural environments. It offers a foundation for future research work and policy formulation aimed at fostering a harmonious coexistence between cultural heritage promotion and environmental conservation in the context of tourism.

Keywords: Heritage; Tourism; Environment; Conservation; Sustainability; Challenges.

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Role of Innovation in Tourism, Agri-business, Entrepreneurship and CSR for Long Term Sustainability

Sampada Bhawe and Nawdeep Kaur Chhabra***

ABSTRACT

In today's dynamic global landscape, the nexus of innovation and sustainable development has garnered significant attention across various sectors. This abstract encapsulates a comprehensive study that delves into the intricate relationships between innovation and sustainable practices in Tourism, Agri-Business Management, Entrepreneurship, and Corporate Social Responsibility (CSR).

Methodology: This research employs a mixed-methods approach, combining qualitative and quantitative methods to obtain a comprehensive understanding of the subject matter. Qualitative analysis includes in-depth case studies and interviews with industry experts, while quantitative data is collected through surveys and analysis of relevant datasets. By triangulating these sources of information, the study aims to provide a holistic view of how innovation drives sustainable development across the targeted domains.

Findings: The research uncovers compelling findings that highlight the instrumental role of innovation in shaping sustainable practices. Within the Tourism sector, technological innovation has led to enhanced customer experiences through personalized services and digital platforms. Simultaneously, the adoption of eco-friendly practices and responsible tourism initiatives has minimized negative environmental impacts. In Agri-Business Management, innovation-driven techniques such as precision agriculture and digital supply chain management have led to increased efficiency, reduced resource wastage, and improved agricultural productivity. Entrepreneurship is seen as a potent driver of sustainable development, with startups integrating environmental and social considerations into their business models. This integration not only fosters sustainable growth but also builds stronger connections with conscious consumers.

Research Limitations: While the study strives for comprehensive insights, it acknowledges certain limitations. The qualitative research might be influenced by respondent biases, and the scope of the study might not fully capture the nuances of every innovation-driven sustainable practice in the selected domains.

Practical Implications: The research holds practical implications for policymakers, businesses, and practitioners in the examined sectors. Insights gleaned from successful cases of innovation-driven sustainable practices can inform decision-making processes, helping organizations align their strategies with broader societal and environmental goals.

In conclusion, this study underscores the pivotal role of innovation in driving sustainable development across Tourism, Agri-Business Management, Entrepreneurship, and CSR. Through a rigorous research design, the study sheds light on the intricate connections between innovation, sustainability, and economic growth. By understanding these dynamics, stakeholders can collectively work towards building a more sustainable and resilient future across interconnected sectors.

Keywords: Innovation; Sustainability; Technology; Tourism.

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Sustainability of Dual System of Waste Management: Study with Respect to Bilaspur Municipal Corporation

Yashwant Kumar Sahu and Indu Santosh***

ABSTRACT

Practices adopted in various municipalities and corporation of modern India for solid waste management may be categorized roughly in two ways as MSW management through SLRM and Integrated Solid waste Management system. It is observed that SLRM are very much useful and successful for small capacity Municipality. However, in case of Large Municipality, Integrated waste management system is more effective and logical. As per as Chhattisgarh most of the Municipality have adopted MSW management through SLRM centers. However, Smart city like Raipur Municipal corporation having Integrated waste management system. As per as concern with the other smart city of Chhattisgarh i.e. Municipal corporation of Bilaspur dual system of waste management is in practice. Bilaspur Municipal Corporation has adopted SLRM as well as integrated waste management system for waste management. In this research paper sustainability of dual system of waste management (i.e. SLRM and Integrated Waste Management System) advantage and disadvantages have been discussed w.r.t. Bilaspur Municipal Corporation.

Keywords: Solid Liquid Resource Management (SLRM); Municipal Solid Waste (MSW); High Density Polyethylene (HDPE); Low Density Polyethylene (LDPE); Polyvinyl Chloride (PVC); Polyethylene Terephthalate (PET); Multi Layer Plastics (MLP); Swachh Bharat Mission (SBM); Ton Per Day (TPD).

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Unraveling Agricultural Finance Dynamics in Chhattisgarh: A Comprehensive Study

Vimal Kumar Patel* and Syed Saleem Aquil**

ABSTRACT

This research focuses on agricultural finance in the state of Chhattisgarh, India. Its primary purpose is to comprehensively analyse the existing agricultural finance mechanisms, their efficacy, and their impact on farmers' livelihoods. The study's design methodology incorporates a mixed-methods approach, combining quantitative and qualitative data collection techniques. Quantitative data is gathered through surveys to gauge the accessibility and utilization of financial resources by farmers, while qualitative data is derived from in-depth interviews with key stakeholders to understand their perceptions and experiences. The findings of this research reveal a complex landscape of agricultural finance in Chhattisgarh. While formal credit channels are accessible to a certain extent, there remains a considerable gap between the demand for financial resources and their supply. Limited financial literacy among farmers, coupled with bureaucratic hurdles, exacerbates the challenges in accessing these resources. Additionally, the study highlights the prevalence of informal lending practices that can lead to debt traps for vulnerable farmers. Research limitations include the potential for respondent bias, as participants might provide socially desirable responses. The scope of the study might not fully encompass all nuances of agricultural finance due to time and resource constraints. Additionally, the rapidly evolving nature of financial policies could impact the accuracy of findings over time. The practical implications of this study are substantial. Policymakers can utilize the insights to refine existing agricultural finance policies, focusing on enhancing financial literacy among farmers and streamlining credit delivery mechanisms. NGOs and development agencies can tailor their interventions to address the specific challenges farmers face in accessing formal finance. Furthermore, financial institutions can reevaluate their outreach strategies to better cater to the needs of the agricultural community in Chhattisgarh. In conclusion, this research sheds light on the intricacies of agricultural finance in Chhattisgarh and offers valuable insights for stakeholders aiming to improve the accessibility and effectiveness of financial resources for farmers. By understanding the nuances of the current landscape, more targeted and impactful interventions can be developed to uplift the agricultural sector and improve farmers' overall well-being.

Keywords: Agricultural Finance; Chhattisgarh; India; Formal Credit; Informal Lending; Financial Literacy; Rural Development; Policy Implications; Financial Inclusion; Farmer Livelihoods.

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Balancing Impact and Profitability: Exploring the Synergy between Social Entrepreneurship and Sustainable Startups in Addressing Societal and Environmental Challenges

*Sagar Sahu**

ABSTRACT

This research study's objective is to better comprehend how social entrepreneurship and sustainable startups can balance impact and profitability while tackling urgent societal and environmental concerns. This study explores the dynamic interaction between social entrepreneurship and sustainable startups. The paper analyses the approaches, problems, and results related to the integration of social and environmental objectives into entrepreneurial endeavors by using secondary data sources, such as academic literature, industry reports, and case studies. According to research, a balanced strategy can have good synergistic effects that will have an impact on both financial returns and social-environmental impact. The necessity for supporting ecosystems and flexible business models that promote sustainable development is highlighted by the fact that some trade-offs and limitations still exist.

Keywords: Social Entrepreneurship; Sustainable Startups; Impact; Profitability.

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A Study on Farmers Perspective towards KCC Scheme in Agriculture Finance with Special Reference to Raigarh District of Chhattisgarh State

Harjinder Pal Singh Saluja and Kundan Jangde***

ABSTRACT

KCC scheme is an agriculture credit scheme in India. The KCC scheme is a landmark in the history of rural credit in India. The study was conducted in Raigarh district of Chhattisgarh state during 2022-2023. In this research, descriptive research design was followed. The total sample for the present study was 162 KCC holders. For the collection of data, we have selected two blocks in the Raigarh district with the help of random sampling methods which were Kharsia and Dharamjaigarh. The main purpose of this research work was to identify the repayment behavior, satisfaction level, and opinion regarding various aspects of the KCC scheme. Percentages, rank, mean, frequency, and Chi-Square tests have been used in the form of statistical tools. The finding of this research paper is that the majority of the KCC holders have repaid their loan on time to the bank and when we talk about level of satisfaction, out of the total sample most of the KCC holders are fully satisfied with the KCC scheme.

Keywords: KCC Scheme; Agriculture Finance; Satisfaction Level and Repayment Behaviour.

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Study of Income of Sugarcane Farmers of Chhattisgarh: With Special Reference to Bemetara District

Gousewak Prasad, Dharmender singh**, Gousewak Prasad*** and Harjinder Pal Singh Saluja*****

ABSTRACT

Sugarcane is cultivated in large quantities among commercial crops. Due to lack of sugar factory and suitable market in Bemetara district, farmers are not able to get proper income. The average production of sugarcane in the district is 300 quintals per acre. Due to lack of suitable market in the district for the sale of sugarcane, farmers use their produce in a crusher to make jaggery. The production of jaggery depends on the grain obtained from sugarcane. The production of jaggery depends on the grain obtained from sugarcane. The production cost of sugarcane comes to an average of Rs 59220 per acre. On an average, 39 quintals of jaggery is produced per acre. Farmer produced jaggery is sold for Rs 2850. It is done at the rate of per quintal due to which the total income of the farmers is Rs 1,11,150. is received. The cost of making jaggery from a crusher is Rs 700. Thus, the cost of jaggery per quintal per acre comes to Rs 86520, due to which the net profit of farmers is Rs 24630 per acre. If farmers were to sell their produce in the factory, they would have to bear additional transportation costs, but they will not have to bear the cost of making jaggery. The total cost of selling in the factory was Rs 59220. And the amount received from sugarcane is the minimum support price of Rs 355. Per quintal and Rs 40.87. Per quintal recovery, total income Rs 1,18,761. will be. Agricultural cost is higher in sugarcane plantation crop.

Keyword: Sugarcane Agriculture; Agricultural Costs and Profits; Kisan Nyay Yojana; Sugar Factory.

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Perceptions of Indian Youth on Skill Development Programs and Their Impact on Employability and Entrepreneurship

*Sujata Panda**

ABSTRACT

In an era characterized by rapid economic changes and technological advancements, skill development programs have become pivotal in enhancing the employability and fostering entrepreneurial aspirations of the Indian youth. This study delves into the perceptions of young individuals in the Raigarh district of Chhattisgarh, India, regarding various skill development programs, such as Pradhan Mantri Kaushal Vikas Yojana (PMKVY), Deendayal Upadhyay Skill Development Program, and initiatives by the National Skill Development Corporation (NSDC). The research evaluates a comprehensive set of variables, including program content, training methodologies, curriculum, hands-on practice, industry exposure, trainer quality, training duration, certifications, and their collective impact on youth employability and career growth in entrepreneurship. Our investigation encompasses a diverse sample of students, including ITI (Industrial Training Institute), Diploma in Engineering, and undergraduate students in fields like Engineering, Science, and Management. A survey involving over 500+ participants drawn from four ITIs, six Diploma institutions, and four undergraduate colleges was conducted to gather insights into their perspectives on skill development programs. Additionally, a thorough literature review provided context and support for our hypotheses. The research posits a null hypothesis (H0) suggesting a positive relationship between skill development training programs and youth employability and entrepreneurship, contrasted by an alternate hypothesis (H1) asserting no such positive relationship. Our findings reveal strong and resonant opinions among the participants. A significant 87.8% of ITI students firmly believe that the type of training program and its quality positively impact youth employability. Similarly, 76.4% of Diploma students emphasize the critical role of hands-on experience in developing employability skills. Moreover, 66% of undergraduate students highlight the importance of long-term internships in enhancing employability skills. These sentiments extend to various aspects, including program content, training methodologies, and trainer quality, with all three categories of students affirming the influence of these factors on their career growth. In conclusion, this research presents compelling evidence of the perceived value of skill development programs among Indian youth and their profound impact on employability and entrepreneurship. By shedding light on these perceptions and using analytical tools to analyze the data, this study contributes valuable insights to the discourse on innovation and entrepreneurship in management, offering potential policy recommendations and program enhancements to foster the growth and prosperity of the nation's young workforce.

Keywords: Skill Development; Entrepreneurship; Career Growth; Training.

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Challenges Encountered by Mushroom Cultivators in Bilaspur: A Case Study

Namrata Ojha and Himanshu Vaishnav***

ABSTRACT

Mushroom cultivation, a promising agribusiness, has gained traction in various regions, including Bilaspur region of Chhattisgarh. However, the cultivation process is fraught with challenges that impact the productivity and sustainability of mushroom farms in this locale. This abstract presents a thorough examination of the problems faced by mushroom cultivators in Bilaspur, shedding light on key issues hindering the industry's growth. The primary challenges include environmental factors, such as temperature and humidity variations, which significantly influence the growth and yield of mushrooms. Localized climatic conditions in Bilaspur may deviate from the optimal range required for certain mushroom species, posing a hurdle for cultivators to maintain consistent production levels. Moreover, the scarcity of technical knowledge and advanced training among local farmers exacerbates cultivation difficulties. Limited access to updated information on modern mushroom farming practices, disease management, and quality control impedes the industry's progress. Bridging this knowledge gap is essential for enhancing the skills of mushroom cultivators in Bilaspur. In conclusion, understanding and addressing the multifaceted challenges faced by mushroom cultivators in Bilaspur are essential for fostering the growth and sustainability of the local mushroom industry. This abstract highlights the need for a holistic approach, encompassing technological advancements, education, supply chain improvement, and marketing initiatives to overcome these challenges and elevate the status of mushroom cultivation in Bilaspur.

Keywords: Mushroom Cultivation; Agriculture; Agribusiness; Entrepreneurship; Mushroom Farming.

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A Study of Relationship between Women Entrepreneurship and Sustainability: A Systematic Literature Review

Raji* and Durgawati Kushwaha**

ABSTRACT

There exists a notable global concern surrounding the existing gender inequalities, given their capacity to exert an influence on economic development. The area of entrepreneurship has a crucial role in enhancing global economic growth, attracting substantial attention from policymakers due to its increasing impact on economic activity. Moreover, the Sustainable Development Goals (SDGs) are closely linked to the crucial elements of "gender equality" and "women's empowerment," as the active participation of women is integral to the achievement of these objectives. The primary goal of this study is to analyze the relationship between women entrepreneurship and sustainability. This has been done through a systematic literature review (SLR) that analyses 28 scholarly articles published between 1980 and 2021. The highest number of research articles were published in academic journals including "Sustainability" and the "Journal of Cleaner Production". The keyword that was most commonly used is "sustainable entrepreneurship," which was observed to occur five times throughout the research. Moreover, a significant portion of the literature concentrates on investigating the correlation between gender inequalities and women entrepreneurship within the framework of sustainability, with subsequent attention given to the areas of impact and tourism. The main conclusion drawn from the conducted content analysis supports the idea that incorporating an appreciation for women's viewpoints is crucial for the enduring and sustainable growth of an organization. The historical lack of women serving as entrepreneurial role models is steadily decreasing, and there is now a significant group of highly skilled women involved in business endeavours. The current research indicates that women entrepreneurship is an area that exhibits significant diversity, hence presenting various possibilities for further research.

Keywords: Women Entrepreneurship; Sustainability; Systematic Literature Review; Gender differences; Impact; Tourism.

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Assessing the Impact of Sustainable Practices on Pilgrimage Tourism in Chhattisgarh

Sagar Chopkar and Archi Dubey***

ABSTRACT

Pilgrimage tourism holds a significant place in Chhattisgarh, a state in central India, with numerous religious sites drawing devotees and tourists alike. This research endeavors to assess the impact of sustainable practices on pilgrimage tourism in Chhattisgarh. Primary data collection methods, including surveys, interviews, and direct observations, were employed to investigate key variables related to sustainability and its effects on pilgrimage tourism. The study involved a sample of 200 pilgrims and tourists visiting various religious sites in Chhattisgarh. The research focused on several dependent variables to evaluate the outcomes of sustainable practices. These variables included the number of pilgrims and tourists, economic contributions to local communities, environmental conservation efforts, and social well-being indicators. Our findings indicate a significant impact of sustainable practices on pilgrimage tourism. Economically, sustainable pilgrimage tourism exhibited a favorable impact, contributing to enhanced local income levels and the development of small businesses. Additionally, our research revealed notable progress in environmental conservation efforts, with waste management and biodiversity preservation garnering increased attention. The study also underscored improved social well-being among local communities, where sustainable tourism practices enhanced community involvement and cultural preservation. These outcomes emphasize the potential of sustainable practices to not only boost pilgrimage tourism but also promote overall well-being and environmental stewardship in Chhattisgarh's religious tourism sector. This research informs policymakers, religious authorities, and tourism stakeholders on the merits of sustainable practices, supporting their integration into the management of pilgrimage destinations.

Keywords: Chhattisgarh; Local Community; Environmental Conservation; Pilgrimage Tourism; Sustainable Practices.

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Socioeconomic Factors Influencing Millet Consumption Patterns in Tribal Community of Central Chhattisgarh

Neetya Jha and Archi Dubey***

ABSTRACT

The research focuses on exploring the socioeconomic factors that shape millet consumption patterns within tribal communities in Central Chhattisgarh. Millets, being drought-resistant and nutritionally rich, hold significant promise for enhancing food security and sustainability, especially in marginalized tribal populations. This study aims to analyze the current patterns of millet consumption and the extent to which socioeconomic variables influence these patterns. It will investigate the roles of income, affordability, cultural traditions, nutritional knowledge, and government policies in determining millet consumption among tribal communities. The research also evaluates the availability and accessibility of millet products in local markets, considering the potential impact on consumption choices. By identifying the challenges and opportunities, this study intends to offer practical recommendations for promoting sustainable millet consumption, addressing food security, improving nutrition, and enhancing the overall well-being of tribal communities in Central Chhattisgarh. The outcomes of this research have the potential to inform policies and interventions tailored to the specific needs of these marginalized communities.

Keywords: Central Chhattisgarh; Millet Consumption; Socio-Economic Factors; Tribal Women.

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Women Entrepreneurs and Covid-19: Challenges and Opportunities

Keerthi Chandrika* and Bhanumathi P.**

ABSTRACT

The pandemic has resulted in new solutions to rising technological challenges. Entrepreneurship has provided opportunities from the Medieval period to Post independence. This historical concept has boomed in the pandemic era. Women's entrepreneurship has taken a crucial role in the global economy. Women entrepreneurs are essential in creating employment, group dynamics, communication, and economic flow. This paper mainly focuses on the women entrepreneurs, the challenges faced during pre and post-Covid, and the opportunities identified.

Keywords: *Women Entrepreneurship; Pandemic; Education; Innovation.*

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Sustainable Practices in Tourism: Grey Forecasting Model for the Tourism Industry in GCC Countries

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ABSTRACT

Tourism is emerging as a key driver in the country's economy which can significantly contribute to the preservation and promotion of the country's valuable heritage assets, popularizing the country as a one-of-a-kind tourism destination, as well as generating local job opportunities. It is one of the most visible and rapidly increasing industries in the global economy and it is one of the most significant economic, socio-cultural, and environmental factors influencing our globe, influencing indigenous people and communities, visitors, industry, and government. A rise in tourism might benefit countries economically, especially in terms of GDP. The GCC country policymakers are motivated to view the tourism sector not only as a source of revenue but also, more forcefully, as a strategy to accomplish sustainable development objectives through economic diversification from oil to non-oil and resolving their unemployment issues. This is because of the crucial role that the tourism sector has played in the global economy over the past ten years. It would assist to increase the value and revenue of the entire tourism sector, hence promoting regional economic growth. Accurate and trustworthy projections are required to effectively direct production planning, pricing, promotion, strategic marketing initiatives, labor, and capital resources. Because of the perishable nature of the commodity, accuracy is especially critical for estimating tourism demand. This study aimed to analyze and predict tourism patterns over the coming years using the advanced Nonhomogeneous Discrete Grey Model (NDGM). The findings will be expected to help policymakers develop suitable measures to support the travel sector and advance sustainable tourism in GCC countries.

Keywords: Tourism; Nonhomogeneous Discrete Grey Model; Relative growth Rate; Doubling Time; Forecasting.

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Innovation in Agripreneurship for Sustainable Development

Sneha R. S.* and K. Poornima**

ABSTRACT

Cotton is one of the most important commercial crops cultivated in India and accounts for around 25% of the total global cotton production. It plays a major role in sustaining the livelihood of an estimated 6 million cotton farmers and 40-50 million people engaged in related activities such as cotton processing & and trade. The Indian Textile Industry consumes a diverse range of fibre and yarns and the ratio of use of cotton to non-cotton fibre in India is around 60:40 whereas it is 30-70 in the rest of the world. Post-harvest, farmers burn the residue of cotton stalks after the cotton is taken out along with seeds. The world is now warming faster than at any point in recorded history. Cotton stalk (CS) plant residue left in the field following harvest must be buried or burned to prevent it from serving as an overwintering site for insects such as the pink bollworm (PBW). This pest incurs economic costs and detrimental environmental effects. Also, cotton plant and their residue can be used as a product and can be put for multiple uses which will give an additional income to farmers alongside contributing to a green economy. In this context, this secondary data-based research work aims at presenting the innovativeness that can be used through agripreneurship which contributes to sustainable development with a specific focus on the cotton plant. The findings support the reusable and alternative use of cotton stalks for a better ecosystem as a whole.

Keywords: Cotton Stalks; Carbon Emissions; Greenhouse Gas; Sustainability.

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Revolutionizing Higher Education: Conceptualizing National Ranking System for Higher Education Institutions in Oman

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ABSTRACT

Purpose – This article aims to construct a conceptual framework that integrates concepts from marketing, total quality management, and business education to understand how stakeholders perceive the role of Higher Education Institutions operating in Oman (OHEIs) in achieving country-level Sustainable Development Goals (SDGs) that align with Oman Vision 2040 and rank their performance accordingly in order to reflect their competitive advantage from knowledge and capital perspective. **Design/methodology/approach** – The paper utilizing an elaborate qualitative research design and a detailed case study approach. The methodology used was based on the well-known SIPOC (Supplier, Input, Process, Output, and Customer) method from Six Sigma approach, which aids in defining the work scope and clarifies the steps involved in aligning HEI's ranking system with SDGs. **Findings** – The article states that although Higher Education Institutions (HEIs) in Oman have started to gain an international presence, they are facing challenges in demonstrating their direct contributions to national development. There should be an outcomes-based assessment of HEIs' performance in Oman on a national level, with a focus on integrating sustainable development goals (SDGs) into strategic and action plans. **Originality/value** – This paper is among the first to propose the Oman's first multidimensional ranking system for higher education institutions that is in line with the country's education plan and Oman Vision 2040. This is significant because it highlights the nation's commitment to sustainable development and establishes HEIs as key players in achieving that objective. **Limitations** – As this is a conceptual paper which heavily rely on the authors' interpretation and understanding of existing literature related to HEI's performance measurement, its interpretation can be influenced by personal biases, leading to potential bias in the development of conceptual framework. Also, this paper focuses on specific niches. This narrow focus may exclude other relevant variables that could influence the development of the national HEI ranking tool. Add to that, this paper does not typically provide empirical evidence to support the proposed framework.

Keywords: Higher Education; University Ranking; Sustainable Economic Growth; Multidimensionality – SDGs.

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Total Quality Management and Environmental Practices in Indian Pharmaceutical Industry

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ABSTRACT

The Total Quality Management in pharmaceutical industry aims to ensure the quality of all practices and activities in the organisation to fulfil the expectation of all stakeholders. Pharmaceutical companies in India recognize the gravity of rising environmental concern and green innovation practices which are implied in Total quality management practices in pharmaceutical companies in India. It is important to know the extent of environmental impact in pharmaceutical activities through green innovations and environmental management systems. The level of total quality management practices in pharmaceutical companies in India is measuring with environmental management practices and the environmental dimensions. That is also often used to measure the final outcome of total quality management of pharmaceutical companies in India. This article discloses and implicates the different aspects and benefits of environmental management practices and evaluates the final outcome of these practices. The environment protection as a part of Total quality management in pharmaceuticals companies is very much socially relevant and that create radical changes in the society. The benefits of implementing green innovations and green practices the researcher used twelve independent variables and for final outcome of Green innovation and Green practices eight independent variable are also used. For analysis of data descriptive and inferential statistics were applied. The descriptive statistics used are mean, standard deviation and variance. The final statistics used for the studies are one sample t test, independent sample t- test, One way ANOVA, Confirmatory Factor Analysis (CFA) Model and Structural Equation Modelling (SEM).

Keywords: Total Quality Management; Environmental Practices; Pharmaceutical Industry; Green Innovation; India.

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Track 5

**Innovation and Sustainable Development in
Operations & Supply Chain Management**

Empirical study on the Reverse Logistics Issues of the Remanufacturing Process in India

Ajay K. Sinha* and Hanumantha Rao P.**

ABSTRACT

The growing awareness of environmental issues has created enormous pressure on government and corporate bodies to preserve our natural resources. In recent years, numerous companies have successfully implemented product recovery operations in their business plans. Among these, remanufacturing is one of the highly sustainable and profitable product recovery alternative. In this process, discarded products are transformed into usable ones through a series of value added activities. There are many western countries that have adopted remanufacturing as an alternate source of revenue generation. But in India, it is still in its infancy stage. In this research, we identified the most critical factors in the area of “Reverse Logistics” for the feasibility of remanufacturing business in India. For this, we conducted a questionnaire survey among employees of Indian manufacturing companies, including both Original Equipment Manufacturers (OEMs) and suppliers. The research sample size comprised of 43 responses. To identify the critical factors, responses were first analysed through one sample t-test. Afterwards, weighted score were calculated for the critical factors to provide ranks based on their criticality in starting remanufacturing business. The findings may help the Indian government and manufacturing firms to frame the policies related to product take back and thus helps in evading landfills, incineration and environmental pollution.

Keywords: Reverse Logistics; Remanufacturing; Empirical Study; India.

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Global Supply, Production, and Value Chains: Looking beyond Production Processes

*Sovik Mukherjee**

ABSTRACT

This paper aims to critically analyze the implications that the national protectionist policies have on the global supply and value chains and the relocation of production. The analysis is based on the assumptions that the global economy is facing the possibility of decoupling of many trade connections and this trend favors deglobalization processes which have long been promoted by populism, nationalism, and economic protectionism. In this backdrop, the paper is divided into two parts. In the first part, it is concluded that global supply, production, and value chains although being economically efficient, are no longer any more secure under national protectionist policies and therefore, the relocation of production processes is mainly due to the increase in the level of income and wages of the developing countries that act as the destination. Profit maximization or economic efficiency is driving the development of global value chains (GVCs). In the second part, the paper focuses on how the trade dispute between the United States and the People's Republic of China, runaway climate change, and COVID-19 are all showing how protectionism and geopolitical tensions, environmental risks, and pandemics can undermine the stability of GVCs and even force their reorganization geographically. In the context of these newly defined risks, the paper discusses how GVCs need to look beyond the production processes.

Keywords: Global Supply Chains; Production Chains; Protectionist Policies; Value Chains; USA; China.

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Logistics 5.0 will be More Influencing than Logistics 4.0 for Green Transport Implementation and Sustainability in Indian Road Logistics

*Soumyajyoti Bhattacharjee** and Dilip Kumar***

ABSTRACT

Businesses are trying hard to stay at the top of their industry by keeping up with the constantly evolving digital world. The main changes in this regard can be seen in the manufacturing and logistics sectors. On the other hand, India's need to speed up its commitment to reach net zero emission as per commitment made by GOI at COP26, Glasgow, 2021. To fuel up the journey, adaption of technology is highly desirable. 60% of freight in India is carried by Road transportation. 70% carbon emission contributor are Road freight Carrier. As per Niti Ayog, today, trucks represent just 3% of the total vehicle fleet (including both passenger and freight) yet are responsible for 53% of PM emissions. The manufacturing and logistics industry is integrating its ecosystem with cutting-edge new technologies like the use of IoT in supply chain management. Automation and AI, robotics, language process and lean manufacturing are experiencing a drastic and swift change in technologies that control and support them. The major difficulties faced by this sector in the pandemic times have, however, allowed them to learn positive lessons. The need to handle and face the disruptions effectively during COVID-19 heralded the technological transition to Logistics 4.0. Now, the shift towards sustainability is leading to the transition towards Logistics 5.0. The futuristic journey of logistics has been affected by the pandemic immensely. It has spurred a huge shift and significant changes in the logistics and manufacturing sector. The changes and overhaul due to the COVID-19 impact on logistics must be a part of the new environment around the globe by considering factors such as resilience, competitiveness, and sustainability. The logistics demand rose to an all-time high due to people not being able to step out of homes, which led to several problems major one being increase in carbon emission. Other problem like scarcity of containers, new security measures and problems with renewing crews, delays, blockades and much more are also area of concern. This highlighted the weaknesses of the classic schemes of the logistics industry and sped up the transition of logistics towards 4.0. Companies in this industry have been forced to invest in innovation and technology to increase resilience and competitiveness in the coming future. With the pandemic coming to an end, the productive system is to be transformed to cater to sustainability and digitization simultaneously. This is where Logistics 5.0 comes into the picture. With the need for both sustainability and digitization, the logistics 5.0 revolution is required.

Keywords: Supply Chain; Logistics 5.0; Logistics 4.0; Technology; Truck Industry; Carbon Emission.

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Democratizing India's Digital Marketplace with ONDC: Pushing Digital Economy and Sustainability

*Annu Kumari**

ABSTRACT

Today, India's e-commerce is ushering towards inclusive growth with the Open Network for Digital Commerce (ONDC). It is a revolution in e-commerce practices that aims to solve consumers' day-to-day problems and democratize business practices. Since India's e-commerce has much untapped potential, ONDC will grow the merchandise value shortly. Thus, this paper attempts to analyze the role of ONDC in creating an integrated commerce network and digital economy. Also, this study evaluates the implications of ONDC on achieving a sustainable logistics ecosystem. To fulfill the objective of this study, meta-analysis methodology has been applied to analyze data from various studies that pertain to the same topic.

Keywords: E-commerce; ONDC; Sustainability; Logistics.

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What Should Happen to Your Used Toothpaste Tubes

Akram Azaz*

ABSTRACT

Introduction: It is often witnessed that the most common of all things go unnoticed, and in terms of attaining sustainable future, one such example is the disposal of used or empty toothpaste tubes. It is probably the first and the last product of the day that people use, and yet consumers forget to pay attention to where does the disposed toothpaste tube go, what happens to it after it is thrown away and where it should actually go. In order to make our world more sustainable, one must be aware and always look for ways to Reduce, Re-use and Recycle; and the same must apply to one of the most widely used household product i.e., Toothpaste tubes.

Problem: Every year almost 415 crores of toothpaste tubes are sold around the globe. Consumers throw away their used toothpaste tubes in dustbins without thinking about its fate. These tubes end up sitting in our landfills for almost 500 years before getting decomposed. Sometimes it also reaches our water bodies harming aquatic lives and disbalancing our ecosystem. A toothpaste tube may look small but the large volume makes it a real-world problem to deal with.

The methodology used by the authors is secondary in nature. Online Newspaper articles, research articles from reputed journals, blogs etc. regarding the topic are the sources of information.

This paper will discuss the challenges that are being faced, both technical and practical, while recycling these used or empty toothpaste tubes. It will also discuss several initiatives undertaken by the corporates and manufacturers to mitigate the situation of such high amount of plastic waste from getting into the landfills. This paper will propose ways to tackle the challenges that are being faced in recycling and also few alternatives that can be employed to reduce waste disposal.

Keywords: Circular Economy; Plastic Pollution; Sustainability; Supply Chain; Toothpaste Tubes; Recycle.

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Beyond Crisis Management: Synthesizing the Nexus between Supply Chain Maturity, Resilience and Sustainability

*Sanjeev Kumar Khare**, *Vineet Bhatia*** and *Sumati Sidharth****

ABSTRACT

Purpose: In our modern globalized world, businesses need to be proactive when it comes to managing their supply chains. They should be ready to handle the effects of both natural disasters and human-caused disruptions. To do this, they need to understand the different levels of strength and adaptability their supply chains have. This research project creates a kind of blueprint that explains how these strength and adaptability levels are connected. The goal is to help companies make smarter decisions by bringing these two ideas together.

Methodology: Careful review of existing literature has been carried out to choose the main concepts that relate to strength and adaptability by studying what other experts had already written. With these concepts in mind, we put together a model with various levels of strength and adaptability.

Limitations of Research: While the research provides inputs about managing supply chains, especially when it comes to strength and adaptability, it's not the final answer. Instead, it sets the stage for future studies to test and improve the model.

Implications: In practical terms, the research can be helpful for supply chain managers. It can give them ideas on how to make their supply chains more resilient by thinking about both strength and adaptability. This is super important, especially in tough times like the COVID-19 pandemic. The research gives us a full picture of how strength and adaptability work together in supply chains. This makes it an important addition to what we understand about supply chain theory because it shows how these two important ideas fit together.

Keywords: Supply Chain Resilience; Disruptions; Sustainability; Supply Chain Risk Management; Adaptability; Covid-19; Systematic Review; Integrating.

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Dynamic Role of Traffic Police in Shaping the Physical Infrastructure of the City for Effective Traffic Management and Enforcement - Case of Mumbai City

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ABSTRACT

Mumbai has approximately 2000Km roads that constitute 14% of the total developed area of Greater Mumbai. As per the latest comprehensive mobility plan released by the Brihanmumbai Municipal Corporation, total trips in the city are approximately 2.2 million. Catering to the mobility needs of this large population within such a limited road space is often a challenge and the city is constantly under construction trying to augment road capacity and lately, by means of large-scale metro construction, public transport capacity. Over the past two decades, Mumbai has primarily focused on building large scale road infrastructure such as flyovers and freeways. Mumbai is at a critical juncture. On the one hand, it faces the risk of increasing climate impacts and on the other hand it must cater to the mobility needs of an increasing population within its limited space. It has reached a stage where any drastic demand management measure has an extensive adverse impact. But it's also well established that for the city to effectively move people and to counter the climate risks, it will have to prioritize moving people over moving vehicles. While this may seem like the responsibility of the planning agencies in the city, this paper explores the role of Traffic Police in bringing about this change. Through a couple of implementations use cases it argues that, in the current institutional structure, the Traffic Police plays an essential role in shaping the physical infrastructure of the city to ensure better safety and accessibility to its citizens. The role of traffic police in shaping the physical infrastructure of the city for effective traffic management and enforcement is the need of hour. The authors conducted comprehensive literature review, use of case study method considering important HP Junction and Nagpada junction in Mumbai city. The present study is limited to two important junctions only with implications to suggest a relationship between road traffic congestions, traffic management and enforcement. The future scope for the study is that similar research of other important junctions in Mumbai city or in other metropolitan cities may be carried out to make them sustainable smart cities.

Keywords: Mumbai City; Traffic Police; Sunday Streets; Redesign; Infrastructure; Traffic Management; Laws; Enforcement.

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CMMI's Requirement Management /Development and Technical Solutions Process Area-based Conceptual Framework for Ensuring Sustainable Operations, Services & Product Development for Mining Industry

Praveen Harkawat and Manish***

ABSTRACT

Mining is a complex business, where compliance and safety is of utmost importance. Organizations across the globe have been trying to develop innovative processes/solutions to meet stringent regulatory requirements and ensuring sustainable operations. Companies have implemented lean, TQM, Kaizen etc. to ensure sustainability in mining processes/solutions but with limited success. We are proposing a new framework based of CMMI, which is one of the most widely used model by IT industry. The customized framework will help mining organizations in ensuring sustainability and support miners in optimizing the operations. It will cover processes/practices starting from sustainability requirement development, management & design to implementation and support optimized operations. The proposed framework will provide a rating/maturity of the sustainability requirement & implementation related practices in mining organizations and will help management in taking an objective decision to improve the compliance & operations further. The framework can also be used by mining solution providers for improving the mines related products and equipment's.

Keywords: Sustainability; CMMI; Safety; Compliance; Mining.

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AI/ML and CMMI's Risk Related Process Areas-based Conceptual Framework for Better Safety & Risk Management and Sustainable Operations in Mining Industry

Praveen Harkawat* and Manish Dadhich**

ABSTRACT

There have been increasing concerns regarding safety and risk management during mining operations. Mining is a complex task, needs a strong risk assessment framework to prevent accidents & hazards. Also, for mining activities to deliver maximum contributions in line with the SDGs (3 & 8, health & safety) requires innovative thinking and action to ensure safety of mines/workers. So, for optimal risk assessment & safety and sustainability in Mining, we suggest an AI/ML & CMMI's Risk Management (RM) Process Area (PA)-based conceptual framework which will help miners in better measurement & control. Research suggests that combination of latest technologies, frameworks and systems is best way to handle complex safety & risk functions. To achieve best organizational-wide safety & risk tracking a combined strategy is needed. To get best results there is a need to adopt a framework like CMMI, which is a proven model used by IT companies and combine it with AI/ML concepts. The proposed framework will provide a set of risk-based practices & help mining organizations in better risk management supported by AI/ML tools. It will also provide a rating/maturity of risk practices in the organisation. The proposed framework will help the organisation in getting the quantitative rating/maturity of risk related practices and will work as a Decision Support System for the senior management & decision makers.

Keywords: Sustainability; Operations; Mining; AI/ML; CMMI; Risk; Safety.

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Utilization of Bamboo as a Construction Material for Low Cost Hotels and Resorts

Bhanuprakash Jaiswal and Nupur Agrawal***

ABSTRACT

The main purpose of this paper is to raise civil society awareness of bamboo as a potential building material for affordable housing and resorts in India. In order to achieve the purpose of this study, a comparative study was conducted between a conventional reinforced concrete two-story building and a RC (reinforced concrete) two-story building with bamboo partitions. From the cost analysis, it is clear that the construction cost of his two-story RC building with bamboo partitions is lower than that of his two-story conventional RC building. In addition, since the planned building has a lower self-weight than the conventional building, it was found that the seismic load is also lower than that of the conventional building. Using bamboo as a building material can reduce the domestic demand for bricks. As a result, the feeling of CO₂ gas is reduced. Bamboo walls reduce wall construction costs by 53%. In addition, buildings with bamboo partitions are not only more economical than brick partitions, but they are also more aesthetically pleasing. It's extensively accepted, without mistrustfulness, that urbanisation has changed and lifted living norms of numerous residents by producing further jobs, advanced per capita inflows, invention openings, and more. Still, civic living, especially growing at a high- speed, comes with consequences to the terrain and the world that we inhabit. As much as we love urbanisation and the comfort that comes with it, our world is suffering from that same process that's making our lives easier and more accessible. In producing finagled bamboo timber, will first reference these town lets from original growers who supply large poles of bamboo. Following is the “process” (split, aeroplane, treat, and dry swaths), which turns the poles into stable and long confines. The bamboo is also fused together to form any type of configuration. Price is one of the thresholds that bamboo must overcome in order to be encyclopaedically applicable. Utmost structures are erected on the fastest, cheaper, and loftiest quality accoutrements.

Keywords: Bamboo; Brick Partition; RC; CO₂; Durability; Heat Resistance; Comfort.

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Agile Strategy for Raw Material Management Process of an Integrated Steel Plant in India

Ritesh Mishra*

ABSTRACT

With the increasing global competition, organisations are continuously improving their operational practices and cost efficiency to get a competitive edge. This paper involves a case study of Jindal Steel & Power dealing with a huge amount of raw materials handling and transportation. This paper discusses the important requirements of agile strategy, steps to adopt agile and potential cost savings. Steel industry is having blend of various management approaches on raw material inventory like ERP, JIT, EOQ based on various conditions like geographic location etc. The existing system of Jindal Steel & Power has been studied and proposed a model to reduce inventory cost. This paper adds new knowledge on agile strategy for raw materials management. It is based on quick response to the dynamic condition of steel plant and possible change in the process of management with agility. Potential saving in present case and proposed case are compared and discussed.

Keywords: Agile; Raw Materials; Inventory.

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Behavioral Supply Chain Management: A Bibliometric Analysis using R

Yugal Kishor Pradhan and Saket Jeswani***

ABSTRACT

Supply chain management has evolved significantly over the years, with a growing recognition that human behavior plays a pivotal role in its success. Human behavior is dynamic in nature and hence understanding and managing behavioural dynamics is very difficult and important. A number of literatures concentrating on specific aspects of behavioral supply chain management (BSCM), such as trust, collaboration, and commitment, as well as some with a broader scope, have been published. This article presents a bibliographic analysis of research in the field of BSCM using the reliable data analysis tool R. The study analyzes the historical progression of BSCM research using bibliometric techniques, highlighting its development and transformation over time. The analysis identifies influential scholars, institutions, and nations that have shaped this field significantly. Moreover, by analyzing co-authorship networks, study uncover collaborative patterns among researchers and cast light on the dynamics of knowledge exchange within the BSCM community. The findings will enable scholars and practitioners to better understand the BSCM, what its strengths and potential are, the contexts in which it has been utilized, its existing limitations, and the sort of methodological advancements needed in future studies.

Keywords: Supply Chain Management; Behavioral Supply Chain Management; Systematic Literature Review.

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Healthcare Waste Management through Automation, AI and IoT: A Path to Enhanced Sustainability

Gazala Yasmin Ashraf*

ABSTRACT

Healthcare facilities produce substantial amounts of waste including hazardous waste that requires careful handling and disposal. Traditional waste management techniques fall short on both efficiency as well as sustainability. The healthcare sector is recognizing how crucial effective waste management is to reaching sustainability goals. To streamline waste management practices, automation technologies such as robotic systems and automated trash segregation are used (Gupta et al, 2019). By reducing human exposure to dangerous contaminants, these systems improve garbage sorting accuracy. AI plays a crucial role in improving waste management by anticipating garbage generation trends and enhancing collection schedules (Yazdani et al 2020). Machine learning algorithms anticipate waste volume by analyzing historical data, allowing for effective resource allocation and waste reduction measures. AI-driven image recognition systems help identify and separate recyclable items supporting the ideas of the circular economy (Oluleye et al, 2021). This study covers a comprehensive overview of the impact that automation, AI, and IoT are having on healthcare-based management and its implications on sustainability. It analyzes the many facets of this transformative method by drawing on pertinent secondary literature. IoT-enabled sensors and real-time monitoring offer unprecedented visibility into waste streams (Kumar et al., 2018). Smart bins equipped with sensors can transmit fill-level data, facilitating timely waste collection and reducing unnecessary trips. IoT solutions can ensure regulatory compliance and reduce environmental concerns by monitoring temperature-sensitive biomedical waste (Zhang et al., 2019). Gupta et al. (2019) emphasize the reduction in human error and improved safety through automation, while Yazdani et al. (2020) highlight waste reduction and resource optimization through AI-powered predictive analytics. However, challenges such as data security, initial investment costs, and technology integration complexities must be addressed. Ensuring proper training and education for healthcare staff in utilizing these technologies is also essential.

Keywords: Healthcare; AI; IoT; Waste Management; Sustainability.

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Assessing the Role of Government Regulations and Policies in Promoting Sustainable Supply Chain Practices in India

Gazala Yasmin Ashraf and Priyal Gordiya***

ABSTRACT

Sustainability has topped the Global agendas for economic and environmental well-being. Sustainable supply chain practices have become pivotal in accomplishing these objectives. This study aims to explore the multidimensional relationship between government regulations and policies in India and its impact on promoting sustainable supply chain practices through secondary literature review. It will try to provide an insight into opportunities, outcomes, and challenges of government interventions in this context. Governmental initiatives in India now consider a variety of sustainability-related factors. The E-Waste (Management) Rules of 2016 are a testament to India's dedication to environmentally responsible electronic waste disposal (Government of India, 2016). With the adoption of these regulations, a new era of responsible electronic waste management will begin. Labor laws have become advocates for ethical treatment within supply chains on the social front. These rules, which place a high priority on treating employees fairly, seek to guarantee that moral labor standards predominate at the core of India's supply chains (Kumar & Pattanayak, 2014). They paved the way for honorable and fair working conditions. Governmental initiatives provide incentives that encourage sustainability. Businesses can embrace sustainable practices thanks to tax advantages for eco-friendly logistics and investments in renewable energy, as well as programs like "Make in India" (Gov. of India, 2021). This legislative framework fosters domestic production's sustainability while boosting supply chains' adaptability (Zhu & Sarkis, 2021). The necessity for efficient enforcement mechanisms, the harmonization of state-level legislation, and striking a balance between economic growth and environmental goals are ongoing challenges (Choudhary & Sarkis, 2021). A successful regulatory system must also promote stakeholder awareness and cooperation, according to Chopra et al. (2019). In conclusion, government rules and regulations have a significant impact on how India develops its sustainable supply chain processes. They give companies a platform for addressing environmental and social issues and advancing moral behavior. Future studies should concentrate on determining how these policies will affect society over the long term and investigating ways to increase stakeholder engagement and compliance.

Keywords: Sustainability; Economic and Environmental Wellbeing; Sustainable Supply Chain Practices; Government Regulations and Policies.

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Eco-friendly Supply Chain Management and Its Impact on Sustainability: A Study of Cement and Steel Industry

Gazala Yasmin Ashraf* and Ananya Shrivastava**

ABSTRACT

Global greenhouse gas emissions are increasing day by day and among significant contributors to this stands the cement and steel industries to mitigate environmental impact. Along with enhancing economic growth Eco friendly supply chain management practices have emerged as the crucial strategy. This paper aims to find out the implementation as well the impact of eco-friendly supply chain management in cement and steel industries in context of enhancing sustainability. A range of strategy is present in eco-friendly supply chain management to reduce environmental harm, facilitate optimal consumption of resources and to minimize carbon emission across the whole supply chain. The cement and steel industries are characterized by extensive resource requirements including power consumption and have significant environmental footprint. They draw global attention towards sustainability for mitigating the negative impact which is caused by them. Literature review is done to throw light on the various facets of eco-friendly supply chain management in cement and steel industries. Zu and Sarkis (2017) have highlighted the importance of sustainable practices emphasizing the need for eco-friendly supply chain management measures in resource intensive industries. Govindan et al (2014) have discussed the positive effects on reducing emission and enhancing sustainability performance by integration of green practices in supply chain management. Case studies from organizations like Arcelor Mittal, ACC etc. showcased the tangible benefits of eco-friendly supply chain management implementation. The outcome of such practices encompass reduced emissions, improved corporate reputation, regulatory compliance and cost saving. They also enable the organization to achieve sustainable goals in aligning with global initiators like United Nations sustainable development goals (SDGs).

Keywords: Eco-friendly Supply Chain Management; Sustainability; Environmental Impact; Sustainable Goals.

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Mediating Effects of Technology Adoption between Supply Chain Operations and Supply Chain Efficiency leveraging towards Sustainable Development

Karpagavalli G. and Ismayil Dakhani***

ABSTRACT

In today's dynamic and interconnected global marketplace, the integration of new technologies holds the potential to revolutionize supply chain efficiency and redefine business paradigms. Earlier studies have indicated that by leveraging IT, firms can develop stronger supply chain capabilities that lead to improved efficiency, effectiveness, and competitive advantage. However, there is limited understanding of the Mediating Effects of Technology Adoption between Supply Chain Operations and Supply Chain Efficiency with reference to third party logistics service companies. This study presents a comprehensive analysis conducted to deeply understand the transformative implications of technology adoption within the context of supply chain operations and its efficiency. This research aims to bridge the existing research gap by meticulously evaluating the role of Warehouse Management Systems (WMS), Transportation Management Systems (TMS), data analytics, and the adoption of artificial intelligence (AI) and block chain technology in enhancing the efficiency of supply chain networks focusing on the ninth goal of sustainable development goal-Industries, Innovation and Infrastructure. Supply chains have evolved into intricate ecosystems that extend across geographical boundaries, and efficient management of these networks is paramount for organizations seeking sustainable growth and competitive advantage. The advent of innovative technologies has heralded a new era in supply chain management, promising streamlined processes, heightened visibility, enhanced decision-making, and improved resource allocation. Yet, despite the burgeoning interest in technology integration, there remains a dearth of comprehensive research that holistically examines the transformative impact of these technologies on the efficiency of supply chain operations. Through a judicious combination of theoretical frameworks, empirical analysis, and practical insights, this study endeavors to fill this critical research gap. By engaging with industry professionals and the employees of the logistic company, the researcher seeks to quantify the perceptions and attitudes of experts regarding the potential of technology adoption to reshape supply chain efficiency. Leveraging a structured questionnaire distributed through the Google Form platform, the study aims to capture nuanced insights into the multifaceted impact of technology on diverse supply chain facets, from inventory management to last-mile delivery. By employing the Likert scale analysis as the quantitative tool, the study aspires to provide robust evidence of the correlation between technology adoption and supply chain efficiency enhancement. Initial findings suggest a strong positive relationship, indicating that businesses embracing advanced technologies experience tangible benefits, including reduced operational costs, accelerated order fulfillment, improved demand forecasting, and heightened customer satisfaction. Furthermore, the study endeavors to assess the challenges and opportunities associated with integrating new technologies into existing supply chain frameworks. The outcomes of this research are expected to offer actionable insights for supply chain managers, business leaders, and policymakers. The study not only enriches the theoretical understanding of technology-driven supply chain transformations but also provides pragmatic recommendations for organizations aiming to harness the full potential of technological advancements. By navigating the intricate intersection of technology, strategy, and operations, this study contributes to the broader discourse on reimagining supply chain efficiency in the digital age for its sustainable development.

Keywords: Supply Chain Efficiency; Demand Forecasting; Warehouse Management System; Transportation Management System; Artificial Intelligence; Block Chain; Supply Chain Visibility; Sustainability, SDG.

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Examining the Integration of Green Initiatives in Port Operations: A Comprehensive Review of New Mangalore Port Authority towards Sustainable Port Management

Prathvi T. N.*; R. Lakshmi**, Pradyot Ranjan Jena*** and Ritanjali Majhi****

ABSTRACT

Port sustainability has become a serious global concern, as ports play a critical role in facilitating international trade and economic growth. By embracing sustainable practices, seaports can not only mitigate their environmental footprint but also foster economic growth, promote social well-being, and contribute to a more sustainable and resilient maritime industry. This research aims to analyse the implementation of green initiatives in New Mangalore Port and evaluate their impact on port operations and overall sustainability, which would help in striking a balance between environmental conservation and socioeconomic development. The study emphasizes the importance of a balanced approach that ensures the well-being of both present and future generations. By adopting sustainable strategies, the port can contribute to global environmental conservation, social welfare, and economic prosperity. This research paper provides insights into the environmental, social and economic aspects of sustainability practices of New Mangalore Port and proposes recommendations to enhance its sustainability performance. This study also looks into port sustainability initiatives implemented by the port by analyzing the port data through secondary data sources from the year 2016 to 2022. The findings highlight the importance of balancing economic growth with environmental and social responsibility. Understanding the sustainability initiatives of New Mangalore Port would facilitate the identification of areas for improvement and contribute to the broader goal of achieving a more sustainable seaport and maritime domain in India.

Keywords: Sustainability; Seaports; Green Port Initiatives; Port Operations; Maritime Sector; Harit Sagar Guidelines 2023.

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Track 6

**Innovation and Sustainable Development in
Information Technology & Management**

Use of AI tools for Summer Camps

Pramod Pawar and Sachin Vishwasrao Ayarekar***

ABSTRACT

Summer camps offers platform for engage talent to learn new skills and develop their creativity. It also provides opportunity for the young students to improve their social quotient. A summer camp is an effective tool of learning for preprimary school students. Present work is a descriptive and diagnostic type of research to find out effectiveness of summer camps conducted for the preprimary school students. Researchers had done extensive critical and creative literature review. Research papers, e-books, reports and videos were used to complete literature review. The objective of this work is to find out are summer camps developing the skills of pre-primary students? Are summer camps contributing in personality development of the participants? The entire study is carried out by considering above two mentioned dimensions. Observations and questionnaire tools were used to collect the data from the participants and teachers of the summer camp. Interviews were done of the organizers of summer camp to understand the second side of the coin. It was found that summer camp learning is contributing in personality development, skill development and creativity question improvement of the participants. The effectiveness of summer camp programs varies based on factors such as expertise of staff, participant needs, variety of the activities, quality of the learning environment and materials. Duration of the summer camp also plays crucial role in effectiveness of summer camp. Very few camp organizers are using AI based tools for conducting the camps. It is concluded that AI power games, language tools and chat-bots will improve the learning curve of the participants.

Keywords: Summer Camps; Learning Curve; AI Tools; Chat-bots; STEM Exploration.

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The Synergy of Innovation and Sustainable Practices: A Study in Information Technology and Management

Diwakar Mourya and Amanpreet***

ABSTRACT

In today's rapidly evolving world, the dynamic interplay between innovation and sustainable development has become a central focus in various sectors. Information technology (IT) and management, in particular, have emerged as critical domains where innovation is not only driving advancements but also shaping the trajectory of sustainable practices. This research paper explores the intricate relationship between innovation and sustainable development within the context of information technology and management. It delves into the latest technological breakthroughs, examines sustainable management practices, identifies barriers, and proposes solutions to achieve a harmonious integration of innovation and sustainability. By analyzing these facets, we aim to shed light on the transformative potential of innovation in fostering sustainable development and elucidate the imperative role that both IT and management play in shaping a more sustainable future.

Keywords: Sustainable; Information Technology; Management; Innovation.

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A Study on Banking 5.0 and Its Impact

Narayani Puranik and Shrinivas D. Manekar***

ABSTRACT

The banking industry is undergoing a fundamental makeover. Artificial intelligence, machine learning, and robots are being used by banks to perform core banking on the cloud while also offering front-end and back-end banking services. The COVID-19 Pandemic accelerated the adoption of the aforementioned technologies in the banking industry. The banking sector has evolved into banking industry 5.0 as a result of the implementation of these contemporary technologies. In this research, we'll talk about banking 5.0, cloud banking and use various technologies like robots, artificial intelligence, machine learning and their impact on banking.

Keywords: Banking 5.0; Cloud Banking; Robot; Artificial Intelligence; Machine Learning.

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India's Bilateral Export Potential in Traditional Services

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ABSTRACT

This paper employs an augmented gravity model to estimate India's bilateral trade potential in traditional service sectors. By analyzing panel data from 141 economies over the period 2005-2018 using the system GMM estimation technique, the study sheds light on India's trade dynamics. The findings emphasize the significant roles of economy size, distance, FDI, free trade agreements, common language, economic freedom, and ICT development in shaping service exports. The economies are further classified into three categories based on their stages of development. The categorization of economies into development stages reveals nuanced patterns of export potential. The insights from this study underscore the importance of strategic policy formulation and trade negotiations to capitalize on untapped markets, thereby fostering increased bilateral trade and contributing to India's economic growth.

Keywords: Bilateral Trade Potential; Augmented Gravity Model; GMM Estimates; Service Exports.

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Data-Driven Sustainability: Analyzing SME Growth in Albania

Narasimha Rao Vajjhala and Kenneth David Strang***

ABSTRACT

This study explores the role of data analytics in supporting the long-term growth of Small and Medium-sized Enterprises (SMEs) in Emerging Markets in Europe taking into consideration the case of Albania. Albania, nestled in the southeastern part of Europe, stands as one of the continent's emerging markets with SMEs contributing significantly to the national economy. Understanding the implications and potential of data-driven decisions for SMEs becomes essential as these markets develop in the context of global technological breakthroughs. A mixed-methods approach is used, integrating qualitative interviews with important stakeholders such as SME owners, data scientists, and policymakers with quantitative data analysis from a survey of 45 SMEs across five key industries. The adoption of data analytics and several indicators of SME sustainability, such as operational effectiveness, profitability, and market expansion were examined in this study. SMEs who use data analytics have claimed a boost in revenue growth. They also showed improved supply chain operations, risk management, and a better understanding of customer behavior. The importance of data-driven insights in strategic decision-making and the creation of a robust business model was highlighted by qualitative insights. This study is limited by using SMEs' self-reported data, which could induce bias. Additionally, conclusions might not apply to all areas or industries because emerging markets differ. The findings of this study call for a more focused effort to promote data literacy and infrastructure building in emerging markets. Policymakers and investors should consider enabling conditions where SMEs can access data analytics resources and training. SMEs are also urged to use data analytics not just as a tool for competition but as a cornerstone for long-term expansion in a world that is becoming increasingly digital.

Keywords: Data-Driven Sustainability; SME Growth; Albania; Emerging Markets; Operational Effectiveness; Profitability; Market Expansion; Data Analytics; Adoption; Stakeholders; Infrastructure Development.

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CMMI V3.0's Safety Practices-based Framework for supporting/ensuring Sustainable, Safe & Eco-friendly Product Design & Development

Praveen Harkawat and Manish Dadhich***

ABSTRACT

Across the industry, there is increasing pressures to adopt a more sustainable approach for safe product design and manufacture. The requirement to develop sustainable & safe products is one of the key challenges of the organizations. Hence, the concept of developing safe & sustainable products as well as services is evolving as a key element of systems. Sustainable product development initiatives (mainly through eco & safe design) have been evolving for some time to support companies develop more sustainable products. Companies have tried to use frameworks like ISO14001 to ensure compliance with sustainability & safety standards. However, more robust & proven frameworks are required. CMMI is one of the most widely used frameworks by IT companies. The latest version 3.0 has included a practice area called "Enabling Safety" which is also cover some part of safety & sustainability. We are proposing a new framework for safe & sustainable product development which can be used by IT companies and product / service providers. The new framework is structured to facilitate integration of sustainability & safety considerations into strategic business decisions, product evolution planning and product development. It can be further developed/ improved to by adding CMMI V3.0's security related practices/frameworks, which will help IT and Engineering Design companies in making the system more robust, consistent and inclusive.

Keywords: CMMI 3.0; Green and Eco Product; Sustainability; ISO.

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From Smart Cities to a Cooler Planet: IT's Role in Sustainable Urban Development

Arindam Mondal*

ABSTRACT

Purpose: The purpose of this paper is to investigate the transformative influence of Information Technology (IT) on sustainable urban development in the context of smart cities. It seeks to elucidate how IT-enabled solutions contribute to mitigating climate change and fostering environmentally responsible urban environments. This research endeavors to offer valuable insights by synthesizing existing secondary data to provide a comprehensive understanding of the role of IT in shaping sustainable cities.

Methodology: This study adopts a comprehensive methodology based on secondary data analysis. Data will be collected systematically and scrutinized from a diverse range of sources, including reports from international organizations, government publications, academic research papers, and online databases. Data analysis encompasses descriptive statistics, comparative assessments, and content analysis to derive meaningful insights from the accumulated information.

Findings: Our research explores – How do IT-driven solutions impact sustainability metrics in urban environments? What are the key success factors and challenges associated with IT implementation in smart cities? What are the emerging data trends and their role in informing sustainable development strategies?

Research Limitations: While this study offers a comprehensive analysis of secondary data, certain limitations must be acknowledged. Potential limitations include data quality, availability, and the inherent biases of the sources. Additionally, the research's scope may necessitate a high-level overview of some topics, limiting in-depth exploration.

Practical Implications: The practical implications of our research are significant. Policymakers, urban planners, and IT professionals will gain valuable insights into leveraging IT for sustainable urban development. By understanding the success factors and challenges, they can make informed decisions regarding technology implementation, resource allocation, and policy development to create more environmentally responsible cities.

Keywords: Information Technology; Climate Change; Urban Development; Sustainable Cities; Environment.

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Business Value Governance for Information Technology (IT) Services Organization in India

Diwakar Konda* and N. Kumar**

ABSTRACT

The center issue of creating successful Business Value Governance models for overall Information Technology (IT) governance & administrations is the undertaking's essential area of interest. The significance of data innovation through IT has evolved over the few years in this decade. To acquire an upper hand, help functional viability, and upgrade client encounters and improve customer journey, organizations are making enormous research in IT governance. Marketing and operations management now place a significant emphasis on measuring and evaluating the business value of IT services in India. This exploration point is significant to both the promoting and tasks disciplines for different reasons (Ittner et al., 2003). The scope of exercises that IT benefits now, most importantly, cover, including distributed computing, cyber security, privacy and information intelligence, makes it fundamental to survey their business value in general. The deficiency of the ongoing techniques and business value governance models for IT services is the worth got from IT governance as a principal focal point of this review. IT services organizations have consistently struggling to have an effective business value governance. Thus, the importance of measuring and demonstrating the business value and its governance became vital in IT services. In this study, we intend to understand the business value governance and its need. Existing methodologies ordinarily miss the mark on far reaching perspective, which adversely affects asset designation, navigation, and the capacity to legitimize IT ventures (Davern & Wilkin 2010). Business value governance will enable an enterprise to make informed decisions during their IT strategy development and review of their roadmap.

Keywords: Business Value; Metrics; Measure; IT Governance; Compliance; Enterprise IT; IT Strategy.

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Virtual Communication Adoption by Educational Leaders: A UTAUT Model Perspective

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ABSTRACT

The advent of the digital revolution which has magnified the use of ICT (Information and communication technology) is evident in all the organizations. The co-evolution of e-leadership in the organizations with advanced communication technologies has been transformational. The educational leaders have been exemplary in adopting the VCT (virtual communication Techniques) for effective education management. The educational ecosystem has a number of virtual platforms like zoom, Google meet, Microsoft team, Skype and many more to facilitate virtual communication. This study utilized the UTAUT model to assess the determinants of adoption of VCT among higher educational leaders. Further, this study measures the effects of these determinants on VCT adoption intention and e-leadership behavior among educational leaders. Purposive sampling procedure have used to select 350 respondents such as HODs, Deans, and Directors of higher educational institutes located in Delhi NCR. Structural equation modeling technique has been utilized to test the structural relationship among various determinants and VCT adoption. Social influence, effort expectancy, facilitating condition, perceived self-efficacy, and performance expectancy were significant predictors of VCT adoption intention and e-leadership behavior among educational leaders.

Keywords: Virtual Communication Technology; e-leadership; Educational Leaders; UTAUT Model; SEM.

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Sustainable Development in the Digital Age: The Role of IT Management Innovation

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ABSTRACT

The rapid advancements in Information Technology (IT) have presented both challenges and opportunities for sustainable development. This research paper explores the critical role that innovation in IT management plays in advancing sustainable development goals. Utilizing a blend of theoretical frameworks and empirical analysis, the study aims to fill gaps in existing literature by examining how IT management can drive sustainability initiatives effectively. The paper employs a multi-method research design, incorporating case studies to provide a comprehensive view of the subject matter. Key findings indicate that innovative IT management practices are essential for achieving sustainability, although they come with their own set of challenges and opportunities. The study concludes with practical recommendations for IT managers and policymakers, emphasizing the need for a balanced approach that integrates both technological innovation and sustainability objectives. This research serves as a foundational study for future work in the area of IT management and sustainable development, offering insights that are relevant to both academia and industry.

Keywords: Sustainable Development; Digital Age; IT Management; Innovation; Role.

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Tech-driven Advancements in Educational Effectiveness: A Study with Reference to Management Students at GHRIEBM, Jalgaon (Maharashtra)

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ABSTRACT

The Covid-19 pandemic has prompted a greater use of online learning tools and platform. As traditional in-person classroom interactions have been temporarily suspended, the adoption of online tools has enabled educational institutions to ensure a seamless continuation of learning. Schools and colleges have adopted flipped classroom methodology and turned to platforms such as Microsoft Teams and Google Meet to facilitate their classroom learning. This trend is expected to persist and grow due to the increasing prevalence of smartphones and tablets. Even after pandemic education institutes in India are insisting on use of online Ed-Tech platform for effective teaching learning process. The forthcoming research work is intended to evaluate the influence of different educational technology in the field of education. Additionally, it will find the popular Ed-tech platform among management students at GHRIEBM, Jalgaon (Maharashtra).

Keywords: Ed-Tech; Digital Tools; E-learning; Virtual Classroom; Remote Education; Online Platforms; Students.

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