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ABSTRACT BOOK:

Design Thinking and Innovation for Sustainable Management Practices and Solutions



Organized:
SOIL School of Business Design

Editors:
Dr. R. Srinivasan,
Dr. Samiran Jana,
Dr. Sangeeta Trehan,
Dr. Chandan Jha &
Dr. Vani Aggarwal

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Abstract Book: Design Thinking and Innovation for Sustainable Management Practices and Solutions

EDITORS:

Dr. R. Srinivasan,
Dr. Samiran Jana,
Dr. Sangeeta Trehan,
Dr. Chandan Jha &
Dr. Vani Aggarwal

MESSAGE FROM FOUNDER & CHAIRMAN

I am very happy that Soil School of Business Design is hosting its first Research Conference on Design Thinking and Innovation for Sustainable Management Practices and Solutions!

It is an honor for me to at this Research Conference on Design Thinking for Sustainable Management Solutions here at the Soil Institute of Management. We have gathered here to explore the potential of design thinking in addressing the ever-growing need for sustainable management solutions in our complex world.

As we gather here, it is no secret that we are facing a myriad of challenges that threaten the well-being of our planet and its inhabitants. From climate change to poverty, from resource depletion to social inequality, the urgency for sustainable solutions has never been greater. And it is in times like these that innovation needs to take center stage.

The process of Design Thinking begins by observing stakeholders with Mindfulness in their natural habitat. This makes us 'Aware' of their needs.

When we reflect on how we could make a difference to their lives by 'getting out of our own shoes' and stepping into their shoes, we begin to deeply 'care'. This inspires us to source creativity and develop 'prototypes' of possible solutions. When we take these ideas to the stakeholders, we cocreate solutions that can be scaled up and become sustainable!

We then 'Dare' to invest significant resources to make impact at scale by using technology, digital tools and decision science, we use management expertise to create long term stainable value! The study of liberal arts at SSOBD helps us to observe with mindfulness. Design thinking helps us to develop innovative solutions and management subjects enable us to build sustainable solutions!

This is the reason why the Soil school of Business Design was founded with an interdisciplinary curriculum that we leverage to develop students who make impact at scale.

I wish the Conference all success and pray that it covers fresh ground in making a real difference in the lives of the citizens of our Planet!

Anil Sachdev

MESSAGE FROM DIRECTOR

Dear Esteemed Colleagues, Researchers, and Participants,

It is with great pleasure and enthusiasm that I write this message for the First International Research Conference on Design Thinking jointly organised by SOIL School of Business Design and Royals Roads University, B.C., Canada. We gather to reflect on the transformative power of design thinking in shaping our world.

In the recent times, the world is a witness to notable changes. Creativity, empathy, and interdisciplinary collaboration has become essential part of our lives. The research contributions, presentations, and deliberations highlighted in this conference reflects the power of collective wisdom of academicians and industry professionals about the design thinking as a catalyst for positive change.

This conference serves as a platform for sharing thoughts and experiences that have emerged from across disciplines.

As we celebrate the first international research conference, my heartfelt gratitude is extended to the Chief Guest, Key-note speakers, researchers, academicians, session-chairs, students, my own staff and faculty members, for their valuable contributions to advancing the limits of knowledge. Their contributions have ignited the curiosity in all and has provided the necessary impetus for the success of this conference.

The lessons learned from the conference and connections established at this event will pave the way for exploring new frontiers of collaboration. The knowledge shared at the conference will help everyone in harnessing the power of design thinking leading to knowledge creation and problem solving.

I urge all the participants to actively engage in constructive dialogue, forge collaborations, and share ideas. Let us come together and harness the strengths of one another to collectively shape a future for a more sustainable, inclusive, and harmonious world.

I take this opportunity to record my heartfelt gratitude to all the speakers, authors, delegates, conference conveners and all others participating.

Warm regards,

[Dr. R. Srinivasan]

Director

SOIL School of Business Design

MESSAGE FROM PRESIDENT

Greetings,

It is a remarkable honour to present the International Conference on Design Thinking and Innovation for Sustainable Management Practices and Solutions (IC-SOBD). This event is more than a conference; it is a beacon of **inspiration and innovation in the field of management**.

At the forefront of this transformative journey is the Soil School of Business Design, a **pioneer in integrating design thinking into management education in India**. Our commitment to this innovative approach has not only enriched our curriculum but also empowered our students and faculty to explore new horizons in business and management.

The IC-SOBD is a testament to our **ongoing quest for excellence and innovation**. This conference transcends traditional boundaries, bringing together a diverse array of individuals - from academicians and industry leaders to policy-makers and social activists. Each participant, with their unique perspectives and insights, contributes to a richer, more holistic understanding of management in today's dynamic world.

The themes of this conference - encompassing economics, finance, marketing, operations, human resources, and strategy - are carefully chosen to reflect the complex requirements of modern management challenges. They also underscore **our commitment to sustainability**, a principle that is increasingly vital in our interconnected global economy.

As this book reaches you, it carries with it the spirit of innovation and the promise of **sustainable management practices**. Each paper, case study, and success story within these pages is not just a piece of academic work; it is a step towards a more sustainable, thoughtful, and innovative future.

Our journey with design thinking in management education is just beginning. The IC-SOBD is a pivotal milestone in this journey, and we are proud to share it with a **global audience**. We hope that the insights and discussions generated here will resonate far beyond the confines of this conference, inspiring change and progress across the world.

Thank you for being part of this momentous event. Together, let us pave the way for a future where design thinking and sustainable management are not just concepts, but the **cornerstones of our business practices and educational philosophies**.

Warm regards,

Sahil Sachdev

Board of Directors, SOIL School of Business Design

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DESIGN THINKING IN ECONOMICS: RECENT DEVELOPMENTS AND FUTURE DIRECTIONS

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Abstract: Design thinking is a practical, progressive, highly user centric and creative problem-solving approach in different domains. The current study provides a quantitative analysis on Design thinking literature in domain of economics where wicked socio-economic problems need creative direction, and the domain has witnessed a significant increase in scientific production. The main objective of the study is to analyze past trends, current developments and identify future research directions in the field. Among academicians, practitioners and policy makers, design thinking approach in economics has generated a lot of interest as this approach follow the set of strategic and cognitive procedures of designing when developing any design for any economic problem. A bibliometric analysis is carried out using R studio (Bibliometrix package) and Vosviewer software for clustering. The data of 498 documents extracted from Scopus database is analysed in the study to identify past research trends in this field and to understand the intellectual structure of the field. The findings of the study showed that certain topics have drawn the interest among the researchers. currently emerging themes which this area reflects are associated to machine design, sustainable development, innovation, and product design.

Practical Implications: This study brings new insight in the research area of economics in design thinking. The article is the first article as per the authors knowledge that seeks to examine literature review in the field of the design thinking in economics.

Keywords: *Women entrepreneur, government policies, globalized arena, management and employment productivity.*

UNRAVELING THE MEDIATING ROLE OF EMPLOYEE ENGAGEMENT BETWEEN THE RELATIONSHIP OF HR PRACTICES AND FIRM PERFORMANCE

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Abstract: In today's dynamic business environment, organizations are constantly seeking ways to improve their performance and remain competitive. Among the various factors that influence

organizational success, Human Resource (HR) practices have emerged as a vital determinant of firm performance (MadhavKumar, 2023). The mechanisms through which human resource (HR) practices influence both employee-level and organizational-level outcomes remain a subject of enduring interest and fascination for scholars and professionals in the field of Human Resource Management (Gavino et al., 2021). At the same time, there is a growing interest in investigating the vital role of employee engagement as a potential contributor to organizational outcomes. Very often employee engagement has been studied as the contributor variable that helps in reducing turnover, gaining a positive job attitude, and overall organisational performance enhancement. The present research paper investigates the relationship between HR practices, employee engagement, and firm performance. The analysis also sheds light on the mediating influence of employee engagement in this relationship. The study is grounded in the recognition that HR practices encompass a broad spectrum of strategies and activities, ranging from Hiring, Training & Development, Pay, and Performance management practices. These practices have a direct impact on employee satisfaction, motivation, and overall well-being. As such, the influence of HR practices on a firm financial and non-financial performance is undeniable. However, it is equally important to consider how employee engagement acts as a mediator between these HR practices and firm performance outcomes. This research begins with a comprehensive review of existing literature, revealing the extensive body of work connecting HR practices with firm performance (Islami & Mustafa, 2023; Hu and Oh, 2022; Van Esch, Wei & Chiang, 2018). The paper further explores the concept of employee engagement, exploring its significance as a mediating variable in the HR practices and firm performance relationship. Employee engagement has been operationalized in the form of three constructs Cognitive Engagement, Behavioural Engagement and Emotional Engagement. This covers an employee's emotional and intellectual commitment to their organization. It plays a vital role in translating HR practices into improved firm performance. Moreover, this research demonstrates the need for organizations to embrace a holistic approach that fosters employee engagement throughout the HR lifecycle. Notably, training and development programs, which equip employees with the necessary skills and knowledge, are integral in nurturing engagement. Employee engagement, in turn, enhances employee commitment, job satisfaction, and organizational citizenship behaviors, leading to improved firm performance. This research establishes the relationship between HR practices, employee engagement, and firm performance. The data analysis resulted in providing evidence of employee engagement's pivotal role as a mediator. Organizations that leverage HR practices as a strategic asset and prioritize the cultivation of employee engagement are likely to experience substantial gains in terms of firm performance. This paper offers valuable insights for HR professionals, business leaders, and researchers interested in enhancing organizational effectiveness by understanding and optimizing these critical factors.

Keywords: *Employee Engagement, HRM Practices, Firm Performance*

SUSTAINABILITY AND SUGARCANE FARMING IN INDIA

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Abstract: India is one of the world's largest energy consumer along with China and the USA. In 2022, its primary energy consumption (total energy – combining use for electricity, transport, and heat) was 10,123 terawatt hours (TWh). Over 80% of India's energy needs are met by three fuels: coal, oil, and solid biomass. In recent times, there has been much discussion on intensification of the use of biofuels. Ethanol is one such, which is a byproduct of processing sugarcane in the manufacture of sugar. For India, domestically produced ethanol is a potential opportunity to reduce reliance on oil imports by blending it with conventional fossil fuels for consumption. The Global Biofuel Alliance (GBA) launched the G20 Summit, 2023 in New Delhi is recognition of this. It is important to have thriving and financially viable sugarcane cultivation practices in India to ensure that ethanol is a significant source of energy. The culture of sustainability must be imbibed across the value chain of sugarcane production to the production of ethanol. In this context, this paper is an attempt towards a systematic literature review of how sugarcane farming has progressed in India. The paper is limited to the scope of sustainability initiative if fully deployed in the first phase of the sugar economy. Porter and Kramer's (2011) framework in the model for 'Creating Shared Value' is used to understand the sustainability and management of sugarcane production in India. The concept of shared value focuses on the connections between societal and economic progress. Porter and Kramer have identified three key ways that companies could create shared value opportunities, they being: (1) by reconceiving products and markets; (2) by redefining productivity in the value chain, and (3) by enabling local cluster development. Accordingly, first a brief description of the methodology is given. Second, the results are presented and discussed. Third, the literature on the sugarcane production in India is summarized. And lastly the conclusions. Indigenous to South and Southeast Asia, sugarcane is widely grown in over 100 countries. There is a rapid industrialization and economic growth over the past few decades. The demand for animal feed, energy sources, and food itself has increased. This has led to a need to deploy innovations in the sugarcane economy. There are heavy impacts of sugarcane production because of increasing demand and supply by way of environmental sustainability as well as the people's well-being. Adopting sustainable means of production could help achieve the end goal of overall sustainability. One major improvement is the Sustainable Sugarcane Initiative (SSI) launched in May 2009 jointly World-Wide Fund (WWF) and ICRISAT "to improve sugarcane cultivation in India (*System of Rice Intensification - SRI Concepts and Methods Applied to Sugarcane*, n.d.) SSI focuses on minimizing the amount of seeds, water, and other inputs used, encouraging intercropping, educating farmers on efficient practices

and other plant-protection techniques. Bud-chip technology is a major revolution as it significantly saves seed material, easier to transport since it is less bulky and with lesser damage, easier to store and reduces plant mortality. It has increased the yield by 13.86%, returns higher by 32.63% and reduced the cost of cultivation significantly. (Patnaik et al., 2017). Other aspects of the SSI program include drip irrigation, weeding, mulching, spaced cropping and efficient fertilizer application methods. Bioethanol, a sustainable bioenergy source offers a high energy balance and high greenhouse gases (GHGs) reduction. It eliminates uncertainty pertaining to the volatility of the fossil fuel prices and also provides income security to the farmers, therefore promoting rural development. Ethanol production is getting popular in the Maharashtra region with around 200 sugar mills. Few of them produce ethanol traditionally. Further, molasses-based alcohol is used to manufacture indigenous country-made liquor and spirits for medical purposes. However, many have started diverting the ethanol produced to be used as biofuel that can be blended with petrol under the National Ethanol Blending Programme (EBP). Ethanol production is extremely beneficial for mill owners. The share of revenue that is to be trickled down to the farmers is not yet clear and also quite ambiguous. (Shankar, 2022)

Keywords – *sustainability, sugarcane farming, value chain, creating shared value*

THE EFFECT OF INVENTORY INVESTMENT ON FIRM PERFORMANCE

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Abstract: Inventory investment involves fundamental financial decision that a finance manager takes to enable the production process smoothly. Maximizing the returns on inventory investment, which represents a substantial proportion of firm's current assets is one of the key objective of a finance manager. It is observed that most of the reviewed studies investigated the effect of inventory management practices on firm performance; only few research studies analyzed the effect of inventory investment on firm performance and all have been carried out in the developed countries like USA, UK, Japan, Australia, Korea; and there are significantly fewer studies conducted in India. Data for the analysis came from the ProwessIQ database, which contains the financial information of Indian companies for the period extended from 2000 to 2023 and panel data regression analysis was applied to analyze the data. The study concluded that inventory investment had a significant effect not only on the financial performance but also on the operational activities of an organization. So, for smooth functioning of a production process, it is always desirable that inventory should be available in optimum quantity at all times, neither more nor less than what is required. Too much inventory consumes physical

space, creates a financial burden, and increases the possibility of spoilage, damage, and obsolescence, whereas a shortage of it often disrupts business operations.

Keywords: *Inventory Investment, Firm Performance, Regression Analysis*

HR IN THE DIGITAL AGE: EXPLORING TECHNOLOGICAL INNOVATIONS AND THEIR IMPLICATIONS

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Abstract: In the midst of the digital age's relentless evolution, Human Resources (HR) practices are undergoing a profound transformation as technology infiltrates the core of organizational life. This research paper, titled "HR in the Digital Age: Exploring Technological Innovations and Their Implications," embarks on an exploratory journey through the intricate relationship between HR and technology, unravelling how these technological advancements are redefining conventional HR functions and examining the broader implications they carry for organizations and their workforces. The contemporary landscape of business is characterized by relentless technological advancements, creating an environment where adaptability is key for organizations. As businesses seek to remain competitive and responsive in this ever-changing landscape, HR emerges as a focal point for adaptation and innovation. The dynamic interplay between HR and technology is the crux of this research, elucidating the extent to which these technological innovations are revolutionizing the way HR operates and the broader ramifications they have on organizations and employees alike. The digital age, characterized by the rapid progression of technology, has significantly impacted HR practices. This paper endeavours to explore the multifaceted relationship between HR and technology, tracing the remarkable shifts occurring in this pivotal organizational function. Within this research, we aim to delve into the fundamental question of how technology is being harnessed by HR professionals, the implications of these transformations, and the overarching effects they exert on organizations and their employees.

Keywords: *Data Analytics, Machine Learning, HR Efficiency, Employee Productivity, Data-Driven Decision-Making, Workforce Adaptation, Digital Literacy, Organizational Reskilling, Employee Retention, Digital Workforce.*

CHANGING GEARS TO REGENERATIVE & GREEN HRM

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Abstract The HR behavioural literature has claimed that HRM practices influence the employee behaviours through different social and psychological processes (Jiang, Lepak, Hu, & Baer, 2012) but there is a lack of clarity to theorize how and when green HRM influences employee workplace green behaviour. Organizations can empower HRM as a function to effectively deliver and implement environmentally sustainable policies (Renwick, Redman & Macguire, 2013) and to measure and influence employee sustainability-related behaviour, attitudes, knowledge, and motivation ((Boudreau and Ramstad ,2005). Organizations are undoing ‘less bad’ practices to more of ‘good practices’ as a proactive shift towards ‘regenerative business practices’ . We gathered primary data from a few organizations to explore this phenomenon, and how they transformed their business to innovate. We have studied organizations that have a range of green policies and how they have enabled their employees to align with the organizational green goals (Dumont, Shen, Deng, 2017). We have identified a range of green HRM policies and employee green values to create a ‘Green Psychological Contract’ model.

Keywords: *Employee workplace green behaviour, Employee Green values, Psychological Green environment, green psychological contract*

THE GREEN VEIL: UNRAVELING THE ROLE OF AYURVEDA IN THE PROMOTION OF GREENWASHING PRODUCTS

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Abstract: In today's era of heightened environmental consciousness, consumers are increasingly inclined towards eco-friendly and sustainable products. This paradigm shift has given rise to a deceptive marketing phenomenon known as "greenwashing," where companies exaggerate or falsely claim their products to be environmentally friendly. Greenwashing is a term which has gained a considerable amount of significance in the dynamic macro-economic environment of the businesses. This environment demands sustainability and sustainability demands innovation. In this context, few business entities have been attempting to instill innovation through traditional practices and authenticity. And this is an area where Ayurveda can play a significant role. In Ayurveda, transparency and authenticity are highly valued. Ayurvedic practitioners and customers anticipate truthfulness in product labeling and promotion. This paper delves into a unique aspect of greenwashing by exploring the role of Ayurveda, an ancient Indian system of medicine and natural healing, in promoting such products. Ayurveda, rooted in holistic wellness and the use of natural ingredients, is being harnessed by corporations to validate their products as eco-conscious choices. Considering this, the study makes an attempt to find out the role of ayurveda in directly or indirectly promoting greenwashing by the

businesses. This paper critically examines the ethical and ecological implications of this trend, shedding light on the commodification of traditional knowledge systems for profit. Furthermore, the paper attempts to explore the potential consequences for both the environment and society, emphasizing the importance of stringent regulations and informed consumer awareness to combat deceptive marketing tactics. Ultimately, this study contributes to the discourse surrounding greenwashing, offering insights into the intersection of traditional knowledge, corporate interests, and environmental sustainability in the global market.

Keywords: *deceptive, greenwashing, innovation, Ayurveda, commodification*

WOMEN ENTREPRENEUR ENGAGED IN CLOTHING BOUTIQUE INDUSTRY IN JAIPUR: CHALLENGES AND OPPORTUNITIES

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Abstract: With increasing awareness of women's position and economic standing in society, the latent entrepreneurial potentials of women have steadily changed in the globalized arena. Women in India are now on a level with males. They've progressed from being referred to as 'homemakers' to 'career-oriented' women. Modern-day women are determined to defy stereotypes and carve out a space for Women entrepreneurs to generate new jobs for themselves and others, as well as of managerial, organisational to society. In this paper we have studied about the women who engaged in the boutique clothing industry in Jaipur city and qualities of women. Various policies have been issued by the government for the women to run their business successfully. Depending upon the complexity, data will be categorised, tabulated, and analysed using a number of statistical methodologies To find out the impact of economic factors on women entrepreneurship development in clothing boutique industry. And find out the extent to which women entrepreneurs have been successful in entrepreneurship engaged in clothing boutique to know about the problems faced by women entrepreneurs engaged in clothing boutique industry.

Conduct a review of the clothing boutique industry's possibilities and challenges in the literature. Based on the findings of the literature review, a questionnaire will be developed to identify the viewpoints of women who own clothing boutiques in Jaipur city on talent management and employee productivity improvement. The sample population will number around 400 people and will come from various boutiques in Jaipur. Like C-scheme, Malviya Nagar, Bapu Nagar, Jawahar Nagar', Mansarovar, Barkat Nagar, Shashtri Nagar, Vaishali Nagar, Sodala, Kirti Nagar. I have taken 40 boutiques form each area.

Keywords: *Women entrepreneur, government policies, globalised arena, management and employment productivity.*

THE G-20 AND SOCIAL INCLUSION: A PERSPECTIVE ON INCLUSIVE ECONOMIC GROWTH.

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Abstract: The developing paradigm of global economic governance, in which the G-20 assumes a key role, constitutes the thrust that propels this research. Examining the G-20's commitment to social inclusion within the context of inclusive economic growth has become even more critical given that economic disparities and social inequality continue to be important worldwide concerns. This study is a result of the G-20's influence on the global economic landscape and the critical need to make sure that its policies promote social inclusion and foster inclusive, sustainable economic growth. This research has been prompted by the desire to comprehend how these policies are transformed into lasting, practical effects in addition to evaluating the G-20's acknowledgement of social inclusion. As the G-20 advances the idea of inclusive economic growth, it is crucial to recognize its significance as well as to make sure that the commitment results in real, long-lasting improvements for disadvantaged communities. As a result, this study explores the crucial connection between social inclusion and sustaining inclusive economic development, focusing on the shift from policy formulation to long-lasting, real-world outcomes. The convergence of social inclusion and inclusive economic development becomes crucial in the context of the evolving nature of global economic governance, as exemplified by the G-20. The challenge ahead lies in bridging the gap between the G-20's recognition of the critical role that social inclusion plays in promoting inclusive economic growth and its sustainable realization. Therefore, there are two issues at hand: first, how successfully has the G-20 pursued social inclusion principles within the framework of its overarching objective of inclusive economic development; and second, what initiatives and measures are necessary to ensure that the G-20's commitment to social inclusion results in long-term, inclusive economic growth that leaves no one behind. The purpose of this study is to investigate how the G-20 views the value of social inclusion as well as how well-equipped it is to maintain and carry out policies that benefit vulnerable groups in practical and sustainable ways. By tackling this issue, we hope to raise awareness of the dynamics and complexity involved in realizing the G-20's objective of inclusive economic growth and social inclusion and how this goal can be sustained.

Keywords: *G-20, Social Inclusion, Inclusive Economic Growth, Multilateral Cooperation, Policy Analysis.*

A COMPREHENSIVE REVIEW ON THE G20'S CONTRIBUTION TOWARDS SOCIAL INCLUSION AND IMPROVEMENT

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Abstract: This study examines the important role the Group of Twenty (G20) has played in promoting global wealth and social development. The G20, which is made up of the main economies of the globe, is becoming a crucial forum for discussing important global issues, with an emphasis on social and economic development in particular. The purpose of this study is to clarify the methods by which the G20 has aided in worldwide societal advancement. The research examines social upliftment dimensions, such as poverty reduction, healthcare, education, gender equality, and inclusive economic growth, and how G20 member countries have collaborated to address these issues. It analyses policies, initiatives, and commitments made by G20 nations that have positively impacted global social well-being. The study also assesses the G20's strategy for social upliftment, focusing on accountability, implementation, and coordination. The findings emphasize the G20's importance as a forum for promoting social justice and suggesting ways to enhance its capacity for advancing social justice. The report concludes with suggestions for enhancing the G20's capacity to advance social justice and ensure the global economy benefits all societal facets.

Keywords: *Policies, Healthcare, Initiatives, Sustainability, Entrepreneurship*

SOCIAL UPLIFTMENT THROUGH G-20: A COMPREHENSIVE ANALYSIS

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Abstract: Social upliftment is a paramount challenge that transcends borders and encompasses various socio-economic and political issues. In our increasingly interconnected world, achieving social development is not only a matter of domestic policy but also a global imperative. The G-20, an international forum comprising 19 countries and the European Union, plays a pivotal role in addressing global challenges and promoting social development. As the world grapples with growing inequality and complex geopolitical dynamics, understanding the G-20's potential to drive social upliftment becomes of critical importance. Despite significant progress in improving living conditions and reducing poverty on a global scale, numerous challenges continue to hinder the achievement of sustainable social upliftment. The G-20, composed of major economies, possesses considerable resources and influence

that can be harnessed to address these challenges. However, the path to social upliftment is arduous, marked by complexities and diverse issues that require careful analysis and coordinated efforts. This research paper aims to investigate the multifaceted role of the G-20 in advancing social upliftment and elucidate the specific mechanisms by which it can address a broad range of social and economic issues. We will address central research questions, including: How can the G-20 contribute to reducing global poverty and inequality? What policies and strategies can be employed to ensure sustainable social development, encompassing areas such as education, healthcare, and social safety nets? What challenges and limitations does the G-20 face in achieving social upliftment, and how can these challenges be effectively overcome? This analysis is grounded in a systematic review of relevant literature, official documents, and reports. We delve into the historical background of the G-20, explore its diverse composition, and investigate the primary areas of focus, with a particular emphasis on those related to social upliftment. Our study predicts that the G-20 has the potential to play a pivotal role in driving social upliftment. By engaging in coordinated efforts to reduce inequality, eradicate poverty, improve access to education and healthcare, and promote social safety nets, the G-20 can significantly impact the lives of billions of people worldwide. However, we also anticipate challenges related to divergent national interests and policy priorities among G-20 members, which may hinder progress. While the primary responsibility for implementing the SDGs lies with individual countries, the G-20's collective commitment to these goals creates a powerful impetus for global action. The G-20 has demonstrated its potential to drive social upliftment through its support for various initiatives and programs aimed at reducing poverty, promoting education, and improving healthcare. For example, the G-20 has emphasized the importance of quality education by recognizing the need for inclusive and equitable access to education and the development of necessary skills for the workforce. It has also focused on improving healthcare systems to ensure that quality healthcare services are accessible to all. Despite these positive steps, challenges persist in achieving meaningful progress. Divergent national interests and policy priorities among G-20 members often complicate efforts to address global social issues. Additionally, the G-20's ability to enforce commitments and hold members accountable for their promises remains limited. Understanding the complexities and challenges the G-20 faces is essential. Effective international cooperation, the alignment of national and global agendas, and targeted policy actions are key to realizing the vision of a socially uplifted world. The G-20 is a unique platform where the world's major economies can come together to collectively address pressing social issues, and it must be harnessed effectively to achieve global social development.

Keywords: *Social upliftment, G-20, Poverty Reduction, Inequality, Global Development, International Co-operation, Sustainable Development, Policy, Social Safety Nets.*

**THE EFFECT OF FAMILY BACKGROUND, RELATIONAL SUPPORT,
STRUCTURAL SUPPORT, BEHAVIOURAL CONTROL AND
ENTREPRENEURIAL SELF-EFFICACY ON ENTREPRENEURIAL
INTENTION: AN EMPIRICAL INVESTIGATION OF UNIVERSITY
STUDENTS.**

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Abstract: Entrepreneurship is identical with the risk of uncertain environment or market. This risk makes many university graduates hesitant about pursuing a career as an entrepreneur. Some universities play an important role in producing graduates who are ready for entrepreneurship, to support them in terms of education, in addition to several other supporting factors such as family, friends, and especially themselves. The objective of our research is to analyze the effect of family background, structural support, behavioral control, entrepreneurial self-efficacy and entrepreneurial intention in higher educational institute in India. This study used a sample of 470 students. Although limited in number, they were evenly sourced from large and well-known universities, and a good entrepreneurial atmosphere was provided for the students. Statistical tests with IBM SPSS and AMOS were used to test this relationship. Normality assumption test, validity and reliability test are directed to look for the importance of the connection. This study found that academy graduates choose careers as entrepreneurs go through various considerations. All the 4 Independent factors (Family Background, Structural Support, Behavioral Control and Entrepreneurial Self-Efficacy are dependent on the 5th factor Entrepreneurial Intention which is the dependent variable.

Keywords- entrepreneurship, entrepreneurial risk, entrepreneurial intentions, theory of planned behaviour, young entrepreneurs

HOW FINTECH GIANTS ARE TARGETING GENZ

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Abstract: In this paper “How FinTech Giants are targeting Genz” (people who were born in the late 1990s and early 2000s) will be discussed. The fintech services in India is fastest growing in the world, and second highest funded industry in India. The fintech services are going to change the habits and behaviour of the Indian consumer. As India is transforming into dynamic ecosystem due to digitalization, many start-ups are evolving which gives birth to multi-billion-dollar unicorns. Therefore, the Indian economy which was a cash driven economy is now responding well and is on sudden proliferation due to increase in smartphone usage and e-commerce services. People who were millennials also use Fintech, but Gen Z understand this new technology so quickly. This could occur that Gen Z's adoption of fintech is mostly driven by speed, convenience, and user-friendly interfaces, based on the research objectives that have been presented. Individuals that are aligned with their digital lifestyles tend to respect tech-savvy and innovative solutions. This is the reason that they are using these technologies on the higher side. The aim of this research is to find out what are the driving factors for Gen Z to use fintech, which are targeted by fintech companies to acquire the market share and throw out traditional finance methods. Consumer surveys, stakeholder interviews will be used as our primary data source. By bringing leaders and companies a sense of the tastes and habits of Gen Z, this research will help them adjust their fintech products. Understanding these motivating elements will help companies create effective advertising campaigns, improve product designs, and maximize user experiences.

Keywords: Fintech, Gen Z, Digitalization, Financial Products

IMPACT OF DIGITALIZATION ON SMALL AND MEDIUM-SIZED ENTERPRISES

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Abstract: The rapid pace of technological advancement has ushered in an era of unprecedented digitization, transforming the way businesses operate across all industries. In today's competitive landscape, digitization is not merely a choice but a necessity for survival. Small- and medium-sized

enterprises (SMEs) are particularly vulnerable to the disruptive forces of digitization, as they often lack the resources and expertise to keep pace with larger firms. While the importance of digitization for SMEs is widely recognized, the extent of its impact on business performance remains under-researched. Existing studies have focused on the theoretical implications of digitization, with limited empirical evidence on its concrete benefits. As a result, entrepreneurs are often faced with complex decisions about technology adoption, lacking a clear understanding of the potential returns on their investments. The driving force behind this research is the pressing need to conduct a thorough examination of the impact of digitization on SMEs, given their crucial role as economic engines in a variety of industries. Comprehending how the adoption of digital technologies affects their operations, competitiveness, and long-term viability is essential for developing strategies that enable them to flourish in the digital age. To assess digitalization adoption in SMEs, we aim to quantify technology adoption, identify prevalent technology types, assess integration into core operations, and examine influencing factors. Analyzing digitalization's impact on SME performance, we will measure its effects on operational efficiency, customer engagement, market reach, and financial performance. Identifying challenges and opportunities, this objective explores obstacles in technology adoption, the impact on the workforce, cybersecurity risks, and potential for innovation and growth. This research paper aims to investigate the impact of digitalization on SMEs. The primary research question is: "How does the adoption of digital technologies influence the operations, competitiveness, and overall sustainability of Small and Medium-Sized Enterprises?" We explore the key drivers and barriers to digitalization in SMEs, the transformative effects of digitalization, its implications for workforce dynamics, and the cybersecurity challenges faced by SMEs in this evolving digital landscape.

Keywords: *SME's, Digitalization, Research, Data, Adoption*

STUDY OF MIDDAY MEAL PROGRAMS IN THE VILLAGES OF MANESER

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Abstract: Mid-day meals (MDM) scheme an initiative by the Ministry of Human Resources and Development (MHRD), on the year of 1995 under the name of 'National Programme of Nutritional

Support' to provide a one-time meal of the day to children. Here, children need to be enrolled in government schools, local body schools, special training centers, maktabas, madrasas and government-aided schools that are supported under the Sarva Shiksha Abhiyan. This study focuses on the role of midday meal programs in a holistic approach through in-depth interviews and BMI comparisons to established standards, we aim to reveal the program's complete effects. Our purpose is rooted in the belief that every child deserves access to both nutritious meals and quality education. By investigating the complicated sides of this program, we aim to increase its effectiveness, ensuring it remains a powerful tool for social progress. The objective of this research is to analyze and investigate the influence of MDM in government schools and anganwadi's of villages in Manesar. Student's nutritional status, attendance, academic performance, and body mass index (BMI). It aims to tackle inquiries concerning how these meals impact student's overall health and academic performance. The research will assess the problems and impact of MDM on the students including malnutrition, undernourishment as a factor. This study also focuses on the implementation of the MDM program and the challenges faced by the government, anganwadi's, and the schools in order to provide the meals. Community and stakeholders are also taken into consideration with their roles to play in the program. To address our research question, we are utilizing mixed methods approach, for instance Likert scales which are sets of statements or questions where respondents indicate how much they agree or disagree. The research is conducted on 200 samples including students and other stakeholders. The standard BMI data is derived from government websites, for the comparative analysis of student's quantitative data from the survey. Anticipating and assessing the effects of the MDM in the Manesar villages would need a thorough assessment of several factors. Generally, this programme is a government-sponsored endeavor with the goal of feeding school children wholesome meals to enhance their intake of nutrients, attendance, and general development.

Keywords: *mid-day meal programme, body mass index, malnutrition, primary school, anganwadi's, POSHAN programme*

GREEN HUMAN RESOURCE MANAGEMENT AND ITS IMPACT ON EMPLOYEE RETENTION IN THE HOSPITALITY SECTOR

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Abstract: The value of GHRM in the hotel industry cannot be over-emphasized as consumers nowadays are increasingly considering a company's sustainability standards when making purchase selections and the society grows more environmentally concerned. On the other hand, the hospitality business places a high value on its personnel as they engage directly with visitors and contribute considerably to the entire guest experience. As a result, staff retention is a vital component in ensuring good service quality and

customer satisfaction. The goal of the current literature review is to shed light on the impact of GHRM policies on employee retention in the hospitality sector. It gives a chance to study if environmentally friendly HR practices assist in retaining employees, minimizing turnover costs, and enhancing overall corporate performance. Understanding the relationship between GHRM and employee retention might result in long-term HR solutions that benefit both organizations and people. This literature review is unique as there has been no study on Green Human Resource Management (GHRM) in India's hospitality sector in recent times, to the best of the authors' knowledge.

The authors conducted a systematic literature review of the available literature for the period of study. The evaluated research publications highlighted a number of significant outcomes in the discussion surrounding Green Human Resource Management (GHRM) in the hotel sector. Among these discoveries were that GHRM increases organizational commitment and environmental performance among employees and that GHRM training, performance evaluation, and employee engagement may also boost their active involvement and voluntary actions linked to green management, staff participation, and training. Thus the current review focused on GHRM practices in the hotel industry to provide insights adapted to the local context.

Keywords: *Green human resource management, hospitality sector, employee retention, India, environmental issues*

THE ROLE OF INFORMATION AND COMMUNICATION TECHNOLOGY IN THE GIG ECONOMY: OPPORTUNITIES AND CHALLENGES IN THE ICT INDUSTRY IN INDIA

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Abstract: The gig economy is experiencing substantial growth in India, reshaping the labor landscape and influencing business operations. With the surge in online platforms, changes in workforce dynamics, and evolving work preferences, understanding the impact of the gig economy, particularly within the Information and Communication Technology (ICT) sector, has become imperative. This research is motivated by the need to comprehend the opportunities and challenges posed by the gig economy in the ICT industry, as it has the potential to alter the way businesses function and engage with a diverse workforce. The central focus of this research is to examine the integration of the gig economy in the

Information and Communication Technology industry in India. We aim to analyze its consequences for the workforce, businesses, and the overall economy. Specifically, we seek to understand how the ICT sector can effectively leverage gig workers, the role of technology platforms in this transformation, and the strategies used by businesses to manage gig workers. To address these questions, we employ a mixed-methods approach, including comprehensive surveys, literature reviews, and secondary data analysis. Literature reviews encompass a broad range of sources to provide a comprehensive understanding of the gig economy's dynamics. Additionally, case studies are used to supplement the research with in-depth insights into specific industry practices. Our research aims to shed light on the evolving landscape of the gig economy within the Information and Communication Technology industry in India. We emphasize the need for businesses and policymakers to adapt to this transformative shift, balancing opportunities with challenges, and ensuring the welfare of gig workers while harnessing their potential.

Keywords: *Gig Economy, Information and Communication Technology, Opportunities, Challenges, India*

EXAMINING CONSUMER AWARENESS TOWARDS ADOPTION OF SUSTAINABLE CLOTHING: A MIXED METHOD APPROACH

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Abstract: The study aims to examine in detail the complex relationship between consumer knowledge and sustainable clothing consumption within a fast fashion context. This research is intended to shed light on how consumer awareness, brand influence, and the specific characteristics of fast fashion influence consumers' choices about sustainability to gain insight into the dynamics of purchasing sustainable clothing. A mixed-methods approach is used with purposive sampling, where seven interviews were conducted using Google Meet. After that, an online survey was done with a diverse sample of seven consumers. The data were analysed using hypothesis testing, regression modelling and k-means cluster techniques. Consumer awareness about the use of sustainable clothing has a significant influence on shopping decisions in the booming fashion sector. The main factors to be considered by consumers in the adoption of sustainable fashion are price and quality. As consumers are attracted to and retained by reliable brands on the sustainability clothing market, it is important to have trust in a brand. The interviewees and survey were primarily conducted on young people. For this reason, it is possible to limit a generalization of the results in older or younger age groups. Regarding the fast fashion

industry and the growth of the sustainable clothing market, favorable perceptions of brands or organizations regarding their environmental practices play a crucial role in increasing consumer trust and empowering individuals, particularly in relation to environmental issues like climate change, waste management, landfills, etc.

Keywords: *Consumer Awareness, Sustainability, Fast Fashion, Environment.*

DESIGN THINKING IN INNOVATION AND SUSTAINABLE BUSINESS MODELS: TWO DECADES OF COMPREHENSIVE BIBLIOMETRIC ANALYSIS

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Abstract: Design thinking has gained recognition as a valuable approach to driving innovation and addressing complex business challenges. There has been growing interest in applying design thinking principles to develop sustainable business models in recent years. This paper presents a bibliometric analysis to examine the trends, patterns, and knowledge gaps in design thinking in innovation and sustainable business models from 2000 to 2022. Through a comprehensive search and analysis of relevant articles, this study identifies key research areas and themes explores publication trends and collaboration networks, highlights influential authors, institutions, and journals, and investigates citation patterns. The findings provide a comprehensive understanding of the current knowledge in design thinking and sustainable business models, offering insights into emerging trends, research gaps, and potential future directions. This research contributes to advancing knowledge in the field. It enables researchers, practitioners, and policymakers to make informed decisions, develop innovative strategies, and design sustainable business models that address societal and environmental challenges.

Keywords: *Design thinking, Sustainable business model, innovation, bibliometric analysis, sustainability*

CREATING SHARED VALUE (CSV) IN TOURISM: INTERLINKING SUSTAINABLE DEVELOPMENT GOALS AND BOTTOM OF THE PYRAMID

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Abstract: The study aims to assess CSV's implications for the tourism industry in its potential to create gains for stakeholders in the BoP and achieve the desired SDGs. In the context of tourism, limited knowledge poses a significant obstacle to CSV's implementation to address BoP market needs. Furthermore, identifying how several SDGs could be targeted through CSV is vital for creating a more equitable and inclusive tourism industry. A content analysis of published journal articles, reports, magazine articles, and viewpoints is conducted to determine, (1) the objectives of various SDGs, (2) the potential of tourism in achieving certain SDGs, (3) the needs of the BoP market, and (4) designing products for BoP. The interlinkages, if any, are studied between CSV strategies and SDG objectives and practices for BoP product designing through the Interpretive Structural Modeling (ISM) technique. The findings support that CSV's strategies of redeveloping products and services, redefining productivity in the supply chain, and developing the industry ecosystem can help the tourism industry in addressing the needs of the BoP segment and integrating them into business models has the potential to address all three components of sustainable development, i.e., economic, social, and environmental. The study recommends the application of CSV in generating incremental value for the BoP segment and all stakeholders by contributing towards SDGs. The study's novelty is in addressing how CSV could be beneficial for the tourism industry by highlighting its application in the real world.

Keywords: *Creating shared value, tourism, sustainability, SDGs, Bottom-of-Pyramid, Interpretive Structural Modeling*

AUGMENTED GAMIFICATION TO "GAMIFICATION" REALITY, LETS GAMIFICATION NOW

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Abstract: Augment Reality +Virtual reality +Gamification- **Gamification Reality**, as we are all aware, gamification has played a significant role over the last few decades and continues to raise eyebrows when it comes to motivating and engaging customers and learners across various platforms. Gamification has taken off thanks to augmented reality's immersive user experience for both learners and customers. As technology advances, so do we; in order to keep up with the most recent trends, we have adopted the new age digital generation framework and techniques. A new term, Gamification Reality, was coined by researcher and game designer Deepak Sharma by blending the terms "gamification" and "mixed reality." The aim of the research study is to describe the origins of gamification, give an introduction to the term used, and emphasize its characteristics and objectives. Gamification Reality's features and purpose are intended to describe its capabilities. Describe how it differs from conventional gamification techniques and how it is unique. Author surveyed more than 200 individual participants to see whether gamification had any impact on existing systems and to explain how it differs from typical gamification tactics. Discuss the functionality of Gamification Reality and its advantages for enhancing productivity, efficiency, and user experience. The Paper also aims to discuss the impact and implication of Gamification Reality on the learners as a whole. What will be the Limitations and future scope of Gamification Reality.

Keywords- Augment reality, Virtual reality, Gamification, Mixed Reality, Gamification Reality

GUIDING THE WAY IN DISRUPTIVE BUSINESS INNOVATION: THE DESIGN THINKING ASSESSMENT INSTRUMENT

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Abstract: The present research aims to assess the preparedness of management consulting clients for market disruptions, a concern shared by senior management across clientele. To address this challenge, the authors sought to empathize with their clients, recognizing the need for a comprehensive evaluation. In the context of technological advancements, the looming spectre of disruptive innovation presents a continuous and formidable threat to well-established legacy enterprises. Failure to promptly evaluate and respond to this threat could result in these businesses becoming obsolete in the ever-evolving technological landscape. A decision was made to assess their culture and ecosystem of the clients at the top management level and position them on a spectrum, employing a solution based on a framework guided by five fundamental principles: Scrutiny, Bravery, Resilience, Prosperous, and Perseverance. This tool meticulously analyzes and interprets the intricacies of emerging market disruptions, providing organizations with a comprehensive tool for self-evaluation and strategic adjustment. These principles are further broken down into fifteen distinct parameters, each thoughtfully designed to offer organizations a detailed and insightful method for evaluating their responses to the relentless waves of

transformative innovation. By utilizing this tool, organizations can position themselves in one of three categories: Innovators, Adapters, or Resistance Fighters. Innovators thrive in market disruptions by fostering a culture of innovation and quickly adapting. Adapters, though less proactive, can endure by adapting to market developments. Resistance fighters, resistant to change, risk becoming obsolete. This tool was applied within client base, encompassing seven major corporations, to corroborate the assessments with the attitudes of their senior leadership. The outcomes were highly encouraging, enabling us to provide constructive feedback regarding their readiness for impending disruptions. Design thinking tools are vital in this process, as they encourage creative problem-solving, innovation, and adaptation in an era of rapid technological change. This study emphasizes the importance of such evaluation tools in guiding organizations to adapt and embrace disruptive technologies. It provides decision-makers with the resources needed to take advantage of opportunities brought by technological advances while navigating a dynamic business landscape.

Keywords: Design Thinking, Disruptive Business, Automobile Industry, IC Engines, Electric Vehicles

EMPOWERING CONTENT DESIGNERS AND ARTISTS: INTEGRATING DIGITAL INNOVATION IN CONTENT GENERATION AND DECISION MAKING.

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Abstract: The paradigm of content creation, dissemination, and consumption has undergone a substantial metamorphosis owing to the profound influence of digitalization upon the domain of content generation. Rapid technological progressions have notably streamlined and rendered more economically viable the intricacies of content production and its widespread dissemination. These advancements have enabled the realization of automated processes in content creation, delivery, and production, thereby reshaping the landscape of digital content in ways hitherto unimagined. To examine the factors and elements necessary for the inclusion of digitalization within the content creation industry; to analyse the AI-driven tools and applications aiding content creators, designers, and artists in decision-making toward content generation and design; to inspect the pros and cons related to decision-making improvement through applied AI-driven tools and applications in the content creation industry and to assess the strategies necessary for the development and application of AI-driven tools for designers and content creators. This research mainly evaluates the importance of the content creation industry and mixed research methodology is used including primary qualitative research methods to answer the research questions which included Bibliometric methods to scrutinize total of 217 articles sourced from prominent technology, business and management databases in ProQuest and ABDC. It also involved

personal interview of a purposive sample of 55 individuals engaged in designing and content creation using various technological tools including artificial intelligence, automation platforms and decision-making tools. Review of literature and qualitative assessment from study subjects reveal symbiotic relationship between AI technology and creative minds not only enriches the lives of content producers but also elevates the overall experience for their audiences, fostering a harmonious synergy between innovation and artistic expression. In summation, artificial intelligence tools play a pivotal role in assisting artists and content creators in navigating the intricacies of content creation. They provide invaluable resources in the form of data analysis, automation, personalized insights, and enhanced productivity, culminating in the production of content that is not only captivating but also profoundly impactful.

Keywords: *Content Generation, Decision making, Empowerment, Content Designing, Digital transformation.*

A COMPREHENSIVE REVIEW ON THE G20'S CONTRIBUTION TOWARDS SOCIAL INCLUSION AND IMPROVEMENT

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Abstract: This study examines the important role the Group of Twenty (G20) has played in promoting global wealth and social development. The G20, which is made up of the main economies of the globe, is becoming a crucial forum for discussing important global issues, with an emphasis on social and economic development in particular. The purpose of this study is to clarify the methods by which the G20 has aided in worldwide societal advancement. The research examines social upliftment dimensions, such as poverty reduction, healthcare, education, gender equality, and inclusive economic growth, and how G20 member countries have collaborated to address these issues. It analyses policies, initiatives, and commitments made by G20 nations that have positively impacted global social well-being. The study also assesses the G20's strategy for social upliftment, focusing on accountability, implementation, and coordination. The findings emphasize the G20's importance as a forum for promoting social justice

and suggesting ways to enhance its capacity for advancing social justice. The report concludes with suggestions for enhancing the G20's capacity to advance social justice and ensure the global economy benefits all societal facets.

Keywords: *Policies, Healthcare, Initiatives, Sustainability, Entrepreneurship*

EXAMINING THE IMPACT OF SOCIAL MEDIA INFLUENCERS IN PROPELLING OMAN'S CAPTIVATING TOURIST DESTINATIONS

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Abstract : The use of social media influencers to advertise goods and services has increased in recent years. A social media influencer (SMI) is a user of social media who has gained popularity in a particular area, has sizable following, possesses credibility, and persuades others. These influencers promote a wide variety of goods and sectors, including fashion, technology, food items, and tourist sites, to raise awareness or reach new audiences. Additionally, social media influencers (SMIs) are based on several networks, including Instagram, Snapchat, WhatsApp, and YouTube. Research shows that SMIs with large followings are more appealing than others, and have greater power as opinion leaders. The main aim of this study was to examine the impact of social media influencers on Oman's captivating tourist destinations. SMIs play an important role in introducing people to various topics; tourism destinations are no exception. They can engage with a highly focused and committed audience by concentrating on particular hobbies or niches and by influencing popular culture, including travel and tourism. Therefore, the main objective of this study is to determine the level of persuasion that social media influencers have on tourists' choice to visit Oman's tourist destinations. Over the past few years, influencer marketing has become increasingly popular. Organizations use SMIs to connect with their target audience, boost their image, enhance brand perception, and increase profitability. Despite this success, a variety of issues still need to be addressed, such as determining the effectiveness of an SMI promotion plan, choosing the best SMI for a promotional initiative, changing consumer preferences, and assessing the impact of influencer endorsement. Moreover, in a study by the international research firm Nielsen, 92% of consumers worldwide said that they trusted eWOM advertising more than any other type of advertising. Additionally, the intangible character of tourism products shows a particularly high impact of eWOM on the tourism sector as a whole. However, only two studies have been conducted in Oman on this subject, and both of them do not directly address the same issue as this study. This highlights the fact that the tourism and hospitality sectors do not understand the value of a planned strategy for influencer

marketing. Therefore, the research question of this study was as follows: What level of persuasion do social media influencers have on tourists' choices to visit Oman's tourist destinations? This study used a quantitative research approach because it examines the links between many variables, which are then quantified using instruments to test concepts. As a result, statistical techniques can be used to analyse numerical data. In addition, the study employed a descriptive research design, which allowed for the examination of demographic characteristics, identification of issues within the population, and examination of differences in features. Moreover, the descriptive study approach allows for a more straightforward interpretation of the relevant dataset, which is made possible through meaningful and comprehensible data presentation. Additionally, a simple random probability sampling technique was employed to gather information from participants. This method was employed because it enables probabilistic representation of the target population, and every member of the population has an equal probability of being chosen. Data were gathered using a survey, that is, a questionnaire with a sample size of 167.

Keywords: *social media influencers, tourist destinations, social media, level of persuasion, Oman*

INTEGRATING DESIGN THINKING AND INNOVATION FOR SUSTAINABLE AGRICULTURAL MANAGEMENT THROUGH DIGITAL TWINS

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Abstract: Agriculture is critical to global food security and economic development. However, the agricultural sector faces numerous challenges, including resource scarcity, climate change, and the need for increased productivity while minimizing environmental impacts. Addressing these challenges requires innovative approaches that promote sustainable agricultural management (Sassenrath et al., 2010). This research explores integrating design thinking and digital twins as a promising solution to enhance sustainable agriculture practices (Kenny et al, 2021; Purcell et al, 2023). The motivation for this research stems from the urgent need to address the multifaceted challenges facing agriculture in the 21st century. Agriculture plays a pivotal role in global food security and environmental sustainability (Stefanis, 2014). Yet, it grapples with issues such as resource scarcity (Cleveland and Stern, 1998), climate change (Agovino, 2019) and the imperative to increase productivity while minimizing ecological footprints (Musvoto, 2015). This research aims to use the transformative power of design thinking principles and digital twin technology to improve sustainable agricultural management in recognition of the potential for innovative solutions. By integrating design thinking's user-centric problem-solving approach with digital twins' real-time monitoring and simulation capabilities, this research aims to empower farmers and stakeholders with user-friendly, contextually relevant, and data-driven tools that optimize resource use, promote sustainability, and contribute to the resilience of global

food systems. In doing so, it seeks to bridge the gap between agricultural innovation and the pressing need for sustainable practices, aligning with broader sustainability goals and the imperative to ensure food security for future generations.

Keywords: *Design Thinking, Digital Twins, Sustainable Agriculture, Agricultural Innovation, User-Centric Design.*

ECOSYSTEM CYBERNETIC APPROACH TO FRUGAL INNOVATION ENGINEERING - A SYSTEMIC STANDPOINT TO GOVERNANCE OF MEDICAL DEVICE ECOSYSTEMS IN INDIA

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Abstract: The issue of governance of complex social systems, particularly innovation has been a vexed one, partly due to the nature of social systems and the philosophical basis of their origin and relevance of governance itself. This epistemological uncertainty appears in the real world as much as it does in human construction of them by multiple disciplines. A chief starting point therefore is their nature as phenomenon led by observation or by alternative means. Another key feature has been the observation of something as a structural in nature and structural to the formation of systems and their functional mechanisms. The concept of governance in the formal system has often been based on dimensions pertaining to transactions, as opposed to governance in itself (Williamson, 1991). Far from the idea of the structuralist-functionalist entanglement that seeks to explain function, in terms of unique structural features through social network analytic approaches, there has been a move towards viewing social systems, in terms of their biological counterpart in the environment, namely the ecosystem. These ecosystem approaches not only model the structural relation between entities within the network or ecosystem participants, but also the external environmental factors that typically systemic approaches seek to capture in relation to governance of social systems. Here, the adaptive stability of an ecosystem in varying states of disorder together with the resilience appear similar to their ecological counterpart. These features of varying innovative states and their mutual interaction together with the twin features of adaptive and resilience stability point to the feasibility of ecosystem cybernetic approaches in the context. The absence of too many phenomenological assumptions underlying the theory makes it a suitable candidate to model the scenario of frugal innovation.

The Paper seeks to demonstrate the basic entanglement between the approach to design represented by frugal innovation and the value creation paradox, in terms of creating shared and stakeholder value. In its multiple meanings, frugal innovation provides a fundamental departure from traditional approaches to innovation. A basic organizing principle in this context is the social and economic value and the balance between competing priorities. Even as regards economic value, value theories emphasize the exchange and/or use of values under differing political and economic approaches, other than capitalism,

differently in different contexts based on case studies (Schwartz, 2001; Bhaduri and Shaikh, 2018). A concept of shared value provides the motivational subtext in the context of communities, as opposed to individuals undertaking Innovation, despite substantive concerns (Dembek et al., 2016, Porter and Kraemer, 2006, 2011). The departure arises concerning motivations underlying the generation, scope of innovation, its intended user, and their interaction, as also the nature of innovation activity implicated, namely its developmental stages viz., commercialization, diffusion, etc. The value proposition and value creation mechanisms have also been focused on distinguishing innovations in resource-constrained contexts (Zeschky et al., 2011). The Paper intends looking at the design problems in terms of paradigms oriented towards a socio-cultural model of medicine. The motivations are to contextualise the view provided by literature as to substantial cost reduction, retention of core functionality and optimisation of performance (Weyrauch and Herstatt, 2016¹) and provide relevant counterfactuals as case studies of devices meant for the disabled developed under the frugal innovation paradigm among others like Assistive AI etc.

Keywords: *Frugal innovation, design engineering, Ecosystem approaches, Ecosystem Cybernetics.*

FROM IDEA TO MARKET: THE JOURNEY OF WOMEN ENTREPRENEURS DEVELOPING AND LAUNCHING THEIR STARTUPS IN MIZORAM STATE

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Abstract: Women-owned businesses are thought to be a successful strategy for addressing issues with poverty in both rural and urban areas. The purpose of the study is to look into the socioeconomic background of Mizoram's female entrepreneurs. Primary data were gathered from 400 sample participants for the study using a structured questionnaire. Mizoram's female business owners. Secondary data were gathered from books, journals, and internet. According to a research, 53.3 percent of female entrepreneurs were over 35 years old. About 47% of the female entrepreneurs were single when it came to their marital status. Approximately 37% of them were married. According to the survey, almost 26% of the female entrepreneurs were HSLC, roughly 31% were HSSLC, and roughly 23% were graduates. According to the report, women entrepreneurs need to adapt to shifting trends and possess the necessary skills to survive in the local economy. Families, the government, financial institutions, the environment, and other organizations should all offer sufficient technical, monetary, and mental assistance. The northeastern Indian state of Mizoram is the site of the study. With a total area of 21,078 square kilometers, Mizoram is sandwiched between its two neighbors, Bangladesh and Myanmar. The

Aadhar data indicates that Mizoram's population is anticipated to increase to 1.21 million in 2022–2023, from the previous 2011 saw 1,091,014 people counted. The study focuses on female entrepreneurs in the cities of Aizawl and Lunglei, Mizoram areas. The most populated district is Aizawl, followed by Lunglei. Utilizing purposeful sampling to select 400 female entrepreneurs for the sample, 100 of whom were selected from Lunglei areas and 300 from the district of Aizawl were selected. Both primary and secondary sources were used in the data collection process. Structured questionnaires that were created based on the literature were used to collect primary data (Mathew and Panchanatham, 2011). The primary data set included the months of August, 2023-September, 2023. Through publications, websites, and official records, secondary data were gathered. The findings demonstrate a strong correlation between innovation, entrepreneurship, and entrepreneurial performance. Innovation and entrepreneurial performance are strongly influenced by two characteristics of entrepreneurs: a propensity for taking risks and an achievement-driven mindset. Furthermore, there is a clear correlation between innovation and performance, and in Mizoram, women-owned small and medium-sized businesses' entrepreneurship and performance are mediated by innovation.

Keywords: *Women Entrepreneurship, Mizo Women Entrepreneurs, Innovation, Small and Medium Enterprises.*

WARDROBE WONDERS: HOW INDUSTRY 5.0 IS TAILORING THE FASHION RETAIL EXPERIENCE FOR INDIA'S YOUTH

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Abstract: With the advent of Industry 5.0, we are witnessing an era of advancements that are rapidly reshaping various industries worldwide. One industry, on the verge of this transformative wave is the fashion sector. In India, a country experiencing urbanization and boasting a youth population the fashion market is flourishing at an unprecedented pace. Amongst the consumer base college students hold influence. Are becoming increasingly crucial to the success of fashion retailers. Their tech savviness combined with evolving preferences sets them apart as a segment to cater to. Nevertheless, there is a research gap when it comes to comprehending how Industry 5.0 technologies impact their perceptions and purchasing behaviors. This study aims to bridge this gap by providing insights that could shape the landscape of fashion retailing in India. As Industry 5.0 technologies like Artificial Intelligence (AI) Augmented Reality (AR) and the Internet of Things (IoT) become deeply integrated into the realm it becomes critical to understand their influence on consumer behavior. Specifically, we seek to unravel how these technologies impact the shopping experiences of college students and whether they foster trust, in brands. Do students show a willingness to pay a price, for products that are marketed or sold

using these technologies? This study aims to provide answers to these questions by offering an understanding of the changing dynamics, within the Indian fashion retail industry specifically in the context of Industry 5.0. To achieve our research goals, we have opted for a quantitative approach as it is deemed most suitable. A structured questionnaire was meticulously designed to capture the essence of the research questions. The survey was segmented into various sections, each addressing a specific facet of the research: Demographics: Basic information to understand the respondent's background. Awareness & Understanding: Gauge the respondent's familiarity with Industry 5.0 technologies in the context of fashion retail. Preference & Experience: Understand past interactions with tech-enhanced shopping experiences and ascertain future preferences. Perceived Value: Determine if marketing campaigns leveraging Industry 5.0 technologies are viewed as more valuable or trustworthy. Willingness to Pay: Assess if respondents are open to paying a premium for products marketed or sold using advanced technologies. The questionnaire was distributed digitally across various platforms popular among college students, ensuring a wide reach and diverse respondent base. Given the rapid technological assimilation among the youth, it was hypothesized that a majority of college students would exhibit a positive inclination towards Industry 5.0-enhanced shopping experiences. It was also predicted that these technologies would play a pivotal role in shaping trust in brands and influencing purchasing decisions.

Keywords: *Industry 5.0, Indian Fashion Retail, College Students, Purchasing Behavior, Marketing Effectiveness*

OPTIMIZATION OF DIGITAL SUPPLY CHAIN MANAGEMENT THROUGH COLLABORATION OF HUMAN EXPERTISE AND TECHNOLOGY

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Abstract: My motivation to embark on this paper stems from the ever-relevant and contentious discourse surrounding the intersection of human expertise and technological innovation in digital supply chain management. In an era where the world is sharply divided in the "Man vs. Machine" debate, this topic has captured my intrigue. The growing prevalence of digitalization and automation in supply chain operations has led to discussions about the evolving role of human labor, the complexities of integration, and the profound implications for the industry. The importance of this research cannot be overstated. In a time where industries are rapidly digitizing, and AI technologies are being harnessed to augment human capabilities, the interface between human expertise and machine intelligence is a pivotal concern. The dynamics of this partnership not only impact supply chain management but hold broader implications for the future of work and industry evolution. Yet, the area presents significant

complexities. Balancing the benefits of technology with the need for human oversight, resolving ethical and legal dilemmas, and optimizing collaboration in a rapidly evolving field pose considerable challenges. Through this paper, I aim to explore these intricacies and contribute to a more comprehensive understanding of the intersection of humans and machines in digital supply chain management. The paper aims to investigate the intricate challenges and opportunities presented by traditional supply chain operations, and how digitalization of the supply chain operations helped in the scenario, particularly in the context of Industry 5.0. The central research question revolves around understanding the role and impact of digital supply chain management in reshaping traditional supply chain models. This encompasses addressing limitations associated with traditional supply chain management, such as limited visibility and manual processes, and evaluating how the integration of human expertise and AI technology can provide solutions to these challenges. Ultimately, the paper seeks to underscore the importance of efficient and agile digital supply chain management in a contemporary business landscape marked by uncertainty, sustainability imperatives, and heightened competition. To address the research problem and make progress in understanding the integration of human expertise and AI technology in digital supply chain management, a qualitative approach was employed. The traditional literature review method is used involving a comprehensive review of existing literature between the year 2002-2023 and scholarly works in the field. This literature review method allowed for an in-depth exploration of academic research, case studies, and industry reports, synthesizing knowledge on the subject matter. By analyzing and synthesizing these diverse sources, the study aimed to gain insights into the theoretical frameworks, and real-world applications of the human-technology partnership in supply chain management. This qualitative approach served as the foundation for constructing a comprehensive understanding of the topic, enabling the synthesis of relevant concepts and theories, and providing valuable insights for the study. In our investigation, the predictions and results underscored a critical finding: the symbiotic partnership between human expertise and technology is paramount for the success of digital supply chain management. It became evident that machines serve as invaluable tools to augment human capabilities, making the workforce more efficient and adaptable. This finding aligns with the notion that while technology can optimize various supply chain processes, it is human intuition and adaptability that drive the strategic decision-making and ethical considerations essential for a well-rounded and successful digital supply chain ecosystem. In essence, the study's predictions were validated, highlighting the indispensable role of both human and technological elements in achieving supply chain efficiency and responsiveness.

Keywords: *Digital Supply Chain Management, Technology Integration, Human Expertise,*

DECODING THE SUB-NATIONAL DIGITAL PAYMENT REVOLUTION IN INDIA

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Abstract: India emerged as the global leader in digital payment transactions in 2022, accounting for 46% of global real-time payments. Using a novel disaggregated digital payment transaction data on value and volume, this study finds sub-national heterogeneity in India's digital payments evolution owing to the disparities in the infrastructure and policy initiatives towards digital financial inclusion. The study also shows that the least digitally competitive sub-national economies of Odisha and Bihar witnessed phenomenal growth in digital payments post-pandemic. The expansion of the Bank Correspondent model through the "Bank Sakhi" program unlocked the digital payments potential of these sub-national economies.

REDESIGNING DIGITAL AND PHYSICAL PREMISES

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Abstract: There is a gradual but obvious positive and normative change in the social order where an equitable social inclusion of the human race giving accessibility for all is addressed like never before. Institutions at different levels are laying their broad agenda for all types of inclusion. Human rights activists are drawing new narratives against all types of sectarianism. Another eminent change is in the counters of Structure and systems and are redrawing the social orders. Though there is low but significant voice for the deprived, close to a billion people around the globe are excluded for want of unpreparedness in Designs both physical and digital. Inclusion of physically challenged in to the main stream life can only be achieved through committed vision on development as M K Gandhi suggested *Sarvodaya* meaning development for all. Over the years India has launched a number of schemes in this direction listing many in the group. Most of the schemes are peripheral in nature in addressing the sustainability or targeting the SDGs of United Nations 2030 goals. India, being a developing state and the inherent slackness in growth poses a sizable challenge which over shadows the inclusion at large and development index in particular. The present paper focuses on the digital and physical infrastructure

improvement made in the state in the dimensions of design. Parallely, citizens are supposed to use a full-fledged digital infrastructure, where people can access the digitally tendered utilities by the state. The paper also explores the existing settings in governance with respect to the digital platforms.

COAL PRICE FORECAST IN INDIA: A COMPARISON OF ARIMA AND REGRESSION ANALYSIS

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Abstract: The Indian energy landscape heavily relies on coal, making it essential to accurately forecast coal prices for effective energy planning and policy formulation. This study aims to address the pressing need for reliable coal price forecasts in India, considering the critical role of coal in the country's energy sector. India's energy sector faces the challenge of price volatility in the coal market, which can impact energy production costs and, ultimately, consumer prices. To mitigate these challenges, it is crucial to develop robust and accurate coal price forecasting models. This research investigates the effectiveness of two prominent methods, ARIMA (Auto-Regressive Integrated Moving Average) and Regression Analysis, in predicting coal prices. To compare the predictive performance of ARIMA and Regression Analysis, we collected historical coal price data and relevant macroeconomic indicators. We conducted an in-depth analysis of the data, pre-processed it, and used both methodologies to develop price forecasting models. ARIMA is a time series analysis technique, while Regression Analysis considers the relationship between coal prices and various economic factors. Our study will predict that which of these two models exhibit commendable predictive capabilities for coal price forecasting in India. In conclusion, this research contributes to the field of energy economics by providing a comprehensive comparison of ARIMA and Regression Analysis in forecasting coal prices in India. Accurate coal price forecasts are crucial for policymakers, energy producers, and consumers. The findings indicate that both ARIMA and Regression Analysis have their merits, and their suitability depends on the specific forecasting requirements. Therefore, this study offers valuable guidance for stakeholders in the Indian energy sector to make informed decisions, manage price volatility, and ensure the stability of energy supply and pricing in the years to come.

Keywords: *Coal price, Regression, Coal Industry, Coal Price*

INSURTECH AND INDIAN INSURANCE COMPANIES

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Abstract: Technology has started disrupting the insurance industry globally, and the effect can be seen in insurance distribution, pricing, underwriting, identifying risk models and claims handling. This disruption embraced the Insurance Industry and is termed as InsurTech. Start-up companies transform the insurance industry by innovating new products and solutions like Smartphone applications, online claims processing applications and wearables. At the same time, due to the internet and smartphone adoption, customers are well informed through websites, have more awareness through social media connections and demand more from insurance companies. This teaching case discusses InsurTech's products and analyzes the structure of the Indian insurance companies and the adoption of new technology with the advent of the InsurTech revolution.

Keywords: *Fintech, InsurTech, Artificial Intelligence, Machine Learning, Big Data analytics, Blockchain, Internet of Things (IoT).*

ENHANCING FINANCIAL DECISION-MAKING THROUGH EXPLAINABLE AI AND BLOCKCHAIN INTEGRATION: IMPROVING TRANSPARENCY AND TRUST IN PREDICTIVE MODELS

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Abstract: Artificial intelligence (AI) and machine learning have been at the forefront of the rapid transformation of the financial industry brought about by technology. These innovations have entirely changed how credit risk assessment, investment strategy creation, fraud detection, and algorithmic trading operate. However, the financial industry is concerned about the lack of transparency in AI models, which has led to queries about the decision-making procedure, what influences them, and the possibility of biases. In order to overcome these issues and improve trust and transparency in financial AI models, this study examines the emergence of Explainable AI (XAI) and its merger with blockchain. Institutions handle enormous volumes of data in the data-driven financial world of today to make crucial judgments. Making these judgments in a transparent and accountable manner is crucial. As AI and machine learning become more prevalent in financial analysis, it is crucial to ensure these technologies are transparent to stakeholders, such as regulators, clients, and internal decision-makers. Furthermore, threats change as the financial sector does. The emergence of sophisticated hostile actors that might try to manipulate AI models calls for the creation of reliable and open systems. Our research focuses on the

application of AI in finance. This research aims to address the critical issue of transparency in AI-driven financial decision-making. We seek to understand the limitations of current AI models and explore the potential of Explainable AI (XAI) and blockchain technology in enhancing transparency and accountability. The problem we address is the opacity of AI models, often referred to as the "black-box" nature of these models. The lack of interpretability in AI algorithms hinders their adoption and trust, particularly in finance, where decisions can have significant financial implications. To tackle the problem of AI model opacity in financial decision-making, we conducted a comprehensive literature review, analyzed the existing research, and assessed the challenges posed by black-box AI models. We explored Explainable AI (XAI) and blockchain principles and technologies and their potential to provide transparent, interpretable AI predictions. Our study design involves a case study demonstrating the application of XAI and blockchain in various financial scenarios to enhance decision-making transparency. Our study begins with review of existing literature in the fields of AI, finance, and blockchain. This serves as a foundation for understanding the current state of AI in the financial industry, its challenges, and blockchain's role in enhancing transparency and accountability. Additionally, we analyse various reports and publications by regulatory authorities, such as the Financial Stability Oversight Council and the Federal Reserve, to gain insight into the growing concerns regarding the opaqueness of AI models in finance and the need for more transparent systems. To provide a practical perspective, we interviewed experts in the field, including data scientists, risk assessors, and financial analysts. As financial organisations and regulatory bodies embrace these technologies, stakeholders will better understand AI-driven decisions and the factors that influence them. This transparency will foster trust among customers and regulatory authorities, ultimately enhancing the industry's reputation. Our case study results show that the integration of XAI with blockchain can have a profound impact on credit risk assessment. XAI models provide interpretable explanations for credit risk assessments, allowing financial institutions to understand the factors driving credit decisions. This enhanced transparency can result in more accurate risk assessments and informed decision-making. Regarding investment techniques, XAI and blockchain can offer clear explanations for investment recommendations, which can be crucial for investors and asset managers. Moreover, our study reveals how XAI and blockchain can be crucial in fraud detection. By providing interpretable explanations for detecting fraudulent activities, financial institutions can more effectively combat fraudulent actions and improve the security of financial transactions. In algorithmic trading, the transparency offered by XAI and blockchain can lead to more informed and accountable trading decisions, reducing the risks associated with automated trading strategies. In the battle against cybercrime, a paradigm shift is needed. By incorporating design thinking and innovation into the realm of cybersecurity, we can not only address the challenges posed by end users, but also pave the way for more efficient and economically viable solutions. This research paper will delve deeper into these concepts, offering practical insights and case studies to support the efficacy of design thinking in cybercrime control. By focusing on sustainability and user-centric approaches, the future of cybersecurity can be reshaped to confront this ever-present threat effectively.

Keywords: *Cybercrime, AI, Fintech, Blockchain*

“CYBERCRIME AND CONTROL” WITH FOCUSED ON DESIGN THINKING AND INNOVATION FOR SUSTAINABLE MANAGEMENT AND SOLUTIONS

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Abstract: In today’s interconnected digital landscape, the relentless growth of cybercrime poses a substantial threat to individuals, organizations, and nations alike. In the ever-evolving world of cyber threats, traditional approaches to cybersecurity often fall short. This research paper explores an innovative perspective on combating cybercrime through the application of design thinking and innovation for sustainable management and solutions. This paper aims to address the pivotal challenges faced in this context, including the role of end users, strategies for overcoming these challenges, enhancing business efficiency, and achieving techno-economically feasible solutions.

Keywords: *Fintech, Artificial Intelligence, Blockchain, Transparency, Financial Decision-Making, Explainable AI, Regulatory Compliance.*

CRITICAL ANALYSIS OF CSR INITIATIVES ADOPTED BY SELECTED INDIAN CORPORATES

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Abstract: Corporate Social Responsibility (CSR) is a concept and business practice that involves a company's commitment towards contributing positively to society and the environment beyond its primary economic goals. It is often referred to as a company's voluntary initiatives to address social and environmental issues, alongside its core business operations. This research paper undertakes a critical analysis of CSR practices within selected Indian corporations, focusing on the motivations behind their CSR initiatives, addressing the key problem statements & predicting the implications of these initiatives. This paper explores the diverse motivations that drive Indian corporations to engage in CSR

activities, including ethical considerations, regulatory compliance, stakeholder pressure, and strategic business advantage. The paper identifies and scrutinizes prevalent issues and challenges faced by Indian corporates in their CSR endeavours. These challenges may include resource allocation, transparency, effective impact measurement, and alignment with societal needs. Analyzing these problem statements helps in determining the effectiveness of CSR practices. The study employs a multi-faceted research methodology involving a combination of qualitative and quantitative approaches. Data collection involves surveys, interviews, and content analysis of CSR reports. Statistical analysis and thematic coding are used to derive meaningful insights from the data. Based on the analysis, the paper predicts the future impact and outcomes of CSR initiatives undertaken by the selected Indian corporates. It delves into the expected changes in business operations, stakeholder relationships, and societal welfare as a result of these initiatives. The results section presents empirical findings, shedding light on the successes, shortcomings, and trends in CSR practices among the corporations studied. In conclusion, the critical analysis of CSR initiatives in selected Indian corporations reveals the complex interplay of motivations, challenges, and outcomes. The findings provide valuable insights for both academia and practitioners, offering a better understanding of the strengths and weaknesses of current CSR strategies. This research underscores the need for a more integrated and holistic approach to CSR, emphasizing long-term sustainability, ethical responsibility, and genuine societal impact. The conclusions drawn from this study have the potential to shape future CSR strategies and foster a more ethical and sustainable business environment in India.

SUSTAINABLE AI: A DUAL LENS FRAMEWORK FOR INNOVATIVE BUSINESS MODELS AND SUSTAINABLE SOLUTIONS

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Abstract: As businesses navigate an increasingly complex landscape, the fusion of Artificial Intelligence (AI) and sustainability has emerged as a promising avenue to develop innovative business models, guiding management toward more responsible and environmentally conscious practices. This study delves into the critical domain of Sustainable AI, aiming to establish an innovative model for sustainable decision-making. The convergence of AI and sustainability offers an opportunity to reconfigure management strategies, influencing a shift towards eco-friendly, socially responsible, and ethically driven decisions and actions. The importance of this research stems from the pressing need to address global challenges such as climate change, urban planning, financial frauds, and social inequality. Integrating AI within the framework of sustainability holds the potential to empower organizations to make more informed and ecologically viable decisions. However, the complexities and intricacies in merging AI and sustainability present a multifaceted challenge. The fusion requires addressing ethical concerns, reconciling trade-offs between economic growth and environmental conservation, and designing AI models that align with sustainable principles. Addressing this challenge, following

research questions are formulated: RQ1: What are the various domains across which AI-driven innovations have demonstrated significant potential in developing sustainable solutions? RQ2: What are the key ethical challenges and potential risks involved in the integration of AI with sustainable solutions? By employing a dual-lens framework, the current research examines the profound impact of Sustainable AI on responsible business models and rational management decision-making, promoting environmental and overall sustainability. The primary problem addressed in this research is the development of an innovative and sustainable model that can guide management decision-making, incorporating AI tools and sustainable practices effectively. To achieve this, the current research presents an up-to-date Systematic Literature Review (SLR) using PRISMA methodology by meticulously surveying and synthesizing existing research and scholarly articles on Sustainable AI through dual lens perspective- ‘AI for Sustainability’ and ‘Sustainability of AI.’ The SLR approach enabled the comprehensive examination of diverse scholarly works, providing a holistic understanding of the topic. For the same purpose, a literature review of electronic databases, including Google scholar, IEEExplore, SpringerLink, ScienceDirect- Elsevier, and Scopus was done using selected keywords to identify relevant articles published from 2015 to 2023. The chosen time-period justifies well as the subject area of sustainable AI is relatively new and has been recognized and researched over in recent years only. The search string strategy is built around the research questions' keywords and terms, using ‘OR’ and ‘AND’ operators. The terms were searched in the title, abstract, and keywords field of the databases. The final search string was ((“ethical AI” OR “responsible AI” OR “AI ethics” OR “explainable AI” OR “ethical artificial intelligence” OR “responsible artificial intelligence” OR “artificial intelligence ethics” OR “explainable artificial intelligence” OR “sustainable AI” OR “sustainable artificial intelligence” OR “AI” OR “artificial intelligence”) AND (sustainable development OR sustainability OR sustainable solutions OR sustainable business OR innovative business)). This data search query resulted in a total of 256 research papers (inclusive of duplicates). After a detailed study, 40 articles were shortlisted for in-depth review. Considering only 40 studies for our SLR is indicative of sustainable AI being relatively new field of study, and the subject area of ethical and responsible AI lacks extensive research and literature. The final 40 studies are selected following the PRISMA framework ensuring high-quality research literature apt for the topic under study. The results obtained from the SLR underline the manifold opportunities and challenges associated with integrating AI and sustainability. The review results point out on two vital fronts: ‘AI for Sustainability’ by identifying AI contribution to various sustainability domains like *individual, social, economic, environmental, and technical*, and exploring other important dimension: ‘Sustainability of AI,’ through parameters like *ethics, fairness, explainability, accountability, privacy, and security*. The findings reveal that while AI applications offer immense potential to optimize resource utilization, minimize waste, and augment decision-making efficiency, various concerns like ethics, fairness, transparency, security, and privacy remain a pivotal challenge. The SLR identifies a scarcity of unified frameworks and guidelines for implementing AI in a sustainable manner, emphasizing the necessity for standardized protocols and regulatory frameworks.

Keywords: *Sustainable AI, AI for sustainability, Sustainability of AI, Sustainable business, Innovative business models*

CAN THE ADOPTION OF PHYSICAL SETTLEMENT IMPROVE MARKET TRANSPARENCY? INSIGHTS FROM THE INDIAN CONTEXT.

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Abstract: The Indian derivatives market is the largest market in terms of volume of trades. However, there are different issues related to high levels of derivatives trades in the market, such as overleveraged trades, high volatility of stock prices at the time of expiry, high levels of uninformed trading, and others. Therefore, market regulators sometimes come up with different regulations to improve market quality. This study examines how the choice of settlement type for derivatives affects the crash risk of the firms, using a regulatory change in India as a case study. The regulatory authority mandated a shift from cash settlement to physical settlement, which was contingent on meeting stricter criteria for derivatives listing. As a result, companies that did not meet these enhanced criteria had to opt for physical settlement. The study explores the impact of change in settlement type on stock price crash risk using the Difference in Difference (DID) methodology. The study reveals that this shift in settlement type has a notable impact on companies with lower market quality, leading to a decrease in crash risk for such firms. These findings indicate that these regulatory measures contribute to greater market transparency by reducing information imbalances within the underlying companies.

Keywords: *Financial Market Regulations; Stock Price Crash Risk; Market Quality; Innovations*

A STUDY ON COST IMPLICATION FOR MSMES AFTER IMPLEMENTATION OF GST WITH RESPECT TO KARNATAKA STATE

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Abstract: It is nearly always desirable to have easier regulatory compliance in order to foster the growth of Small businesses in India. The Goods and Services Tax, more often referred to as GST, was first introduced in India on July 1, 2018, with the goal of resolving the deficiencies of previous indirect tax systems. The GST is also known by its acronym, "GST." It has resolved a large number of the compliance issues that Micro, Small, and Medium-sized Enterprises (MSMEs) in India were facing, such as an increase in the cost of the organization's employees as a result of the implementation of GST, a rise in the cost of software, an increase in the cost of working capital as a result of the implementation of GST, the process being difficult, the cost of compliance being very high, etc.

In spite of this, there are a substantial number of problems with compliance that need an urgent reaction in regard to the consequences of cost. The purpose of this study is to analyze the post-implementation compliance problems that Micro, Small, and Medium-sized companies (MSMEs) are encountering, with a specific emphasis on the state of Karnataka as the primary research location. This data was collected from the replies to a survey questionnaire provided by 526 Micro, Small, and Medium-sized businesses (MSMEs), Karnataka as a state was divided into five divisions, these five divisions included all the 31 district headquarters. MSMEs were divided into three categories such as manufacturing, services and trading. After the introduction of GST, the cost of software for Micro, Small, and Medium-sized Enterprises (MSMEs) rose by an average of between 25 and 50 percent, as shown in this research. Approximately 66% of the responding Micro, Small, and Medium-sized Enterprises (MSMEs) said that the GST has had a negative effect on the demand for their product. In addition to this, 77% of those who participated in the survey stated that the introduction of GST has resulted in an increase in the amount of working capital they need. After the introduction of GST, the average demand for working capital from Micro, Small, and Medium-sized Enterprises (MSMEs) grew by between 50 and 60 percent. As a result, the findings of this research indicate that Micro, Small, and Medium-sized Enterprises (MSMEs) are experiencing a great deal of difficulty in adhering to the requirements of the GST, and these difficulties are acting as a barrier to the growth of MSMEs. There is an essential need for governmental interventions to simplify the many burdensome compliance procedures in order to facilitate the general development of the MSME business in India. This is for the purpose of the general growth of the MSME industry in India.

Keywords: *MSMEs; GST; Compliances; Return; Registration; Input tax credit.*

A COMPARATIVE ANALYSIS OF PLATFORMS FOR BUILDING THE CONVERSATIONAL INTERFACE

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Abstract: In today's digital era, Internet-based services have become an intrinsic part of day-to-day human life and influenced all aspects, from shopping to health care. According to various reports, 63% of the world's population is online and engaged in at least one activity. This demands to provide round-the-clock online support to the people. To do so, organizations are rapidly integrating AI-powered chatbot applications into their services. Chatbot is "A computer program designed to simulate conversation with human users, especially over the Internet". It helps organizations quickly resolve common problems, learn from the experience, and provide personalized responses. It enables the user to interact with the chatbot application in text or voice format. Some of the popular chatbots are Ask Maharaja (Air India), GeMmy (Gem), Virtual Assistant (ICICI), LiGo (ICICI-Prudential), 6Eassist (Indigo), Ask DISHA 2.0 (IRCTC). The chatbot can be developed from scratch using any programming language or various available natural language understanding frameworks. The development from scratch can be costlier in terms of money and time. This is why the development of chatbots is preferred using any framework. However, selecting the framework that best suits the organization's requirements is challenging. The popular commercial solutions are Microsoft Bot Framework, IBM Watson, Amazon Lex, and Google Dialogflow, while the open source frameworks are Botpress and Rasa. Each tool has its advantages and disadvantages for building the chatbot. The present study aims to evaluate these tools in the context of the academic domain. This study compares these frameworks on system configuration, programming skills required, customization, flexibility, community support, price, user features, and platform integration. The finding of this study would allow academic organizations to select the best tool for building chatbot applications.

ROLE OF E-HRM IN HR EFFICIENCY AND EMPLOYEE SUCCESS

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Abstract: In today's fast-paced IT industry, characterized by rapid technological advancements and workforce demands, the technology adoption as E-HRM systems has gained increasing significance. These systems offer the potential to optimize HR processes, enhance employee experiences, and ultimately contribute to organizational success. However, the extent to which E-HRM systems are integrated into IT company practices, and the tangible impact they have on HR processes and employee well-being, remain key areas of inquiry. This research constitutes a thorough investigation into the pivotal role played by Electronic Human Resource Management (E-HRM) systems within the Information Technology (IT) sector, with a specific emphasis on their influence on HR efficiency and employee success. The analysis of quantifiable data, the research aims to derive empirical insights that can illuminate the intricate dynamics between E-HRM adoption and its outcomes in terms of HR efficiency and employee success within IT organizations. To address these crucial questions, this study

employs a quantitative approach, conducting structured surveys to gather comprehensive data from a representative sample of IT companies. By doing so, it seeks to assess the level of E-HRM system adoption and its variations among different organizations. Furthermore, the research aims to analyze the effects of E-HRM adoption on HR efficiency metrics, including aspects such as recruitment speed, training effectiveness, and data management. Simultaneously, it endeavors to quantify the impact of E-HRM adoption on employee success factors, such as job satisfaction, job performance, and retention rates. In addition to these quantitative investigations, the research acknowledges the importance of qualitative insights. To provide a holistic understanding, in-depth interviews are conducted with top management, HR professionals, and line managers within IT organizations. These interviews aim to identify the key factors influencing the successful implementation of E-HRM systems, including organizational culture, leadership support, and the adequacy of employee training. This research paper seeks to contribute empirical evidence and data-driven insights that can inform decision-makers within the IT sector. By bridging gaps in existing knowledge and offering practical guidance, it aims to empower IT organizations to make informed choices regarding E-HRM adoption, ultimately enhancing HR efficiency, employee success, and overall organizational outcomes in this dynamic industry.

Keywords: *digitalisation, technology adoption, organizational culture, leadership support*

DISCOVERING RESEARCH TRENDS IN INDIAN CLASSICAL MUSIC: PERSPECTIVES OF DIGITAL HUMANITIES THROUGH COMPUTATIONAL MINING

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Abstract: Classical music, with a legacy spanning over 2000 years, stands as an integral and cherished facet of Indian cultural heritage. It serves as a foundational element for the performing arts in the country, with deep-rooted connections to spirituality, providing a medium for expressions of devotion, meditation, and the exploration of the human connection to the divine. Beyond its role in religious and cultural ceremonies, extensive research has unveiled its therapeutic impact, further underscoring its significance. Indian classical music is a multifaceted realm, encompassing the rich traditions of both Hindustani and Carnatic music, featuring a myriad of styles, ragas, and instruments. Its diversity reflects the intricate tapestry of Indian culture and has also garnered international acclaim, gaining global recognition. Indian classical music is now a subject of study in universities, not only within India but also abroad. This paper aims to discern the underlying structure of the literature surrounding Indian Classical Music, viewed from a macro perspective. It delves into the prevailing trends at the intersection of Artificial Intelligence (AI), machine learning (ML) and Indian Classical Music (ICM) from 1992 to 2022, as evidenced by the Web of Science (WOS), a bibliographic and citation database of Clarivate

Analytics, indexes over 21,000 peer-reviewed, high-quality scholarly journals from around the world, 205,000+ conference proceedings and 104,000 editorially selected books. This analysis sheds light on the evolving landscape of research at the confluence of AI, ML and ICM. Furthermore, this paper will explore the potential applications of Artificial Intelligence in the realm of Indian Classical Music. It seeks to provide insights into how AI-ML can be harnessed to benefit practitioners and enthusiasts of Indian Classical Music, opening new avenues for innovation and advancement in this age-old, yet ever-evolving, art form. This paper will also review the most cited and most recommended articles on AI-ML applications in ICM, as reflected on WoS and Google Scholar citation databases. **Keywords:** *Indian Classical Music (ICM); Artificial Intelligence (AI); Machine Learning (ML); Digital Humanities (DH)*

FINANCIAL LITERACY OF WORKING WOMEN

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Abstract: Financial literacy plays a crucial role in shaping the financial well-being of individuals, with particular significance for women in the workforce as they navigate their financial matters in the context of their careers, families, and future goals. This research aims to explore the levels of financial literacy among employed women, particularly in the different tiers of cities, and investigate the factors that impact their financial knowledge, attitudes, and behaviors. The study employs a mixed-methods approach, combining quantitative surveys and qualitative interviews to gather data from a diverse group of working women. **Variability in Financial Literacy:** We anticipate significant variation in financial literacy levels among women in different income brackets in India, possibly due to disparities in access to education and resources. **Income and Financial Literacy Correlation:** We expect to find a positive correlation between income levels and women's financial literacy. Higher-income groups are likely to demonstrate a better understanding of financial concepts, which is essential for financial well-being.

Impact on Financial Well-being: Our research predicts a direct relationship between financial literacy and the financial well-being of women. Higher financial literacy is expected to result in improved financial management skills and, consequently, better overall economic well-being. **Socioeconomic Factors and Gender Gap:** The study will likely highlight key socioeconomic factors contributing to the gender gap in financial literacy, such as disparities in education, employment opportunities, and cultural norms. These factors may vary by region and demographics, further influencing financial literacy.

Keywords: *Financial Literacy, Working Women, Financial Well-Being, Financial Education*

SUSTAINABLE FINANCING

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Abstract: Sustainable finance considers environmental, social, and governance returns, whereas conventional finance focuses on financial return and risk trade-off in the financial industry. Sustainable finance analyzes investment and management practices from the perspective of balancing the needs of the economy, society, and the environment. This paper provides a comprehensive overview of sustainable finance, its taxonomy, framework, sustainable development, sustainable development goals (SDGs), green finance, and sustainable investment considering the UN Principles for Responsible Investment (UNPRI). The primary aim of the study is Sustainable Financing. Setting goals, including stakeholders, identifying risks, doing due diligence, diversifying the portfolio, investigating financial instruments, creating performance indicators, continuously monitoring, and transparently reporting are all essential steps in developing a framework for sustainable finance. Environmental, social, and governance (ESG) investing is a methodical strategy for minimizing the risks and optimizing the returns on financial investments considering ESG considerations. This approach guarantees a long-term financial plan that supports sustainability objectives and gives stakeholders full visibility. They provided an explanation from the viewpoint of institutional investors and proposed moving beyond current governance frameworks that are misaligned with the sustainability issues faced by those types of investors. These exemplary examples show that the international financial industry is making several attempts to address social and environmental problems on a regional and global scale.

Keywords: *Sustainable Financing, Stakeholders, Stability, Affordability and Accessibility etc.*

ANALYSING THE IMPACT OF GENDER, MARITAL STATUS, EDUCATION, AGE AND AVERAGE YEARLY BALANCE OF CLIENTS ON CREDIT DEFAULT

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Abstract: There were about 87.7 million credit cards in India as of May 2023, distributed among 34 scheduled commercial banks. The June 2023 quarter saw an increase in credit card defaults. The delinquency rate increased 66 basis points from the prior year to 2.94 percent for accounts that are more

than 90 days past due (dpd). 8.6 crore (86 million) credit cards were in use in India as of April 2023. From the 7.5 crore (75 million) credit cards in use as of April 2022, this represented a 15% rise. By the end of 2023, India is anticipated to have 10 crore (100 million) credit cards, according to Bankbazaar's India Credit Card Report. Hence it is important to analyse factors that influence the default in credit payments of Indian credit card holders. The research paper aims to study impact of four important factors that have effect on credit default of the client under observation. These factors also individual parameters are type of gender of the individual, marital status of the individual, education level of individuals, age and Average yearly balance of the client. This will help the financial and marketing managers to do analysis and prediction on credit payment. And select the client with low credit default risk and help them for targeted marketing for offering credit lines. To address this objectives, primarily secondary data sources are used that are available in public domain. A mixed-methods research strategy is used to answer this topic, with the examination of secondary data sources already in existence taking precedence. This includes a thorough analysis of pertinent papers, studies, and literature. In order to supplement and contextualize the secondary data, professional perspectives from the business are also gathered. This will help us understand individual parameters affecting credit default on the client.

Keywords: *Credit risk, individual parameters, Analysis, Prediction.*

ESG DISCLOSURES AND FINANCIAL ANALYSTS

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Abstract: Financial analysts play a crucial role in interpreting and communicating corporate information to investors. ESG disclosures provide additional information beyond financial metrics, enhancing the overall information environment for investors. In this study, we investigate the role of ESG scores in impacting analyst coverage, analyst forecast errors, and analyst forecast dispersion. Furthermore, we investigate the role of country-level governance quality in affecting these relationships. Our sample comprises publicly traded companies from 44 developed and emerging countries, for the period of 2011 – 2021. The final sample consists of 16,520 firm-year observations. The key dependent variables are analyst coverage, analyst forecast errors, and forecast dispersion. The main independent variables are Refinitiv ESG scores and country-level governance quality. The findings of this study suggest that ESG scores increase analyst coverage, and reduce analyst forecast errors. The study contributes to the ESG-financial analyst literature. This study equips investors, companies, and policymakers with insights into the relationship between ESG and financial analysis.

Keywords: *ESG disclosures, Analyst forecast coverage, Analyst forecast errors, Analyst forecast dispersion.*

FACTORS CONTRIBUTING TO SUCCESSFUL DIGITAL TRANSFORMATION IN BRICK-AND-MORTAR BUSINESSES AND THEIR IMPACT ON OPERATIONAL EFFICIENCY, CUSTOMER EXPERIENCE, AND PROFITABILITY

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Abstract: Deceptive marketing practices have become increasingly prevalent in the modern business landscape, raising concerns about their potential impact on consumer buying behaviour. This research aims to investigate the multifaceted consequences of deceptive marketing strategies on consumers' purchasing decisions. By employing a mixed-methods approach, combining surveys and in-depth interviews, the study seeks to analyse the extent to which deceptive marketing influences consumer perceptions, trust, and overall decision-making processes. Additionally, the research aims to identify the demographic and psychographic factors that may exacerbate or mitigate the impact of deceptive marketing on different consumer segments. Through a comprehensive examination of real-world examples and theoretical frameworks, this study contributes valuable insights to both academic literature and practical marketing strategies. The findings are expected to inform marketers, policymakers, and consumers alike, fostering a better understanding of the dynamics between deceptive marketing and consumer behaviour.

Keywords: *Deceptive Marketing, Consumer Buying Behaviour, Consumer Perception, Trust, Decision-making, Marketing Ethics, Consumer Protection, Psychological Factors, Demographic Variables, Mixed-Methods Research*

UNDERSTANDING RETAIL INVESTOR PERCEPTIONS AND AWARENESS OF ESG FUNDS

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Abstract: This study focuses on the perceptions and awareness of retail investors regarding environmental, social, and governance (ESG) funds. A literature review identifies the need for research specifically targeting individual retail investors, and key theories and concepts related to ESG funds and retail investor decision-making are discussed. A survey-based approach was used to gather data from a random sample of retail investors, assessing their understanding, attitudes, and awareness of ESG funds. Initial findings suggest variations in awareness levels, decision-making factors, and barriers to investment. The study acknowledges limitations such as a potentially non-representative sample and self-report bias. However, it aims to contribute to the literature by providing insights and recommendations for promoting the usage of ESG funds among retail investors and driving sustainable investment practices. Overall, the study seeks to empower retail investors to make informed investment decisions aligned with their values and preferences.

Keywords: *ESG funds, retail investors, perceptions, awareness, decision-making, barriers, demographic variables, sustainable investment.*

IMPACT OF DIGITAL PAYMENT ON SMALL BUSINESSES IN GURGAON (MANESAR)

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Abstract: Gurugram (Manesar) is developed and rising city in India, so its retail landscape has witnessed a significant transformation due to the implementation of an online payment system known as UPI. (Unified payments interface) an instant payment system developed in India by the National Payment Corporations of India (NPCI) To better understand how digital payments affect traditional retail business, the research paper determines how digital payments create an impact on local retail outlets in both cities. It examines how much different online payment methods and applications have impacted the retail industry in these cities. Surveys, customer payment volume, and data analysis are used in this study to evaluate the experiences of retail owners and consumer preferences. The research addresses the rapid adoption of digital payments during the COVID-19 epidemic and highlights how conventional business must accept online payments to remain competitive. The study concludes by

highlighting the significance of using digital payment solutions in retail and acting as a resource for retail businesses and other small businesses (hawkers and peddlers)

Keywords: *Online payment (UPI & Mobile payment), Gurgaon (Manesar), Retail business, Covid-19*

USABILITY OF ARTIFICIAL INTELLIGENCE CHATBOT ON GENZ CUSTOMER EXPERIENCE IN E-RETAILING

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Abstract: In the context of e-retailing, this research study examines how well-suited artificial intelligence (AI) chatbots are to improve the Gen Z (younger generation) customer experience. The purpose of the study is to evaluate how well AI chatbots cater to the distinct needs and preferences of Generation Z in the context of e-retailing. The study uses a mixed-methods approach, integrating qualitative evaluations of Gen Z customers' perceptions with quantitative analysis of user interactions with AI chatbots. We investigate the effects of AI chatbots on variables including user satisfaction, trust, and engagement using survey data, interview transcripts, and user behaviour analysis. The study also investigates how responsiveness, personalization, and proactive problem-solving contribute to the Gen Z E-Retailing experience. The research's conclusions offer E-Retailers insightful information on how to properly adapt their customer engagement tactics to the Gen Z audience. E-Retailers may improve customer satisfaction, loyalty, and overall E-Retailing performance in the ever-changing digital market by making informed decisions based on their awareness of the subtleties of AI Chatbot usability in satisfying Gen Z expectations.

Keyword: *Artificial Intelligence, Chatbot, Gen Z, Customer Experience*

STUDENT'S PERCEPTION OF EDTECH PLATFORMS

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Abstract: The Ed Tech industry is one of the burgeoning sectors in India. After the United States, India is the second-largest market for e-learning, boasting a market size of \$6 billion, with expectations of reaching \$10 billion by 2025. The integration of educational technology (EdTech) into traditional educational settings has rapidly evolved, reshaping the way students engage with learning materials and resources. The young population in India is inclined toward the adoption of EdTech applications, not just to improve their knowledge and skills but also to strategize and prepare for their future career growth. The primary objective of this study is to conduct a thorough investigation into how students perceive EdTech companies, with a specific focus on their products, services, and the broader influence they exert on the educational domain. The study delves into the difficulties and ethical issues linked to educational technology, including issues like data security and the digital gap. Among the key discoveries of this study is the crucial impact of customization in educational technology. Students hold adaptive learning technologies and tailored content delivery in high regard. Nevertheless, finding a harmonious equilibrium between personalization and safeguarding privacy rights is vital. The research reveals a growing unease among students regarding the possible misuse of their data and how it might impact their educational experience. This research utilizes a mixed-methods strategy, incorporating both quantitative and qualitative research techniques. A wide-ranging group of students from different educational levels and diverse backgrounds is subject to surveys, with data collection involving questionnaires and interviews. This comprehensive approach allows for an in-depth exploration of students' varied viewpoints, covering areas such as the effectiveness of educational technology tools, the quality of the educational content, the degree of student engagement, and the influence on educational achievements.

Keywords: *Edtech, Students, Perception, Effectiveness, Traditional Education*

EXPLORING THE KEY DRIVERS OF DIGITAL PAYMENT ADOPTION IN MANESAR, GURGAON

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Abstract: The accelerated growth of digital payments in India, particularly following the 2016 demonetization, has led to widespread adoption, albeit with notable variations across regions and sectors. This research focuses on the specific factors driving the adoption of digital payments in Manesar, Gurgaon, a city in Haryana characterized by rapid urbanization and industrialization. Utilizing a comprehensive mixed-method approach involving primary data collection through surveys, interviews, and observations, as well as secondary data sources, this study seeks to identify the key drivers influencing the adoption of digital payments in the Manesar region. By analysing current trends and addressing socio-economic and demographic factors, the research aims to shed light on the primary drivers and barriers to digital payment adoption in this unique context. The anticipated results are expected to contribute valuable insights to the existing literature on digital payments in India and offer tailored strategy recommendations for stakeholders to further promote and enhance the adoption of digital payments in Manesar, Gurgaon.

Keywords: *Digital Payments, UPI, Net banking, Cashless Economy, Gurgaon*

FACTORS INFLUENCING THE ADOPTION OF DIGITAL PAYMENT SYSTEMS IN INDIA

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Abstract: This research paper investigates the adoption of digital payments in the Delhi NCR region, specifically focusing on the influence of innovative ancillary services. The study aims to evaluate user satisfaction, value perception, trust levels, and the impact of external factors on the usage of digital payment apps. Additionally, it explores user willingness to embrace innovation in digital payments, including novel features driven by artificial intelligence, influencers, and gamified experiences. Through a comprehensive literature review, data analysis, and user feedback, the research aims to provide insights that contribute to understanding the complex interplay of factors shaping the adoption of digital payment systems. The methodology involves surveys, questionnaires, and statistical analyses to gather nuanced perspectives from consumers. The study seeks to bridge existing gaps in the field, offering valuable information for industry stakeholders and policymakers. Key-words: Innovative ancillary services, User satisfaction, Artificial intelligence, Influencers, Gamified experiences.

Keywords: *Innovative ancillary services, User satisfaction, Artificial intelligence, Influencers, Gamified experiences.*

UNVEILING THE SAFETY QUANDARY: A COMPREHENSIVE ANALYSIS OF WOMEN'S SECURITY CONCERNS

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Abstract: This research paper addresses the multifaceted challenges and issues faced by women in India, particularly concerning violence, societal perceptions, and workplace dynamics. It begins by highlighting the historical evolution of women's status in India, from ancient times to the advocacy of equal rights by reformers. The paper emphasizes the prevalence of violence against women in various forms, often rooted in gender relations that perpetuate male superiority. Such violence ranges from physical aggression to psychological and economic abuse, with domestic settings being a common backdrop. These acts of violence remain concealed, influenced by cultural and social factors. A particular focus of the research is the contemporary scenario in India, where violence against women, including high-profile rape cases, has garnered significant media attention. Despite recommendations for legal changes following the Justice Verma Commission's examination of the Delhi rape case, the situation has shown limited improvement. Furthermore, the study delves into the challenges faced by urban working women in India, with an emphasis on socio-economic factors influencing their status, safety, and security. The research utilizes a mixed-methods approach, involving interviews, questionnaires etc to obtain insights from urban working women in India. In summary, the research paper highlights the stark contrast between the historical reverence of women in Indian culture and their continued subjugation in a patriarchal society. It underscores the urgency of addressing violence against women, societal prejudices, and workplace disparities to empower women and enhance their well-being in India.

Key-words: *Women, Security, Women Empowerment, Social Justice*

CARGO DRONES: USHERING IN A NEW ERA OF DELIVERY SYSTEMS

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Abstract: The global e-commerce industry, projected to hit \$5.5 trillion by 2024, is driving a need for more efficient delivery methods. Traditional approaches face challenges like traffic congestion, prompting interest in cargo drones. Drones offer faster, traffic-free deliveries, especially to remote areas

inaccessible by ground transportation. However, widespread adoption is hindered by regulatory issues, safety concerns, and the need for technological advancements.

Cargo drone adoption faces obstacles, including unclear regulations, safety risks, and the need for technological improvements. Regulatory restrictions, safety concerns, and technological limitations impede the potential of cargo drones, necessitating solutions for their widespread integration.

Keywords: *cargo drones, delivery systems, e-commerce, logistics, transportation*

DISPARITIES IN GREENWASHING PRACTICES BETWEEN DEVELOPED AND DEVELOPING COUNTRIES

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Mr. Atharv Singh

Mr. Himanshu Bhanarkar

Ms. Shruti Girdhar

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Ms. Ekta Nigam

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Abstract: This research investigates the intricate realm of greenwashing practices, specifically examining the disparities existing between developed and developing nations. Greenwashing, the deceptive portrayal of an organization's environmental commitment, has become a significant concern globally. However, this study delves deeper into the nuanced variations and complexities of greenwashing across different economic landscapes. Utilizing an extensive review of scholarly literature and case studies, this investigation elucidates the factors influencing greenwashing practices within developed and developing nations. It delves into the impact of regulatory frameworks, consumer awareness, corporate responsibility, and socio-economic dynamics on shaping diverse patterns of greenwashing. Furthermore, this study critically analyzes the repercussions of such practices on environmental sustainability, consumer trust, and market dynamics within these distinctive contexts.

Keywords: *Greenwashing, Developed Nations, Developing Nations, Environmental Practices, Regulatory Frameworks, Consumer Awareness, Corporate Responsibility, Sustainability*

MENSTRUATION LEAVES ESCALATING WORKPLACE WELL- BEING, EMPLOYEE PRODUCTIVITY & SATISFACTION: A SUSTAINABLE HRM PRACTICE & IDEA

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Abstract: To evaluate the impact on workplace well-being, Female employee productivity, and satisfaction caused due to provision of menstruation leave to make HRM practices & ideas more sustainable. A comprehensive primary survey was carried out using a well-structured tool. The survey is being conducted among 220 female employees from various institutions who have agreed to participate in the study. The data is analyzed using the G*power & SmartPLS software, which employs structural equation modelling (SEM). The outcomes are promising for female employees and policymakers. It was discovered that the availability and presence of menstrual leaves are related to positive behavioural outcomes among female employees. In the absence of menstruation leave policies, this study has very strong implications for every organization in the case of traditional HR policies. Menstrual leaves will be effective if organizations prioritize their obligations to maintain a gender-inclusive workplace. There will be more sustainability and learning opportunities in the future. The study validates the constructs used in a proposed model for understanding sustainable human resource practices and ideas in the context of menstruation. Furthermore, the study invites research from various perspectives to investigate the role of such leaves in female employees' attitudes and behaviours.

Keywords: *Menstrual Leaves, Workplace well-being, Female employees' productivity, Job satisfaction, Sustainability, HR policies & practices.*

SUSTAINABLE LEADERSHIP AND COMPASSION: CATALYSTS FOR THRIVING EMPLOYEE WELLBEING

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Abstract: In a rapidly evolving work landscape, prioritizing employee wellbeing is paramount. This research embarks on a critical exploration of how sustainable leadership and compassion synergize as potent catalysts for fostering thriving employee wellbeing. Recognizing the interconnected nature of

leadership styles and their impact on organizational culture, this study aims to unveil actionable insights. By unravelling the intricate dynamics between sustainable leadership and compassion, the research seeks to empower organizations with the knowledge to create environments that not only support the holistic health of their employees but also fortify long-term resilience and success. In doing so, it aspires to contribute to the ongoing discourse on progressive leadership practices and the evolving paradigm of workplace wellbeing. The problem at the heart of this discourse lies in the persistent challenge organizations face in addressing the well-being of their employees. Traditional leadership models, often rooted in authoritative and profit-centric approaches, have been found lacking in their ability to nurture the holistic well-being of the workforce (Vincent-Höper & Stein, 2019). This deficiency has significant repercussions, leading to reduced employee engagement, increased burnout rates, and diminishing overall organizational performance (Jaškevičiūtė, 2021). As such, there is a compelling need for a fresh perspective on leadership, one that transcends conventional boundaries and aligns with the evolving expectations of employees (Zabala, 2021). The research was empirical in nature and employed a cross-sectional research design. It involved surveys to measure the role of sustainable leadership on compassion and employee well-being. The sample of research included teachers of B-schools in central India. For the selection of sample, the study utilized purposive sampling technique. Participation of respondents was voluntary, and informed consent was obtained from all participants. For the data collection purpose, 300 survey forms were distributed amongst the teachers out of which 260 teachers responded to the survey form having a response rate of 86% which considered as very good. Out of 260 responses, 220 responses were deemed useful for the data analysis. The data was collected using standardized scales on sustainable leadership, compassion and employee well-being. Sustainable Leadership was measured by adopting a 4-item scale developed by Di Fabio and Peiró (2018). Compassion was measured using a 3-item scale adapted by Lilius et al. (2008). Wellbeing was measured using a 5-item scale adopted by Han (2020). Responses on all the items were collected on a seven point Likert type scale (1 = strongly disagree to 7=strongly agree). The research adhered to ethical guidelines, ensuring participants' informed consent, confidentiality, and the right to withdraw from the study at any time. The research hypothesized that sustainable leadership as a significant and positive effect on compassion and employee wellbeing. Moreover the research also predicted the mediating effect of compassion on the relationship between sustainable leadership and employee wellbeing. There were four hypothesis of the study predicting impact of independent variable on dependent. H1 was sustainable leadership positively influence compassion amongst employees, H2: Compassion positively influences level of well-being amongst employees, H3: Compassion positively mediates the relationship between sustainable leadership and employee wellbeing. The data analysis done using PLS SEM 3 software supported all the three hypotheses. The result also supported the mediation of compassion on the relationship between sustainable leadership and wellbeing.

Keywords: *Sustainable Leadership, Compassion, Employee Wellbeing, PLS SEM, Stewardship Theory*

UNRAVELING THE MEDIATING ROLE OF EMPLOYEE ENGAGEMENT BETWEEN THE RELATIONSHIP OF HR PRACTICES FOR FIRM PERFORMANCE

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Abstract: In today's dynamic business environment, organizations are constantly seeking ways to improve their performance and remain competitive. Among the various factors that influence organizational success, Human Resource (HR) practices have emerged as a vital determinant of firm performance (MadhavKumar, 2023). The mechanisms through which human resource (HR) practices influence both employee-level and organizational-level outcomes remain a subject of enduring interest and fascination for scholars and professionals in the field of Human Resource Management (Gavino et al., 2021). At the same time, there is a growing interest in investigating the vital role of employee engagement as a potential contributor to organizational outcomes. Very often employee engagement has been studied as the contributor variable that helps in reducing turnover, gaining a positive job attitude, and overall organisational performance enhancement. The present research paper investigates the relationship between HR practices, employee engagement, and firm performance. The analysis also sheds light on the mediating influence of employee engagement in this relationship. The study is grounded in the recognition that HR practices encompass a broad spectrum of strategies and activities, ranging from Hiring, Training & Development, Pay, and Performance management practices. These practices have a direct impact on employee satisfaction, motivation, and overall well-being. As such, the influence of HR practices on a firm financial and non-financial performance is undeniable. However, it is equally important to consider how employee engagement acts as a mediator between these HR practices and firm performance outcomes. The data was collected from 281 middle and senior-level executives representing various industries and sizes. The analysis has been done using SPSS and AMOS software and it reveals a partially mediated effect by employee engagement. As employee engagement increases it positively affects firm performance significantly. Moreover, this research demonstrates the need for organizations to embrace a holistic approach that fosters employee engagement throughout the HR lifecycle. Notably, training and development programs, which equip employees with the necessary skills and knowledge, are integral in nurturing engagement. Employee engagement, in turn, enhances employee commitment, job satisfaction, and organizational citizenship behaviors, leading to improved firm performance. This research establishes the relationship between HR practices, employee engagement, and firm performance. The data analysis resulted in providing evidence of employee engagement's pivotal role as a mediator. Organizations that leverage HR practices as a strategic asset and prioritize the cultivation of employee engagement are likely to experience substantial gains in terms

of firm performance. This paper offers valuable insights for HR professionals, business leaders, and researchers interested in enhancing organizational effectiveness by understanding and optimizing these critical factors.

Keywords: *Employee Engagement, HRM Practices, Firm Performance*

WORK-LIFE BALANCE INITIATIVES/POLICIES- A DECADE BIBLIOMETRIC REVIEW

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Abstract: This study uses bibliometric analysis to examine the basal features and antidotal ability anatomy of work-life antithesis policy/initiatives/practices research, as able-bodied as test trends and approaching scope. The basal abstracts antecedent is abstract in the Web of Science, Scopus, Google Scholar, and added open-access Core Collections from 2012 to 2022. The afterward were the findings. It was disconnected into two means 1st it covered the Yearly, Country, Subject, and Industry astute which showed the cardinal of publications and citations in this field that has added exponentially. Secondly, the evaluation was done on Journal citations, Keywords, and Title searches based on work-life antithesis initiatives/Policies/Practices/Supporting facilities, etc. The abstracts were analyzed applications Microsoft Excel and citespace Viewer. Abstract visualization, commendation metrics, and abundance assay were active as abstract assay methods. The allegation accents that back in 2012, there has been an abiding advance in the cardinal of assay affidavit on work-life antithesis and cogent work-life antithesis initiatives/policies too. The outcomes additionally included capacity about the publications, such as advertisement patterns, certificate types, Advertisement years, countries' astute publications, topics-wise advertisement areas, theories acclimated, and antecedent titles. This abstraction offers a framework for beheld and quantitative examination and basal accomplishments advice on work-life antithesis to researchers. This abstraction provides an overview of the history and accepted accompaniment of work-life antithesis initiatives research and recommendations for approaching work-life antithesis article planning.

Keywords: *Work-life balance initiatives (WLBI)/WLB Policies, Employee, review, research proposal*

OPPORTUNITIES AND CHALLENGES IN THE EXECUTION OF WORK-LIFE BALANCE PROGRAMS/INITIATIVES

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Abstract: Work-life balance programs intend to help personnel and organizations peace and development together. The point of this article is to investigate the difficulties and advantages related to executing flexitime and dependent care facilities as a Work-life harmony program. Work Associations should create and carry out work-life balance practices/initiatives. This requires human experts to research and grasp encounters and insights about the difficulties and advantages of these work-life harmony approaches. A qualitative research design was followed with an exploratory methodology along with a self-organized direct approach to collect the data with non-probability purposive sampling. A total of 25 organizations were covered in NCR Uttar Pradesh (n = 25; where 6 were private universities and 19 private colleges/institutions, and in which a sample of final 100 was considered for further analysis). The study recognized prerequisites that human specialists ought to give assurance that associations utilize these flexitime and dependent care facilities as a Work-life balance program more successfully. The study also able to help associations to address the difficulties that the workforce and associations face to improve the top-level augmentation of every representative in development and achievement through addressing the advantages and difficulties of work-life equilibrium supporting creativities. The study was original and almost 1st attempt to sightsee the pros and cons of specific work-life harmony initiatives/practices. The exploration is must needful requirement in order to not only know about the importance of execution of work-life harmony practices/initiatives but also indicate a futuristic approach towards a better workplace for human beings.

Keywords: *Opportunities, Challenges; Work-life Balance, Initiatives/Programs, Execution*

DESIGN THINKING AND CYBERLOAFING: LEVERAGING DIGITAL BREAKS FOR INNOVATIVE AND SUSTAINABLE MANAGEMENT

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Abstract: In today's computer dependent business world, cyberloafing, which is briefly defined as personal usage of internet in job environment, is seen as one of the most frequent counterwork behaviour, The aim of this study is to find out whether cyberloafing also has some positive effects for

the organizations. In In this scope, the aim of this research is to define whether cyberloafing has a positive effect on innovative work behavior of employees or not. Considering the current approach of computer-generated technology and specifically the dependency on such technologies in the workplace is increasing drastically. Most of the related literature focuses on the negative effects of cyberloafing. There were fewer studies related to the positive aspects of the cyberloafing. In previous literature cyberloafing is considered as the distraction at the workplace and few authors suggested there were positive effects on the employee behaviour as well. So, this study might bring a new perspective for further cyberloafing studies. This study is quantitative and data is mainly collected through questionnaire. The study is conducted on employees working in the public and private sector. Employees from educational background working in universities, institutes is considered for the study. Doorn scale (2011) is used for this study and combined with the already validated scale of innovative work behaviour. The results of the study revealed that employees are engaged in the social and informational activities that have significant impact on the employee innovative work behaviour. In results it was found that the social and informational activities are positively associated with the innovative work behaviour. Whereas, Leisure and virtual activities are negatively associated with the innovative work behaviour. Through this study it is concluded that employees are engaged in cyberloafing whether it is social or informational. At workplace they use internet to maintain social network, extend social network, find news, use internet for searching information but that doesn't impact their behaviour badly but acts as a recreational activity that helps them to generate new skills and ideas ultimately that helps them in their idea realization, promotion and generation of ideas. . Living in the digital age, people around the world are more exposed to the technological tools. These tools plays a key role in our lives. One of the major aspects of these technologies is the use of internet via cell phones, laptops, computers and smartphones because access to internet doesn't require a fix line to computer anymore. Keeping in view the response of the respondents, the research study concluded overall Cyber-loafing as significant effect on the individual innovative work behavior.

Keywords: *Cyberloafing activities, innovative work behaviour, employee innovation.*

HR IN THE DIGITAL AGE: EXPLORING TECHNOLOGICAL INNOVATIONS AND THEIR IMPLICATIONS

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Abstract: The digital age, characterized by the rapid progression of technology, has significantly impacted HR practices. This paper endeavours to explore the multifaceted relationship between HR and technology, tracing the remarkable shifts occurring in this pivotal organizational function. Within this

research, we aim to delve into the fundamental question of how technology is being harnessed by HR professionals, the implications of these transformations, and the overarching effects they exert on organizations and their employees. The digital age has ushered in a new era for talent acquisition. Organizations are now leveraging technology in novel ways to identify and onboard the best talent. This paper investigates the transformative impact of technology on talent acquisition. Advanced technologies, such as artificial intelligence and machine learning, are revolutionizing recruitment processes. These tools are capable of swiftly analyzing extensive pools of applicants, enabling organizations to identify the most suitable candidates based on predetermined criteria, thereby saving time and enhancing the quality of hires. Furthermore, the use of AI can mitigate unconscious biases in recruitment by focusing solely on qualifications and experience, thus promoting a fairer selection process. Employee engagement is at the core of a productive workforce and directly influences employee retention. This paper sheds light on how technology is being harnessed to foster employee engagement. In the digital age, HR professionals have at their disposal modern software and communication tools that enhance interaction with the workforce. Instant messaging platforms and pulse surveys offer real-time insights into employee sentiment. Moreover, the integration of gamification and social recognition systems nurtures a sense of community within the workplace, motivating and engendering loyalty among employees. Continuous learning and development are instrumental in nurturing employee growth and ensuring organizational success. The research presented here delves into the role of technology in facilitating learning and development. Learning management systems (LMS) and e-learning platforms now offer employees convenient access to training materials. AI-driven recommendations personalize learning paths based on an individual's skills and career aspirations, thereby enhancing employee satisfaction, and aligning skills with organizational needs. Performance management, a pivotal HR function, is evolving through the integration of data analytics. This paper explores how technology enables organizations to shift from traditional, often subjective performance appraisals to data-driven evaluations. Tools equipped with analytics can provide insights into an employee's performance over time, allowing for proactive adjustments and targeted coaching. This approach not only enhances performance but also mitigates the stress associated with annual reviews. This research comprehensively examines the implications of technological innovations for both organizations and employees. On the organizational level, technology-driven HR strategies are enhancing efficiency, reducing costs, and fostering data-driven decision-making. Organizations are better equipped to adapt to changing market conditions, align their workforce with strategic objectives, and make informed decisions.

Keywords: *Data Analytics, Machine Learning, HR Efficiency, Employee Productivity, Data-Driven Decision-Making, Workforce Adaptation, Digital Literacy, Organizational Reskilling, Employee Retention, Digital Workforce.*

SUSTAINABLE HRM PRACTICES ON ORGANISATIONAL PERFORMANCE: THE MEDIATING IMPACT OF JOB SATISFACTION AND PRO- ENVIRONMENTAL BEHAVIOR

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Abstract: Modern business and global organizations are regularly presented with challenges caused by unpredictable competitive environments. Human resource management (HRM) practices give sustainable opportunities for employees to use their abilities and express their enthusiasm to obtain skills and knowledge and to apply them at the workplace with a view to achieving engaged individuals and increasing organizational performance. This article presents a recent study outcome to examine (i) the mediating role of pro environmental behavior and job satisfaction and (ii) the effect of sustainable HRM practices on organizational performance. 150 self-reported questionnaires were distributed to IT Companies in Delhi-NCR (research population) for data collection. The study data were assessed with structural equation modeling (SEM). Two pivotal outcomes were identified: (i) sustainable HRM practices, pro environmental behavior and job satisfaction were positively associated with organizational performance; (ii) pro environmental behavior and job satisfaction played a mediating role in the sustainable HRM practice-organizational performance correlation. Overall, employee cooperation proved essential to optimize organizational performance, specifically during their engagement in sustainable HRM practices and pro environmental behavior and job satisfaction. Finally, the research proposed several practical recommendations and interventions on sustainable HRM for future research. The research has provided proof of five variable relationships contained in the model. Firstly, organizational performance increased with sustainable HRM practices through pro environmental behavior. Secondly, organizational performance increased with sustainable HRM practices through job satisfaction. Thirdly, pro environmental behavior increased with sustainable HRM through job satisfaction. Fourthly, organizational performance increased with pro environmental behavior and job satisfaction. Fifthly, organizational performance increased with sustainable HRM through pro environmental behavior and job satisfaction.

Keywords: *sustainable HRM practices, organizational performance, pro environmental behavior, job satisfaction, social exchange theory.*

ROLE OF E-HRM IN HR EFFICIENCY AND EMPLOYEE SUCCESS

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Abstract: In today's fast-paced IT industry, characterized by rapid technological advancements and workforce demands, the technology adoption as E-HRM systems has gained increasing significance. These systems offer the potential to optimize HR processes, enhance employee experiences, and ultimately contribute to organizational success. However, the extent to which E-HRM systems are integrated into IT company practices, and the tangible impact they have on HR processes and employee well-being, remain key areas of inquiry. This research constitutes a thorough investigation into the pivotal role played by Electronic Human Resource Management (E-HRM) systems within the Information Technology (IT) sector, with a specific emphasis on their influence on HR efficiency and employee success. The analysis of quantifiable data, the research aims to derive empirical insights that can illuminate the intricate dynamics between E-HRM adoption and its outcomes in terms of HR efficiency and employee success within IT organizations. To address these crucial questions, this study employs a quantitative approach, conducting structured surveys to gather comprehensive data from a representative sample of IT companies. By doing so, it seeks to assess the level of E-HRM system adoption and its variations among different organizations. Furthermore, the research aims to analyze the effects of E-HRM adoption on HR efficiency metrics, including aspects such as recruitment speed, training effectiveness, and data management. Simultaneously, it endeavors to quantify the impact of E-HRM adoption on employee success factors, such as job satisfaction, job performance, and retention rates. In addition to these quantitative investigations, the research acknowledges the importance of qualitative insights. To provide a holistic understanding, in-depth interviews are conducted with top management, HR professionals, and line managers within IT organizations. These interviews aim to identify the key factors influencing the successful implementation of E-HRM systems, including organizational culture, leadership support, and the adequacy of employee training. This research paper seeks to contribute empirical evidence and data-driven insights that can inform decision-makers within the IT sector. By bridging gaps in existing knowledge and offering practical guidance, it aims to empower IT organizations to make informed choices regarding E-HRM adoption, ultimately enhancing HR efficiency, employee success, and overall organizational outcomes in this dynamic industry.

Keywords: *digitalisation, technology adoption, organizational culture, leadership support*

IMPACT OF PERFORMANCE MANAGEMENT ON SUCCESSION PLANNING

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Abstract: HR in an organization faces various challenges in business environment, such as Building Capabilities, Improving Productivity, Building Performance Culture, Talent Management, Succession Planning for Key Leadership and Critical Roles, Developing Accountability and Ownership, Human

Capital Management and transforming HR function into developmental Role from the legacy driven HR, etc. Succession Planning is the process of identifying and developing individuals, who have potential to hold the key leadership position in an Organization, whereas Performance Management includes assessing and improving upon the performance of an employee to meet the organizational goals. There are several Management Practices, which are adopted widely in Industry to make a successful Succession Planning. Workforce and Talent Management is one of them. The health of an organization majorly depends on the proper placement of people, which is a combined outcome of Talent Identification, Talent Development and Talent Retention. Performance Management plays a vital role in Talent Identification. It also has an impact on Talent Development and Talent Retention. The key idea of succession planning suggests that the right person to be placed at the right position at the right time. Succession planning is becoming a challenge these days in corporate world. Organizations are often not found prepared with their successors for occupying the key positions as and when required. The positions are either kept vacant for a substantial period of time or more than one role is assigned to a single person. Identifying the right talent for the key positions from outside the organization and recruiting them is much more difficult task at the eleventh hour. This has a significant impact on organizational health and in turn to the organizational sustainability. Organizations have to last longer than people. Role of organization continues even when the people move out. Employee has to superannuate after attaining a certain age. Also, organizations have to have a contingency plan for sudden vacancy arises out of attrition, health hazards and death of employee. Succession planning is the strategy to ensure that suitable person is made available during exigencies. Employees are developed for taking higher responsibilities and also for the new roles that may emerge in future. The placement of Key Leadership positions can be executed either by inviting the talent from outside or developing the talent in-house. The later is always in demand keeping in view the core values of the organization and the impact on loyalty and organizational culture in a long run. It is preferred to develop the in-house talent pool to reduce dependency on recruitment of experienced people from outside for the critical roles. It brings the talent acquisition cost low and contributes as a motivating factor for the team as well. The acceptability by the people for a person placed at Top / Key Leadership Positions is high, when these are occupied by in-house talent. Performance Management is the backbone of organization, as it is the performance that helps it to grow, develop and strive for excellence. It is a system that ensures that Human Capital is properly and optimally utilized. It encourages achieving desired business results. It is also a tool to ensure that individual and organizational goals are aligned. Organizations are making efforts to make it scientific, objective and more realistic. Many organizations are practicing a participative appraisal process. The idea is to identify potential, evaluate performance, map & develop competencies and align values of an employee with organization. A mixed-methods approach of consisting both qualitative and quantitative data analysis is preferred. The study involves a sample of Indian PSUs from different industries. Inputs on perceptions and interpretations collected through discussions, interviews and document analysis. The interviews of Key Stakeholders, including HR Managers, Executives, and Functional Managers are conducted to gather information on the perception

of employees about current Performance Management Practices and Succession Planning in the participating organizations. The document analysis involves review of HR Policies, Procedures, and Reports related to PMS and Promotion Policies. Feedback collected through interactions are analyzed using thematic analysis to identify patterns and themes related to the linkage between PMS and Succession Planning. The findings of this study would provide insights into the significance of Performance Management in Succession Planning. The study identifies and suggests the best practices in PMS that support effective Succession Planning. The study also helps in linking PMS and Succession Planning to recognize the impact of integrating these two. Thus, the study recommends how to identify and develop individuals in-house, to take critical and key leadership roles as and when required by the organization.

Keywords: *Performance Management, Talent Management, Succession Planning.*

IMPACT OF TECHNOLOGICAL TRENDS IN HUMAN RESOURCES MANAGEMENT

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Abstract: HR innovation can be a powerful methodology for creating a dynamic workplace. By leveraging strategies and technologies, HR professionals can optimize their processes and create a more engaged workplace. Some of these tools include automation, data analytics, and different engagement platforms. The human resources field began to take shape in 19th century Europe. It was built on a simple idea by Robert Owen (1771–1858) and Charles Babbage (1791-1871) during the industrial revolution. These men concluded that people were crucial to the success of an organization. Technological innovation strives to improve an existing product, i.e., provide a new product or process with new technological features to set it apart from the competition. When the new updates are introduced to the market, they are regarded as innovations, benefiting the broader public and the company. HR innovation may involve everything from using AI to automate recruitment processes, creating digital workspaces for remote employees, and implementing mobile apps that use gamification to drive employee engagement. There are 5 common challenges in technological innovations in HR Processes. Choosing the right HR tools. Evaluating which HR tech and tools are the right ones for the organization can feel overwhelming. Conducting HR tech training. Perfecting change management. Meeting compliance standards. Guarding sensitive data. An HR can provide a safe environment where employees can freely generate ideas. This could be a physical space for innovation or a collective of creative thinkers and leaders that foster an environment of creativity and collaboration with clearly defined rules. Help dedicate time to creativity. A good problem statement or Research question should include: A brief description of the problem and the metric used to describe the problem, where the problem is occurring by process name and location. The time frame over which the problem has been

occurring. A problem statement, or Innovation challenge as it is called in many cases, is a problem that an organization would like to solve to grow its market become better internally or survive the competitive market. There are several methods of human resource valuation including: cost-based approach: This method involves determining the cost incurred by the organization in recruiting, selecting, training and developing its employees. Design thinking is human –centered. It’s a form of analysis that puts the stakeholder at the centre of the process in order to solve complex problems. In other words, finding solutions that respond to human needs and individual feedback. The key aspect of an effective design thinking process in empathy HR technology can be used to disseminate information in a timely and useful manner. Some examples include Talent management software and Artificial Intelligence- powered chatbots. For these reasons an HR information system (HRIS) has become a popular tool for managing employee data and information. HR innovations is the implementation of new ideas, methods and technologies to better meet the ever –evolving requirements of the organization and its work-force. It’s about anticipating future needs and circumstances rather than simply finding a response to a changing present situation. HR innovation is the implementation of new ideas methods and technologies to better meet the ever-evolving requirements of the organization and its work force. It’s about anticipating future needs and circumstances rather than simply finding a response to a changing present situation. 5 Examples of successful HR innovation- 1) Recruitment innovation 2) Onboarding 3) Learning and development (L and D) 4) Talent management 5) performance management

Keywords: *HR tools, Technical training, CRM, Multiple vendors, Integrations.*

THE RISE OF AI AUTOMATION: HOW JOBS ARE EVOLVING?

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Abstract: Technology breakthroughs, as well as the rise of artificial intelligence and robots, have transformed organizations and transformed the manner in which we function. With computers' increasing capacity to undertake activities previously designated for people, there has been rising concern about their possible impact on job security and wages. The objective of this research is to improve readers' awareness of the issues employees confront in organizations as AI and automation expand and how jobs evolve. This paper investigates the intricate nexus between the advancement of artificial intelligence and automation, the determinants that exert influence upon them, and the resultant outcomes. To do this, we undertook a thorough review of the current literature on the subject, drawing inspiration from a wide range of scientific publications and research. It argues that, while technology

advancements provide various benefits, they additionally pose substantial challenges to the job market that need careful consideration and proactive efforts to ensure an effortless transition. AI and automation development is a complicated process impacted by many factors and delivering a wide range of results. Before using these technologies, firms must thoroughly assess task structure, IT infrastructure, and technical feasibility. Addressing challenges such as job insecurity, technological stress, role ambiguity, and job complexity is crucial for an effortless transition. Artificial intelligence (AI) and automation can also open up opportunities for career advancement, specifically for people who acquire the necessary AI-related skills.

Keywords: *Automation, Artificial Intelligence (AI), Task Structure, Job Insecurity, Technostress*

PSYCHOLOGICAL DETACHMENT: A MEASURE TO MODERATE INTRINSIC MOTIVATION AND FACULTY

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Abstract: In the fast-paced and demanding environment of private higher education institutions, the mental well-being of faculty members is a critical aspect that significantly impacts their job performance, job satisfaction, and overall organizational success. Faculty members, like professionals in various fields, often find themselves grappling with the blurring lines between work and personal life. The constant connectivity and demands of the academic profession can lead to work-related thoughts intruding into their non-working hours, potentially causing burnout, stress, and a decline in overall well-being. This study seeks the potential effects of faculty members' psychological separation from work-related thoughts during non-working hours and how this measure modifies the relationship between faculty members' intrinsic motivation and their engagement in private higher education institutions. This study aims to aid private educational organizations in developing and implementing interventions that allow faculty to step away from their jobs and improve their well-being, raising their intrinsic motivation and employee engagement. Employee engagement is favorably correlated with intrinsic motivation; however, the relationship between intrinsic motivation and employee engagement is moderated by psychological detachment. The challenges during the study were understanding and measuring human behavior due to the subjective and multifaceted nature of human behavior and psychology. Another challenge was data collection as privacy concerns and potential biases in self-reporting may complicate data collection and the diversity of private educational institutions in terms of culture, size, and academic focus. An online Structured questionnaire survey was used to collect the data from the faculty of private higher educational institutes of Delhi NCR with convenience sampling. 254 completely filled questionnaires were received from respondents which were used for further analysis. The results demonstrate that when faculty members try to mentally distance themselves from their jobs during their

weekends and free time, they will feel more refreshed and intrinsically motivated to carry out their tasks with full enthusiasm, dedication, and vigor, increasing employee engagement. Psychological detachment moderates the relationship between intrinsic motivation and employee engagement. This study also shows that high levels of psychological detachment are particularly conducive to the strongest synergy between intrinsic motivation and employee engagement.

Keywords: *Psychological detachment, Intrinsic motivation, Employee Engagement, Faculty, Private Educational Institutes, Interventions*

SUSTAINABLE HR PRACTICES: AN ALL-STAKEHOLDER PERSPECTIVE

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Abstract: Sustainable HR Practices (HRMPs) are the practices utilized to achieve a company's business goals and increase long-term shareholder value by integrating economic, environmental, and social opportunities into its business strategies. There is a significant effect of Human Care practices on Quality of Life and also a significant effect of Knowledge Management Practices on the Quality of Life of Workers (Gamage & Wickramaratne, 2022). The Brundtland' 1987 sustainable development Report, questions 'whose needs?' and insists that all practices and policies must build on sustainability stakeholder engagement strategy. As a relatively newer paradigm, we studied the events in a few organizations from the following paradigms. Is Sustainable HRM for the common good? How will HR decisions in recruitment, appraisals, compensation and other processes affect these organizations and talent in the longer time frame? Practices which are unsustainable and harmful in the future, but meet the interests of the organization today. The implementation of HRM systems must acknowledge the tension in reconciling competing organisational requirements and take an explicit moral position about the desired outcomes of organisational practices in the short term and the long term (Kramer, 2014). Sustainable HRM practices result in higher employee resilience, and lead to a high level of work engagement among employees and an indirectly on employee performance (Zhang, Yang & Wang, 2023). This paper examines how to straddle the duality of sustainability and HRM, and outlines the major characteristics of sustainable HRM with a few case studies of organizational practices in India. Our guiding principle is that, organisational outcomes of people and planet are broader than financial outcomes (Kramer, 2014). P&G, Nestle, and HUL in India are actively promoting sustainable practices throughout their workforce and leadership. These organizations are proactively recruiting middle and senior-level executives with expertise in sustainability. We discuss the major steps followed to minimize carbon footprint, sustainable product development and creative packaging solutions, ensuring integration in every employee's role and responsibility and extending across all establishments and all functions. P&G India has proactively nurtured in-house sustainability champions among existing

employees. These champions, equipped with essential sustainability skills, play a major role in driving sustainability measures at all levels of the organization to align environmental consciousness with business strategies and mobilize employee commitment toward a more sustainable future. Hindustan Unilever Limited (HUL) has established a governance council led by the Chairman and Managing Director to emphasize sustainability in its governance structure. This council oversees sustainability across the verticals of sustainable sourcing, packaging, manufacturing, brands, advocacy, and communications. Sustainability is seamlessly integrated into their operational strategy, brand management, and the entire value chain, rather than being a peripheral concern. Importantly, these sustainability goals are embedded in the Key Result Areas (KRAs) of their supply chain, procurement, brand management, and HR teams.

Keywords: *Sustainable HR practices, stakeholder perspectives, human care practices, work culture, human resource management*

THE IMPACT OF REMOTE WORK AND HYBRID WORK MODELS ON THE WORK-LIFE BALANCE AND CAREER ADVANCEMENT OF WORKING MOTHERS: A DEI PERSPECTIVE

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Abstract: The conventional framework of employment is being transformed due to the influence of remote work and hybrid work models. This presents a unique opportunity to investigate the impact of these changes on the work-life balance and career progression of working women. Previous research has been conducted on working women, however there is lack of research focusing on working mothers. There is newfound flexibility which is accompanied by a unique set of opportunities and challenges for working mothers. In these work arrangements, working mothers face multifaceted struggles, including balancing the role of a caregiver, navigating persistent gender biases, and adapting to shifting dynamics in work life balance. Addressing this problem not only aligns with the broader goal towards achieving gender equality but also holds the potential to bolster organisational success by retaining and promoting female talent. The crucial questions that are raised involve the impact of these work arrangements on the work-life balance and career advancement of working mothers, particularly when analysed within the context of Diversity, Equity, and inclusion (DEI) in the workplace. The primary research question is: How do different remote work arrangements and the presence of effective DEI programs affect the

work-life balance satisfaction and career advancement prospects of working mothers? A structured questionnaire will be developed and include questions on remote work frequency, DEI program effectiveness, work-life balance satisfaction, and career advancement outcomes. Primary data will be collected from a diverse sample of working mothers pan India in the corporate sector across multiple industries and the role of DEI initiatives in mitigating work-life conflicts and fostering career advancement will be highlighted. The findings are expected to reveal nuanced relationships between remote work, DEI efforts, and the experienced work-life balance and career prospects of working mothers. This will provide evidence for the importance of DEI-oriented remote work policies in supporting working mothers and promoting gender equality in the workforce. This study will contribute to the understanding of how remote work, hybrid work models, and DEI initiatives collectively impact working mothers' work-life balance and career advancement. The results will provide information to corporates and policy makers about the importance of fostering inclusive work environments that support the diverse needs of working mothers. Strategies for optimizing remote work policies and DEI efforts will be discussed in the paper, highlighting opportunities for improving gender equality in the workforce.

Keywords: *Career advancement, Diversity, Equity and inclusion (DEI), Hybrid work models*

Remote work, Working mothers, Work life balance

THE IMPACT OF HYBRID WORK MODE ON EMPLOYEE ENGAGEMENT IN IT SECTOR

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Abstract: This study aims to explore the complex link that exists between employee engagement and hybrid work modes in the IT industry, exploring the dynamics of this interaction within the framework of modern work structures. Inspired by the increasing ubiquity of hybrid work arrangements and the possible effects they may have on organizational dynamics. This study tackles the critical need to comprehend how IT worker's levels of engagement are affected by the combination of remote and on-site work. The primary objective is to investigate the complex interactions of hybrid work modes, communication styles, dynamics of cooperation, and work-life balance, all of which impact the engagement experience. The research combines both quantitative and qualitative methods. To evaluate

the statistical relationships between hybrid work modes and employee engagement, quantitative data is used from organizational and meta-analysis. Surveys and interviews are used to collect qualitative data in order to identify the underlying social and psychological causes. Statistical analysis will be used to quantify associations, while thematic analysis will be used to extract patterns and subtleties from the qualitative data.

Keywords: *Hybrid Work Modes, Employee Engagement, IT Sector, Organizational Dynamics, Communication, Collaboration, Work-Life Integration*

PERFORMANCE MANAGEMENT VS PERFORMANCE APPRAISAL EFFECT ON EMPLOYEE'S WORK EFFICIENCY

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Abstract: In the dynamic landscape of startup and small companies modern workplace, the performance of employees is an important role in an organization's success. To enhance this productivity, companies employ various techniques, with key approaches being Performance Management and Performance Appraisal. This research paper's goal is to delve into these methodologies and their effects on middle level employee's work efficiency in new start up and small level companies, with the motivation from several significant factors. Firstly, employee performance is the cornerstone of productivity, innovation, and ultimately, an organization's competitiveness. Understanding how Performance Management and Performance Appraisal influence work efficiency is crucial for businesses seeking to optimize their human resources. This study can provide actionable insights that help organizations make informed decisions in designing performance-related systems. Secondly, the well-being and job satisfaction of employees are essential for organizational success and employee retention. Both Performance Management and Performance Appraisal have a direct impact on how employees perceive their work environment and their sense of fairness in evaluation. Investigating these aspects can lead to improvements in the overall work culture and employee morale. Furthermore, as the business world evolves, so do the methods for evaluating and managing employee performance. This research paper will contribute to the ongoing discussion about the effectiveness of traditional performance appraisal methods versus more contemporary performance management strategies. By examining these two vital elements, this research goal to provide a comprehensive understanding of their impact on employees' work efficiency, helping organizations create more effective and employee-centric performance enhancement strategies. In doing so, it can contribute to fostering better workplaces and enhancing overall organizational performance.

Keywords: *Performance, Appraisal, Management, Review*

IMPACT OF SOCIO-DEMOGRAPHICS AND ETHICAL IDEOLOGY ON SUSTAINABLE BEHAVIORS

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Abstract: This study analyses the impact of socio-demographic factors and ethical ideology on the sustainable behaviors of employees and study its implications for policies and procedures with a sample from manufacturing organizations in India. Understanding socio-demographic factors and ethical ideology and employees sustainable behaviors could provide pointers for gender parity in policies in industry plagued with male dominance and impacting environment in emerging economies. The study utilizes ethical ideology and its two dimensions i.e., idealism and relativism, which are found to impact sustainable behaviors. Pearson correlation and hierarchical regression techniques were used to analyse the data. The study revealed that female employees exhibit higher propensity for sustainable behavior compared to male employees. This study aids the organizations in achieving desirable outcomes such as corporate social performance and organizational effectiveness. Hierarchical regression analysis showed that age, income and ethical ideology were the most important predictors of the sustainable behaviors of employees in workplace. Overall socio-demographic variables have considerably less impact whereas ethical ideology predominantly affects the sustainable behavior of employees in manufacturing industry in India, and further exploration to study other predictors of sustainable behavior is necessitated.

Keywords: *Sustainable behavior, Socio-demographics-India, ethical ideology, idealism, relativism.*

INVESTIGATING THE INFLUENCE OF INSTANT GROCERY DELIVERY APPS ON STUDENT BUYING BEHAVIOUR IN MANESAR, GURGAON

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Abstract: Consumer behaviour and the retail landscape are in a state of constant flux due to technological innovations and evolving consumer preferences. A significant recent change has been the emergence of on-demand delivery applications, which is found to have revolutionized the grocery

shopping experience. These apps tend to transform the shopping process by offering convenience, time savings, and a diverse selection of high-quality products, all in one convenient platform. On the other hand, the student community in Manesar, Gurgaon represents a distinct and influential consumer group. The purpose of the current study was to identify the effect of instant food - delivery apps on the purchase habits of students in Manesar. The research objective was to investigate how proliferation of instant grocery delivery apps has influenced the buying behaviour of students in Manesar, Gurgaon. A mixed-methods approach was employed to address our research questions. As part of it, a comprehensive survey involving 500 students from various educational institutions in Manesar, Gurgaon was conducted. Among other things, a survey was designed to collect data on different aspects of students' grocery shopping habits, their utilization of instant grocery delivery apps and the factors influencing their buying decisions. For the analysis of the data, descriptive analysis was used that also involved use of statistical measures such as correlation and regression. From the study results, the authors inferred why the reserach subjects use these apps, how they affect their regular grocery shopping, and the role of money in using them. Students as a distinct consumer group have their own likes and limits when it comes to buying groceries. Thus, understanding how they are adapting to this evolving grocery retail landscape could provide valuable insights for businesses and policymakers.

Keywords: *Instant grocery delivery apps, student buying behaviour, convenience, budget, consumer trends.*

WORKPLACE DIVERSITY IN EDUCATIONAL INDUSTRY (MANAGEMENT SCHOOL)

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Abstract: Workplace diversity has become an integral aspect of modern organizations, fostering innovation, creativity, and overall organizational success. In the educational industry, particularly in management schools, this concept holds significant relevance. This research paper delves into the nuances of promoting workplace diversity within management schools, focusing on the challenges faced and the strategies employed to create an inclusive environment. Investigate the current state of workplace diversity within management schools, focusing on various diversity dimensions and to understand the demographic composition of faculty and staff. Identify the challenges and barriers that management schools face in achieving diversity goals, including factors that hinder diversity recruitment, retention, and advancement.

Explore the strategies and initiatives employed by management schools to address diversity-related challenges and promote a more inclusive and diverse environment.

This research paper not only sheds light on the imperative need for workplace diversity in management schools but also provides valuable insights for educators, administrators, and policymakers. By understanding the challenges and embracing effective strategies, management schools can create an environment where diverse perspectives are valued, leading to holistic growth and development for all stakeholders involved. These business policy implications can help management schools enhance their commitment to diversity and inclusion, leading to a more equitable and successful educational environment

Keywords: *Workplace diversity, Inclusion, Diversity initiatives, Business policy implications*

NAVIGATING THE DIGITAL TAPESTRY: A CROSS-CULTURAL AND CROSS-NATIONAL EXAMINATION OF MARKETING STRATEGIES IN THE PRE AND POST-COVID ERA.

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Abstract: The digital realm's ascendancy, intricately woven into the global business tapestry, signifies an era where boundaries are diminishing, and markets are constantly in flux. As the world navigated the unforeseen challenges of the pre and post-COVID epochs, the perturbations in the digital marketing domain became even more pronounced. Nations, in their adaptive strategies to these technological convulsions, have exhibited varied responses, informed by cultural underpinnings and socio-economic determinants. This scholastic endeavor is premised upon a profound need to comprehend these multifarious shifts from an expansive cross-cultural and cross-national vista. The exigency for such a comprehensive study arises from recognizing the monumental importance of cross-cultural evaluations in deciphering the digital marketing labyrinth. This research ambitiously aims to fill the existing void, striving for a meticulous amalgamation of empirical rigor and theoretical profundity. The contemporary business lexicon is replete with instances underscoring the significance of the digital metamorphosis. Yet, a paucity remains in understanding the depth and breadth of its impact across diverse cultural and national spectra. This research grapples with a seminal question: How have the nuances of the digital marketing landscape evolved across a mosaic of nations and cultures, especially juxtaposed against the contrasting realities of the pre and post-COVID world? By delving deep into this intricate matrix, the

study endeavors to unravel the complexities inherent in the global digital domain, striving to illuminate the disparities, convergence points, and the nascent trends shaping the future of digital marketing. Navigating the multifaceted realms of digital marketing requires a methodological framework that's both robust and flexible. This study, thus, adopts a comparative methodology, leveraging the profound insights from Hofstede's Cultural Dimensions as a foundational pillar. To ensure the sanctity and comprehensiveness of the research, data is meticulously culled from a plethora of sources. Embracing a holistic approach, this research traverses the terrains of both emerging economies and mature markets, aiming to craft a tapestry that's representative of the global digital marketing zeitgeist. Initial forays into the data reveal compelling narratives. A discernible shift in digital consumer comportment is evident, more pronounced in regions marked by heightened individualistic inclinations. Furthermore, the aftermath of the COVID pandemic witnessed an unprecedented surge in e-commerce adoption rates, with a remarkable correlation to markets exhibiting higher uncertainty avoidance indices. Yet, beyond these macro trends lies a treasure trove of regional peculiarities and intricacies. The preliminary findings underscore how embedded cultural dimensions, often subtle yet profoundly influential, dictate the trajectory of digital marketing trends in diverse regions. Emerging from this rigorous academic expedition is a lucid affirmation of the symbiotic relationship between cultural attributes and digital marketing paradigms. The findings unequivocally advocate for an immersive understanding of regional cultural nuances, a sine qua non for enterprises aspiring to harness the boundless potential of the global digital pivot. In the kaleidoscope of the post-COVID world, replete with its inherent vagaries and complexities, a deep-rooted appreciation of cultural dynamics becomes the fulcrum around which successful digital strategies must revolve. The tapestry of digital marketing, while universally omnipresent, is intricately woven with threads of regional idiosyncrasies. This study, through its rigorous and expansive approach, serves as both a testament to this intricate interplay and a clarion call for businesses to transcend monolithic strategies. Embracing a more nuanced, culture-centric approach will not only be pivotal but quintessential in charting the path forward.

Keywords: *Digital Marketing Landscape, Cross-cultural Evaluations, Pre and Post-COVID Paradigms, Hofstede's Cultural Dimensions, Global Digital Trends*

HONING THE POTENTIAL OF CUSTOMER JOURNEY MAPPING FOR EFFECTIVE SOCIAL MEDIA MARKETING

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Abstract: This research endeavors to elucidate the pivotal role of Customer Journey Mapping (CJM) in optimizing Social Media Marketing (SMM) strategies. Motivated by the increasing reliance on social platforms for brand-consumer interactions, this study addresses the need for a comprehensive framework that aligns SMM efforts with customer expectations and experiences. The problem statement

lies in the absence of a structured methodology that effectively integrates CJM into SMM practices, potentially leading to suboptimal customer engagement and reduced ROI. The proposed approach involves a systematic integration of CJM principles into the SMM workflow, leveraging empathetic understanding of customer interactions across digital touchpoints. By employing a mixed-method research design, combining qualitative analysis of customer sentiment and quantitative metrics tracking, the study aims to evaluate the impact of CJM on SMM effectiveness. Tentative results indicate a significant improvement in key SMM performance indicators, including increased engagement rates, enhanced customer satisfaction, and heightened brand loyalty. Additionally, the study provides insights into the identification and mitigation of pain points in the customer journey, facilitating targeted SMM interventions. In conclusion, this research underscores the instrumental role of CJM in augmenting the efficacy of Social Media Marketing. By adopting a design-thinking approach rooted in empathetic customer understanding, businesses can forge deeper connections with their audience, thereby unlocking untapped potential for brand growth and customer retention in the digital landscape.

Keywords: *Customer Journey Mapping, Social Media Marketing, Design Thinking, Customer Engagement, Brand Loyalty*

SOCIAL MEDIA LANDSCAPE AND ITS EFFECTS ON E-COMMERCE SHOPPING IN UAE

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Abstract: This research paper explores how the social media landscape is influencing e-commerce shopping in the UAE. The study reveals how social media plays a crucial role in all stages of the e-commerce process, from product discovery to post-purchase engagement. Influencers, user-generated content, and interactive features on social media significantly impact consumer behaviour. These findings provide valuable insights for businesses, marketers, and policymakers looking to leverage social media's influence on e-commerce shopping in the UAE.

Keywords: *E-Marketing, social media, E-Commerce, consumer behaviour*

IMPACT OF SOCIAL MEDIA MARKETING ON THE CONSUMER BUYING BEHAVIOR TOWARDS ELECTRIC VEHICLES

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Abstract: The proposed study is based on understanding the impact of social media marketing on the consumer buying behavior towards electric vehicles. Online platforms like Facebook, Twitter, WhatsApp, YouTube, Instagram etc. are becoming more popular social media facilities where people may connect with one another and exchange ideas and content related to any of the products and services. At past time, the electric vehicles are not too much popular for travelling, but from more than a decade the consumers are preferring the Electric vehicles over conventional vehicles, behind this social media plays a very big role to influence the consumers for buying the electric vehicles and the consumers also want to be a part in contributing towards green environment. The Government from all around the world have put forth a number of policy frameworks and spending billions of dollars to Electric Vehicle development. Electric vehicles are very important for the current situation because using conventional vehicles are the major cause of global warming and heavy air pollution. The purpose of this study is to identify the impact of social media marketing on the consumer buying behavior towards Electric Vehicles. The proposed study is focused on understanding how social media will affect the perception and attitude of consumers which directly influence their buying behavior towards electrical vehicles. A questionnaire method was used to collect the data from the respondents for the purpose of understanding the impact of social media marketing on the consumer buying behaviour towards electric-vehicle. The questionnaire was distributed to the respondents through offline mode and the convenience sampling method was used to collect the data from the respondents. The data collected through the offline questionnaire method was analysed with the help of SPSS software. The research finds that social media marketing is impacting the buying behaviour of consumers towards electric-vehicle. The study reveals that consumers don't trust on electric vehicles for long route travelling and secondly the consumers are facing the problem of their low speed and availability of charging station of electric vehicles and it reveals that the social media advertising playing a very big role to influence the consumers for buying the electric vehicles and the demands of electric vehicles is raising in the market. The study concluded that the social media plays a vital role to impacting the buying behaviour of consumers and also participating in lowering down the global warming problem. The electric vehicle companies are also advertising through social media on a very large scale and the companies are getting the benefits of social media advertising, the demands of electric vehicles are increased day by day in the market. The government also plays an important role in promoting the electric vehicles and boosting the adoption rate. According to my research, the electric vehicles are in the demand due to the impact of social media marketing and the green vehicles are beneficial for both the society and our environment. And it clearly stated that, social media advertising is impacting the consumer buying behaviour decisions towards electric vehicles.

Keywords: *Electric-vehicles, social media marketing, Consumer behaviour, green environment, Eco-friendly etc.*

PRACTICES FOR GREEN MARKETING IN INDIA – A LITERATURE REVIEW

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Abstract: Environmental sustainability and the adoption of green marketing practices have gained prominence in recent years as businesses aim to address the pressing concerns of climate change and resource depletion. India, a rapidly developing nation with a burgeoning consumer base, has also witnessed a surge in environmental consciousness. This paper presents a comprehensive literature review of green marketing practices in the Indian context in 2023. Our exploratory research design relies on the analysis of secondary data sourced from a wide array of relevant studies, reports, and scholarly articles. This paper aims to synthesize and critically examine the existing body of knowledge to provide a holistic view of green marketing strategies in India. It will shed light on the current state of green marketing, explore the challenges and opportunities, and suggest directions for future research in this critical domain.

Keywords: *Purchase Intention, Sustainable Marketing Practices, Green Marketing*

IMPACT OF SUSTAINABLE MARKETING PRACTICES ON CONSUMER PURCHASE INTENTION

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Abstract: The proposed study is based on understanding the consumer's purchase intention towards sustainable marketing practices. All the practices followed by the organizations are basically depends on influencing the purchase intention of the consumers. In past days, the main focus of the company was only limited to earn more and more profit and to increase the satisfaction level of their consumers. But nowadays many of the organizations are following the sustainable marketing practices that are mainly depends on the three pillars of sustainability that are economic sustainability, social sustainability and environmental sustainability. The main purpose of the organization shifted towards taking care of their environment, their society and the economy also which helps to build a positive image of the company in the mind of the consumers. The main aim of the study is to understand the impact of using sustainable marketing practices on the purchase intention of the consumers. The proposed study is focused on the understanding how the consumers perceive the sustainable marketing practices and how they responds towards it and what factors of sustainable marketing practices are affecting their purchase decision. A questionnaire method was used to collect the data from the respondents for the purpose of understanding the consumer's purchase intention towards sustainable marketing practices. The prepared questionnaire was distributed to the respondents through offline mode

and the snowball sampling method was used to collect the data from the respondents. The data collected through the offline questionnaire method was analyzed with the help of SPSS. The research finds a positive relation between sustainable marketing practices and the consumer's purchase intention. The study reveals that the price of the sustainable products has negative impact on the consumer's purchase intention and secondly, the consumer have lack of trust on the organization's claim of using sustainable marketing practices. Moreover, the consumer also finds that there is less availability of sustainable products in the market. The study concluded that many organizations are following the sustainable marketing practices to prevent our economy, society and environment for the future generation. There are also some organizations which are just showing that they are following sustainable marketing practices but in actual they are just pretending that they are using sustainable practices for building a positive image in the market and attracting more customers. Moreover, there is lack of awareness among consumers about sustainable marketing practices and there is lack of availability of sustainable products in the market and the organizations charge high for sustainable products. According to the findings of the research, the study suggests that if there is more awareness of sustainable marketing practices among consumers and if the organization uses more transparency in their practices and lower the cost of production that minimizes the prices for sustainable products then it will positively impact on the consumer's purchase intention.

Keywords: *Purchase Intention, Sustainable Marketing Practices, Green Practices*

IMPACT OF SOCIAL MEDIA MARKETING ON THE CONSUMER BUYING BEHAVIOR TOWARDS ELECTRIC VEHICLES: A STUDY OF TWO-WHEELER IN JIND CITY OF HARYANA

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Abstract: Social media is becoming more popular for advertising the new product and too aware about new goods and facilities. Online platforms like Facebook, Twitter, WhatsApp, YouTube, etc. are important social media facilities where people may connect with one another and exchange ideas and content. At past time, the electric vehicles are not too much popular on the roads, but from nearby last ten years the Electric vehicles are preferred by the consumers and they want to be a part of the green environment. Basically, the electric vehicles are divided into four categories: Battery Electric Vehicles, Plug-in-Hybrid Electric Vehicles, Hybrid Electric Vehicles and Fuel Cell Electric Vehicles. As a negative impact of using fossil fuels to power automobiles, e-vehicles are now being launched. E-vehicles, a new eco-friendly innovation, are anticipated to be a long-term response to the problems of energy scarcity and environmental degradation on a worldwide scale. Government from all around the world have put forth a number of policy frameworks and spending billions of dollars to Electric Vehicle

development. Future solution to the depletion of fossil fuels and the environmental issues brought on by their widespread use are anticipated to entail a significant increase in the use of electric vehicles. E-vehicles are very important for the current situation because conventional vehicles are a major cause of global warming and heavy air pollution. A Swiss Air quality technology company (IQ AIR) selected 50 most polluted cities, reason behind that is the pollution through conventional vehicles. The main problem faces during research was that there is not too much electric vehicle personal using experience but they are aware about the electric vehicles in a better style. The purpose of this study is to identify the impact of social media marketing on the consumer buying behavior towards Electric Vehicles. The proposed study is focused on understanding the perception and attitude of consumers towards the purchase decision of electric vehicles. A questionnaire method was used to collect the data from the respondents for the purpose of understanding the impact of social media marketing on the consumer buying behaviour towards electric-vehicle. The questionnaire was distributed to the respondents through offline mode and the convenience sampling method was used to collect the data from the respondents. The data collected through the offline questionnaire method was analysed with the help of SPSS software. The research finds that social media marketing is impacting the consumer buying behaviour towards electric-vehicle. The study reveals that the prices of the electric-vehicle have impact on the consumers purchase intention and consumers feel the prices higher than conventional vehicles. Secondly, the consumers facing problem of charging station of EVs and the low drive range. The study concluded that awareness of electric vehicles in the public is not too much, all features and benefits of using the electric vehicle are not clear in the mind of consumers. But with the help of advertising through mobile phones, televisions, newspapers, magazines, market hoardings etc. the benefits of using the electric vehicles in compare to conventional vehicles is spread very speedily into the society. This study shows that, the social media marketing is affecting the buying behaviour of the consumers and also boosting up for participating in lowering down the global warming problem. And also tells that, that electric vehicles benefits and favour of the nature was also spread through word-of-mouth. Every new consumer who wants to shift conventional vehicle to electric vehicle firstly he clears his all doubts from the others existing users of the electric vehicle. According to my research, the electric vehicles are beneficial for the society and our environment completely, the people also thinks that the electric vehicles are the environment-friendly vehicles. The most of the people were ready to use the electric vehicles. According to my research, it is declared that, if there is more awareness spread among people and trying to lowering the cost of electric vehicles than most of the new consumers will adopt the electric vehicle in near future. And it clearly stated that, social media advertising was positive impact on the consumer buying behaviour decisions towards electric vehicles.

Keywords: *Electric-vehicles, Social media marketing, Consumer behaviour, Green environment, Eco-friendly etc.*

AN EVALUATION OF THE ROLE PLAYED BY BLOGGERS AND VLOGGERS IN INCREASING SALES

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Ritika Rajesh

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Abstract: This research paper delves into the dynamic realm of influencer marketing by examining the role played by bloggers and vloggers in increasing sales. With the ever-expanding digital landscape, influencers have become a significant force in shaping consumer behaviors and preferences. The primary objectives of this study are to assess the influence of these content creators on consumer choices, identify the most effective content types, examine the role of trust and authenticity, quantify the reach and engagement of influencers, and explore industry and platform differences. The methodology employed encompasses a comprehensive literature review, data collection through surveys, interviews, and content analysis, quantitative and qualitative analysis of data, case studies, and a comparison of influencer impact across various industries and social media platforms. Through this multifaceted approach, we aim to provide a comprehensive understanding of the complex relationship between influencers and sales. The findings of this research offer valuable insights into the nuances of influencer marketing, helping businesses and marketers make informed decisions regarding their strategies. By comprehending the effectiveness of bloggers and vloggers in different contexts and platforms, businesses can better leverage this powerful marketing tool to boost sales. Furthermore, the study addresses ethical considerations in the influencer marketing landscape and presents recommendations for both academia and industry. This research is a crucial step toward unraveling the evolving world of influencer marketing and understanding its impact on consumer choices and purchasing decisions.

FACTORS INFLUENCING THE ADOPTION OR REJECTION OF ELECTRIC VEHICLES AMONG CONSUMERS IN GURGAON

Rishabh

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Abstract: The global movement, towards vehicles (EVs) is gaining momentum as we strive to address concerns and decrease our reliance on fossil fuels. This research paper focuses on the factors that influence consumers in Gurgaon, India when it comes to embracing or rejecting EVs. As the city

experiences urbanization understanding consumer preferences becomes crucial in shaping transportation solutions. To gain an understanding of consumer attitudes and behaviors towards EVs this study combines surveys and qualitative interviews. It explores determinants such as cost, infrastructure, environmental awareness, government policies and perceived advantages or disadvantages of EVs. The findings from this research will provide insights for policymakers, automobile manufacturers and stakeholders in Gurgaon. These insights will help develop strategies to promote the adoption of EVs. By addressing these factors we can accelerate the transition towards transportation options. This will have impacts such as reducing carbon emissions and air pollution while creating an eco friendly and resilient urban environment not just in Gurgaon but also beyond. The analysis presented in this research serves as a foundation for studies and practical initiatives aimed at promoting sustainable mobility, in Gurgaon.

Keywords: *Electric Vehicle, Automobile Industry, Sustainability*

INVESTIGATING THE IMPACT OF NUDGE MARKETING ON ONLINE CONSUMER DECISION-MAKING IN THE APPAREL INDUSTRY

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Abstract: This study investigates the intricate influence of nudge marketing on the decision-making processes of online consumers within the vibrant landscape of the apparel industry. The foundation for this exploration is drawn from the seminal work of Thaler and Sunstein (2008), which revealed how individuals often make decisions that do not entirely align with their best interests. Nudge marketing emerges as a powerful mechanism to guide consumers without restricting their choices, addressing this inherent human behaviour. In the dynamic realm of e-commerce, comprehending the implications of nudges on consumer decision-making becomes an indispensable aspect for brands aiming to bolster their strategies for consumer engagement. However, unravelling the complexities embedded within nudges and their diverse impacts on consumer behaviour proves to be a multifaceted challenge, requiring careful examination. The central focus of this research is to meticulously evaluate the impact of nudge marketing strategies within the online retail sector dedicated to apparel. The primary objective is to dissect and analyse how introduced nudges have the potential to shape and influence consumer decisions. Through extensive analysis of meticulously collected data, this study endeavours to ascertain the extent to which nudges wield the power to alter consumer behaviour and to pinpoint the specific segments of consumers most profoundly affected by these strategic implementations. For a comprehensive evaluation of the influence of nudge marketing, the study adopts a methodology founded on a qualitative online survey. This approach enables a nuanced understanding of the manifold effects of diverse nudge marketing strategies on the decision-making patterns of consumers navigating the vast expanse of the clothing industry's e-commerce sphere. While acknowledging the inherent potential for

nudges to subtly sway consumer behaviors, the study emphasizes the paramount need for judicious and cautious application to avert any unforeseen or unintended consequences. The extensive and meticulous analysis conducted by this research scrutinizes the impact of three specific nudge strategies on a diverse and representative sample population, covering an array of demographics and varying consumer segments. These strategic nudges, including social proof, detailed informational content, and incentivized bundled offers, emerged to exhibit a tangible and discernible influence on the nuanced decision-making patterns of online consumers within the expansive domain of the apparel industry. This comprehensive study paves the way for a deeper comprehension of the intricacies and potential impacts of nudge marketing strategies within the realm of online consumer decision-making. The findings bear significance for brands seeking to refine and optimize their engagement strategies and underscore the need for further in-depth exploration into the realm of nudge marketing and its pervasive influence within the ever-evolving landscape of consumer behaviour and choice.

Keywords: *Nudge Marketing, Consumer Decision-making, E-commerce Landscape*

A STUDY OF SUSTAINABLE PACKAGING IN THE FIELD OF E-COMMERCE IN INDIA

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Shruti Suman

Komal Khandelwal

Uttkarsh tiwari

Taniya Bose

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Abstract: The research background highlights the growing impact of e-commerce on consumer behavior and the environment. E-commerce has been steadily growing in developed countries, with market penetration expected to increase by up to 25% by 2026. The COVID-19 pandemic has accelerated this trend. E-commerce has raised concerns due to its adverse effects on the environment, including increased CO₂ emissions and energy consumption. Traditional brick-and-mortar retailing has been shown to reduce CO₂ emissions significantly. The "last mile" delivery in urban areas presents a challenge in terms of carbon emissions, influenced by factors such as package type, material, size, and consumer behaviors. Packaging materials have a direct impact on energy use, logistics, and waste production. The need for packaging solutions based on alternative materials is emphasized to reduce energy consumption and waste. Customer satisfaction in e-commerce is linked to premium packaging

and an aesthetic presentation of packages. Companies should also focus on controlling the environmental impact of their packaging and providing accurate product information. Marketing strategies in e-commerce are shifting towards providing accurate product information and access to customer opinions to reduce the need for excessive packaging materials.

Keywords: *E-commerce, sustainable packaging, sustainable e-commerce*

AN ANALYSIS OF CUSTOMER PREFERENCE BETWEEN CADBURY'S DAIRY MILK AND NESTLE'S KITKAT ANALYSIS OF CONSUMER PERCEPTION AND PURCHASE INTENTION TOWARDS GREEN MARKETIN

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Abstract: The motivation for this study is to primarily get a holistic market insight and understand which chocolate brand among Cadbury's Dairy Milk and Nestle's Kit Kat is preferred most by the customer and what are the current consumer trends in the chocolate industry. We are analyzing the pivotal factors that influence any customer to choose Dairy Milk over Kit Kat or vis-à-vis and this will let us understand the competitive advantage of each brand. Chocolates are mostly preferred by people from all age group and background. This research will help us understand consumer behavior, such as taste, brand loyalty, and what factors influence their choices. The objectives behind this research are to identify influencing factors as to explore external factors that influence consumer preferences, such as pricing, promotional activities, availability, and social factors. This could include seasonal variations, cultural aspects, and social media influence. Conduct a comparative analysis of the marketing strategies employed by both companies. This might include an analysis of advertising campaigns, social media presence, brand messaging, and product diversification. This paper aims to delve into the complex area of consumer preference, specifically comparing alternatives to Cadbury Dairy Milk and Nestle Kit Kat. The main research question driving this research is twofold that is to identify the factors that have the greatest influence on consumers when choosing between these two preferred chocolate brands. This research seeks to understand the exact pivotal factors that make a customer go for one of the brands. In an age where consumer decisions are influenced by many factors to finally choose a product in especially an over saturated market and beyond preference and price, understanding the nuances that

guide brand choice is of utmost importance. The study predicts the discovery of insights that extend beyond traditional values, and to provide a broader understanding of the complex interaction between consumer demographics and chocolate brand preference in consumer behavior research contributes to valuable knowledge. Our research is done on the basis of quantitative analysis method. A survey was designed to get the data of the customer preference on brand, taste, pricing, packaging and availability.

Keywords: *Customer Preference, Chocolate Preference, Brand Loyalty, Dairy Milk, Kit Kat*

CONSUMER PREFERENCES: A COMPARATIVE ANALYSIS OF E-COMMERCE PLATFORMS

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Abstract: The present-day scenario is witnessing a remarkable surge in online shopping platforms. Understanding the fundamental aspects of consumer behaviour in this digital marketplace is of utmost importance. It's crucial to identify the factors driving global online shopping. This article is dedicated to uncovering the primary determinants that shape the decision-making process of contemporary consumers when engaged in online transactions. Through this inquiry, we aim to examine the evolution of e-commerce and its impact on consumer purchasing behaviour. This research paper aims to explore the diverse factors that shape consumer preferences, purchasing patterns, and brand loyalty within the e-commerce sector. We conducted a comparative analysis of prominent e-commerce platforms and conducted a comprehensive survey encompassing friends, family members, students, and faculties associated with SOIL School of Business Design. The primary objective is to identify emerging trends and challenges in this ever-evolving e-commerce landscape. The study employed a mixed-method approach utilizing both primary and secondary sources of data. Surveys, interviews and observations will form the primary source of data in Manesar, Gurgaon. These approaches will aid in understanding existing shopping patterns on e-commerce sites, identifying bottlenecks experienced by these establishments, and discovering opportunities for improvement. In this regard, relevant data will be supplied by secondary data sources. Predictions and findings that will explain in detail shall be provided in the full research paper. Nevertheless, the study concerning consumer choice in E-commerce platforms ought to reveal significant disparities what exactly effects the variation in the preferences of an individual. It may also highlight barriers of e-commerce platforms such as inadequate customer service, security concerns and lack of awareness regarding the platform. The result is of great significance in

understanding the confusing e-commerce environment as well as consumer behaviour. Understanding the changing landscape and new trends will help businesses keep up with the ebbs and flows of online shopping. Such knowledge improves our understanding of shopping behaviour and e-commerce dynamics. This information is crucial for the e-commerce systems and other entities intending to better target varied expectations of modern online consumers.

Keywords: *Online Shopping, Consumer Behaviour, E-commerce, Comparative Analysis, Emerging Trends.*

ANALYSIS OF CONSUMER PERCEPTION AND PURCHASE INTENTION TOWARDS GREEN MARKETING

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Abstract: Businesses are increasingly incorporating environmentally friendly methods into their marketing initiatives in response to rising environmental concerns and a move towards sustainability. The motivation for this study came from the inquisitiveness to study the support (or lack of it) for green marketing from the demand side of the market. The primary research objective was to analyse the consumer perception of green initiatives and marketing and purchase intention towards green products. The study investigated how customer psychology and behavior interact dynamically when businesses use green marketing techniques and studied what consumers think about eco-friendly initiatives and products of companies.

In order to assess customer attitudes, perceptions, and actions in response to green marketing initiatives, the study took a multifaceted approach that combined qualitative and quantitative methodologies. It looked into the psychological elements underlying consumers' perception towards green marketing such as trust, values, and passion for environmental concerns etc and correlated purchase intention of consumers to it. The study results revealed consumers' level of awareness and perception towards the initiatives taken by organizations towards green marketing. Among other things, the study revealed that Indian manufacturers still have to find a large-scale audience for green marketing as the concern about the environment is still low among the people when it comes to purchase decision.

Apart from academic curiosity, the study is useful from the companies' perspective as they need to know the perception and feedback of consumers in order to justify incorporation of green marketing efforts into the overall marketing plan for their products and services. Understanding consumers' response to green marketing can help companies increase their visibility and promote their brand value; it can also help companies better align their strategies with the consumers' feedback and concerns, if any. Companies and policymakers must both understand how customers react to green initiatives in order to deepen and develop their green policy and initiatives.

Keywords: *Green product, Green brand effect, Purchase intention, Green buying behavior, Green economy*

EVALUATING HOW GREEN MARKETING INFLUENCES YOUNG ADULTS BUYING DECISIONS IN THE APPAREL INDUSTRY

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Ankita

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Abstract: Consumers' increased knowledge and awareness of environmental issues have not translated into a pervasive rise in purchasing green apparels. This research paper aims to investigate the influence of green marketing on the purchasing decisions of young adults (18- 40) in the apparel industry. The study's primary objectives are twofold: to gauge the awareness of green marketing practices among individuals aged 18-40 and to scrutinize the factors shaping the purchase decisions of eco-conscious apparel within this target age group. To achieve these objectives, the research employs a mixed-methods approach, surveys and qualitative interviews. It helps in exploring their awareness and perceptions of green marketing initiatives and ascertain whether these initiatives sway their purchasing decisions. The purpose of this research is to evaluate consumer knowledge, beliefs, norms, motivations and attitudes on purchase intention and purchase behaviour for green apparel. This research endeavours to shed light on customer perceptions of organizations that engage in green marketing practices and how such practices impact and steer consumers' buying decisions when they are conscious of the environmental consequences of their actions. By comprehending the significance of sustainability, this research has the potential to guide businesses in developing more environmentally conscious marketing strategies and products, ultimately fostering a more sustainable future for the fashion industry.

Keywords: *Green marketing, young adults, buying decisions, apparel industry, awareness, environmental consciousness, purchase behaviour, purchase intention, consumer knowledge*

EXPLORING THE FACTORS IMPACTING ONLINE BUYING BEHAVIOUR OF GEN Z IN INDIA

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Abstract: This research report presents a comprehensive study of the factors that influence the online buying behaviour of Generation Z in India. The study aims to provide a nuanced understanding of the factors that positively affect online purchasing behaviour by Gen Z consumers. A stratified sample of 200 participants was carefully selected to ensure demographic diversity in this age group. Data was collected using a survey tool based on a quantitative research methodology. Statistical instruments were used to analyze the collected data, revealing a large number of factors that positively influence Gen Z online shopping behaviour in India. These factors include price, offers, return or refund policies, product reviews and recommendations, customer support responsiveness, product customization options, product variety, quality assurance, online security measures, user experience design, peer influence, delivery methods, associated charges, and payment options. This research provides valuable insight into the purchasing decision and behaviour of Gen Z and contributes significantly to the evolving e-commerce landscape in India.

Keywords: *Gen Z, online buying behaviour, India, e-commerce, survey, statistical analysis, positive effect, customer preferences, descriptive study, consumer behaviour, online shopping, digital natives.*

EXPLOITATION OF VULNERABILITY IN YOUNG CONSUMERS BY INFLUENCER MARKETING

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Abstract: In the contemporary marketing landscape, influencer marketing has become a pivotal force, particularly in its sway over young audiences aged 18-25. This study explores the ethical dimensions of influencer marketing, specifically delving into the potential exploitation of vulnerability within this demographic. Utilizing a mixed methods approach, it aims to uncover the nuanced strategies employed by influencers and assess their impact on the psychological well-being and consumer choices of young audiences. This research seeks to contribute not only to academic understanding but also to the cultivation of responsible practices in the dynamic realm of influencer marketing. This study aims to comprehensively investigate the impact of influencer marketing on young audiences aged 18-25, focusing on potential vulnerabilities. Employing a mixed methods approach, the research seeks to uncover the strategies employed by influencers and assess their ethical implications. By delving into the interplay between influencers and their audience, the study aims to provide nuanced insights that contribute to a deeper understanding of influencer marketing's effects on societal norms, consumer behavior, and the well-being of young individuals. This research utilizes a mixed methods approach, combining qualitative methods (content analysis, interviews, focus groups, ethnographic observations) with quantitative techniques (surveys, social media analytics). By triangulating insights from both approaches, the study aims to provide a comprehensive understanding of influencer marketing's impact on young audiences aged 18-25, exploring psychological and behavioral dynamics. The findings illuminate the influential strategies employed by influencers, emphasizing their profound impact on the vulnerability of young audiences aged 18-25. A synthesis of qualitative content analysis, interviews, and quantitative surveys unveils nuanced dynamics, revealing the intricate interplay between influencers and the psychological well-being of the targeted demographic. The study underscores the need for a more conscientious approach to influencer marketing practices to safeguard the welfare of young consumers in the evolving digital landscape.

Keywords: *Influencer Marketing, Digital Marketing, social media, Consumer Behavior*

CHALLENGES FACED BY WOMEN ENTREPRENEURS IN GURGAON MANESAR REGION

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Abstract: Gurgaon and Manesar, two rapidly growing cities in the National Capital Region of India, have witnessed significant economic development in recent years. Amidst this growth, there is an

increasing recognition of the role played by women entrepreneurs in contributing to the local economy. However, despite advancements in gender equality, women entrepreneurs in these regions encounter unique challenges that impede their business growth and sustainability. Gurgaon, known for its thriving corporate culture and bustling business environment, and Manesar, an emerging industrial hub, offer diverse opportunities for entrepreneurial ventures. Nevertheless, women entrepreneurs face a myriad of obstacles, ranging from socio-cultural factors to structural and institutional barriers. These challenges warrant a comprehensive research endeavor to understand the specific issues hindering the entrepreneurial journey of women in these dynamic urban landscapes. Exploring the challenges faced by women entrepreneurs in Gurgaon and Manesar is not only essential for addressing gender disparities but also for unlocking the full economic potential of these regions. This research endeavors to provide actionable insights that contribute to a more inclusive and supportive entrepreneurial ecosystem, benefiting the business community as a whole. The research on challenges encountered by women entrepreneurs in Gurgaon and Manesar is a comprehensive exploration of the multifaceted hurdles hindering their entrepreneurial endeavors. This study delves into the specific challenges faced by women entrepreneurs, covering cultural, financial, and institutional dimensions. It aims to understand how socio-cultural factors, such as traditional gender roles and societal expectations, impact women's entrepreneurial journeys, and highlights the financial constraints women face in terms of limited access to funding, loans, and investment opportunities. Additionally, the research evaluates the effectiveness of existing networking and mentorship programs, providing recommendations for improvement, and assesses the impact of institutional support and policies, suggesting adjustments or new initiatives where necessary. Quantitative analysis will measure success and growth metrics for women-led businesses, offering a tangible understanding of the challenges' impact on key outcomes. The study concludes by proposing actionable recommendations for policymakers, business associations, and support organizations, aiming to enhance the overall entrepreneurial ecosystem for women in Gurgaon and Manesar. Furthermore, the research documents the impact of awareness and advocacy efforts, gauging their effectiveness in promoting a more inclusive and supportive business environment and fostering increased recognition and support for women entrepreneurs in the region.

Keywords: *Socio-economic Development, Women Empoerment, Entrepreneurial Ecosystem*

DESIGN THINKING IN COMMERCIAL BANKING IN INDIA

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Abstract: Designers use the customer-centric approach of "design thinking" to create original fixes for issues. In the process of coming up with innovative solutions that are beneficial to the client or end user, empathy, intuition, systematic reasoning, and experimentation are used. Finance is increasingly being required to support business decisions. For many traditionally educated accounting and financial

professionals, the request is too much to ask. They are not accustomed to understanding and having an impact on the entire value creation cycle of the company. However, many accounting and finance teams are comfortable carrying out financial reporting activities. But as businesses increasingly leverage new technology to automate rules-based, transactional, and repetitive labour for a tiny fraction of the cost of a full-time staff wage, it won't be long before some members of the finance team become extinct. Both are equally important. But investing heavily in compliance-related activities does not automatically result in the creation of creative and successful enterprises. Finance transformation efforts have traditionally been propelled by cost-cutting strategies. Maximizing effectiveness and removing as much fat as you can be the objectives. Think about the introduction of new financial software. CFOs view the adoption as an opportunity to lay off staff and cut costs rather than an opportunity to free up finance teams from routine tasks and focus on initiatives that need critical thought. Finance plays a critical role when it comes to creating business efficiencies, reallocating savings, and redirecting freed-up resources to the examination of new opportunities.

Keywords: *Design Thinking, Indian Banking System, Commercial Banking*

**FACTORS CONTRIBUTING TO SUCCESSFUL DIGITAL
TRANSFORMATION IN BRICK-AND-MORTAR BUSINESSES AND
THEIR IMPACT ON OPERATIONAL EFFICIENCY, CUSTOMER
EXPERIENCE AND PROFITABILITY**

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Yash Sharma

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Abstract: The business landscape is witnessing a fundamental shift with the emergence of digital transformation, especially in traditional brick-and-mortar businesses. These businesses are compelled to adapt and leverage digital technologies to stay competitive and relevant in a rapidly evolving market. Understanding the key factors that contribute to the successful implementation of digital transformation initiatives in these traditional businesses is crucial. It is equally important to explore how such initiatives impact operational efficiency, customer experience, and ultimately, profitability. This research addresses these critical aspects and their significance in the contemporary business environment. The motivation for this research stems from the recognition that digital transformation has become a defining factor for the survival and success of businesses in the 21st century. The digital era has brought about profound changes in consumer behavior, market dynamics, and the competitive landscape. Traditional

brick-and-mortar businesses, which have historically thrived on physical presence and in-person interactions, are now compelled to embrace digital transformation or risk obsolescence. The ongoing COVID-19 pandemic has further accelerated the need for digital adaptation, as lockdowns and restrictions limited physical access to businesses. As a result, digital channels became the primary mode of interaction and commerce. This dynamic environment has heightened the urgency for traditional businesses to transform digitally, and understanding the key factors for success in this journey is critical.

Keywords: *Digitalization, Digital Transformation, Critical Success Factors, Business Strategy*

ACCESSIBILITY OF PRIMARY HEALTH CENTRE SERVICES IN GURUGRAM

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Abstract: In remote India, Primary Health Centres (PHCs) are vital for providing basic medical care, and access to healthcare services is a major challenge. In addition to exploring the opportunities and difficulties associated with delivering healthcare to underprivileged people, this study looks into how accessible PHC services are in rural locations. The study, which uses a mixed-methods approach, combines qualitative insights from surveys and interviews with quantitative data analysis. The study shows differences in healthcare accessibility, with socioeconomic status, geographic remoteness, and transportation limitations having a major impact on PHC use. The report also identifies best practices and effective local initiatives that have raised access to healthcare in particular areas.

Keywords: *Healthcare, Socio-Economic Growth, Primary Health Centres*

DETERMINANTS OF COLLABORATION FOR STRENGTHENING RESEARCH PARTNERSHIPS FOR INNOVATION

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Abstract: Collaborative research has become pervasive over the past few decades and is regarded as an effective approach to improve the efficiency of research resources and reduce risks in innovation activities. Collaboration is well suited to investigating research questions that cross over the parameter of multiple disciplines, succours to increase capacity to approach more complex research problems. Collaborative knowledge partnerships constitute an intrinsic feature of scientific research, perhaps is more a need than a choice. Studies of group creativity confirm that it is diversity rather than conformity that lead to more innovative and higher quality results. Research Collaboration involves researchers from different stature, funding status, country and different organizations. While research collaboration could be within the institution with collaborators in close proximity to each other, it also could be with other institution/s, international research collaboration established from different countries and different institutions, and research collaboration with an industry. Besides, collaborative research could be within the discipline, interdisciplinary, multidisciplinary, or transdisciplinary. This paper explores the diffusion and characteristics of collaborative relationships. We aimed at assessing the collaborative partnerships from several perspectives involving domestic or national collaboration (inter or intra-institutional) and international collaboration. We also looked at the academic-corporate collaboration and trends in research expenditure. We analyse the data collected from Scopus for a 10-year period to study the collaboration patterns in food science using author affiliation as the point of reference and found out that collaborative research has systematically increased and substantial research output is as a result of the collaborative partnerships. Analysis divulges that effective collaboration in research begets manifold benefits for researchers by combining expertise and resources. Corporate sector's collaboration with academic institutions expands their range of expertise and can support the development of business innovations in several industries. Research performance and common thematic areas are key drivers of collaboration for food science departments/institutions. We also identified most prolific authors to figure out the momentum areas of collaboration, depicting the trends in research topics being addressed. A few prominent momentum topics have surfed that can provide insights to the research community in this area. The sub-segments of food science, such as food testing, processing, packaging, fortification, plant food, etc. are other areas with high market potential, wherein the research results can be applied to industrial applications. The research vibrancy of a country is also reliant on the available economic resources being pooled to support the ecosystem. Over the past five years, science, technology and innovation have become synonymous with economic and market-driven competitiveness and modernity, as the developing countries seek to diversify their economies and make them more knowledge-intensive. The insufficient level of domestic investment in R&D, torpid research intensity and patenting by domestic establishments have remain somewhat low. However, intangible investments by private corporations and investment in R&D by foreign multinational corporations is on the rise. Thus, the need for reviewing policy strategies to tide over the gap and strengthen funding to outrival R&D and thereby innovation. The outcome of this research study is expected to contribute to the available knowledge base besides providing researchers with valuable insights into trends and

opportunities alike for the furtherance of research endeavours to facilitate business proposition, besides academic pursuits and social well-being holistically.

Keywords: *Research and Innovation, Industry Driven Research, Research & Development*

EXPLORING THE FACTORS IMPACTING ACADEMIC PERFORMANCE AND MENTAL HEALTH OF PGDM STUDENTS IN GURUGRAM

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Abstract: Selecting the topic of exploring the factors impacting the academic performance and mental health of PGDM (Post Graduate Diploma in Management) students in Gurugram is a highly relevant and crucial choice for our research paper. Several compelling motivations underlie this decision. Firstly, the academic performance of students is a critical aspect of their educational journey, and understanding the factors influencing it can lead to insights that benefit both the students and educational institutions. Moreover, the stress and pressure associated with the rigorous demands of a PGDM program can significantly impact students' mental health, making it a pressing concern. Secondly, Gurugram, as a thriving business hub, hosts a diverse student population pursuing PGDM, making it an ideal location for studying these factors. Thirdly, this research can provide actionable recommendations to enhance the overall educational experience and well-being of PGDM students, contributing to the betterment of higher education and student life. Fourthly, Identifying healthy coping mechanisms and stress management strategies is crucial for maintaining mental well-being. Lastly, addressing the academic and mental health needs of PGDM students is not only academically relevant but also has far-reaching implications for society, as these students are future business leaders and professionals who can shape the economic and social landscape. Therefore, this research topic holds great potential for both practical applications and broader societal impact.

Keywords: *Education, Mental Health, Students, Academic Performance*

DESIGN THINKING IN MANAGEMENT EDUCATION: AN EXPLORATORY STUDY

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Abstract: Design thinking is a user centered iterative process for innovative problem solving. In case of management education, it can be applied to empathize with the student user and understand the problems arising out of present-day ambiguities and complexities of the dynamic business environment. The Gen Z expects real time, interactive and self-paced learning environment. Their aspirations are not limited to traditional student-teacher physical mode of knowledge exchange and chalk and talk teaching. This can be achieved by designing technology enabled, flexible and outcome-oriented methods of interaction. The present-day learners have a higher level of awareness and they like to involve in the knowledge exchange process and achieve their learnings outcomes. It is crucial to engage the learners in the ideation process for developing new tools and techniques which are not only concept based but are applied to enhance their employability skills. This paper is an attempt to explore the effectiveness of different pedagogical techniques that are being used currently, compare their effectiveness and blend them with digital technologies to make them more relevant for the current generation of learners, teachers and businesses.

Keywords: *Design Thinking, Higher Education, Gen Z*

SUSTAINABILITY PRACTICES BY ECOTELS: A STUDY OF ENVIRONMENTAL MANAGEMENT IN THE HOSPITALITY INDUSTRY

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Abstract: This research explores the awareness and perceptions of guests regarding sustainability practices in Indian hotels. The study found that there is a significant lack of awareness among guests regarding sustainability practices in Indian hotels. Despite this, there is a clear preference among guests for accommodations that actively engage in sustainable practices. The research also identifies a segment

of guests who are willing to pay a premium for sustainable accommodations. Overall, the findings suggest a growing market demand for sustainable accommodations, presenting an opportunity for hotels to enhance their eco-friendly initiatives.

Keywords: *Hotels, Sustainability Practices, Awareness, Accommodation*

EXPLORING THE PERCEPTIONS AND MOTIVATIONS OF GEN Z AND MILLENNIALS TOWARD SUSTAINABLE FASHION

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Abstract: Ever since 2012 we have seen the impact of online jewellery retail on the traditional model of jewellery i.e., offline retail stores. This research dwells into the sustainable jewellery purchase trends of gen-z. This research is based on the current trends followed by people of all the sexual orientations challenging the traditional approach of jewellery purchase. The change in change in jewellery buying trends of gen-z after the introduction of online jewellery stores. The questions that the individuals have while purchasing jewellery through online stores. How does sustainability impact the jewellery purchase decisions of gen-z. What are the factors that are driving gen-z to purchase jewellery through online stores. How does trust play a factor in making a purchase decision. The research questions were concluded after dwelling into the main questions that were discovered after a literature review of the following articles- Marketing Sustainable Fashion: Trends and Future Directions Exploring Generation Z Consumers' Attitudes towards Sustainable Fashion and Marketing Activities regarding Sustainable Fashion. The data was collected through interviews based on the questionnaire structured through the afore mentioned methods. The interviews were conducted on individuals belonging from various parts of northern India. The strata are a part of the generation-z which include college going students as well as working individuals. How can online jewellery retailers make their services more attractive for gen-z. Some changes that the online jewellery retailers can inculcate to gain a larger gen-z consumer base. Why should retailers focus more on sustainability and not just profit. Difference between jewellery buying decisions of males and females. Changes that the online jewellery retail businesses can inculcate to retain and grow gen-z customers. The need for sustainable business practices by jewellery makers that can help them in getting more profitable in the long term. The current trends in the jewellery industry

and how businesses can capitalize on them. How businesses can make sure that the consumers trust them while making such a big purchase decision i.e., buying jewellery.

Keywords: *Sustainability Practices, Fashion Industry, Gen Z, Sustainable Fashion*

UNDERSTANDING RETAIL INVESTOR PERCEPTIONS AND AWARENESS OF ESG FUNDS

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Abstract: The increasing interest in environmental, social, and governance (ESG) factors in the investment community highlights the need to understand the perceptions and awareness of retail investors regarding ESG funds. This research aims to fill the gap in literature by focusing on individual retail investors, shedding light on their views and knowledge concerning ESG funds. The research question underlying this study is: What are the perceptions and awareness of retail investors regarding ESG funds? The literature review provides a comprehensive overview of previous studies related to retail investor perceptions and awareness of ESG funds. It examines the existing knowledge gaps, emphasizing the need for research specifically targeting individual retail investors. Key theories and concepts related to ESG funds and retail investor decision-making are discussed, providing a foundation for the research approach. A survey-based approach was employed to gather data from a sample of retail investors. The questionnaire design reflected the research objectives and aimed to assess retail investors' understanding, attitudes, and awareness of ESG funds. The sample was selected through a random sampling technique, ensuring representation from diverse demographic backgrounds. The collected data were analyzed using statistical techniques, including descriptive statistics and inferential analysis, to derive meaningful insights. The preliminary analysis of the data provides a snapshot of retail investors' perceptions and awareness of ESG funds. Initial findings indicate variations in awareness levels, decision-making factors, and barriers to investment among retail investors. This research has certain limitations that warrant acknowledgement. First, the sample size may not be representative of the entire population of retail investors. Additionally, the self-report nature of the survey may introduce response bias. Furthermore, the study focuses primarily on retail investors' perceptions and awareness, and does not delve into their actual investment behaviours. These limitations provide opportunities for future research to address these issues and further deepen understanding in this area. In conclusion, this study aims to contribute to the literature by providing insights into the perceptions and awareness of retail

investors regarding ESG funds. By assessing awareness levels, identifying decision-making factors, determining barriers to investment, analysing the impact of demographic variables, and suggesting improvements in retail investor education, this research aims to promote the usage of ESG funds among retail investors. The preliminary data indicate variations in retail investors' perceptions and awareness, emphasizing the need for tailored educational efforts and interventions. The study's findings can inform financial institutions and policymakers on strategies to enhance retail investor education and promote the use of ESG funds, ultimately driving sustainable investment practices. Additionally, the insights gained from this research can empower retail investors to make informed investment decisions aligned with their values and preferences.

Keywords: *ESG funds, retail investors, perceptions, awareness, decision-making, barriers, demographic variables, sustainable investment.*

SOLID WASTE MANAGEMENT AWARENESS IN DELHI NCR

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Abstract: Waste management is the one thing just about every city government provides for its residents. As the world hurtles toward its urban future, the amount of municipal waste, one of the most important by-products of an urban lifestyle, is growing even faster than the rate of urbanization. In developing countries, urbanization and rapid population growth has resulted in a substantial increase in generation of Municipal Solid Waste (MSW). Waste management in a developing country such as India will be different from those in developed countries for various reasons. Poor MSW management practices have negative impact on public health, environment and climate change. India currently only treats 21% of MSW while the remainder disposed in unsanitary landfill sites with no recycling and treatment technologies. This paper reviews the existing MSW management practices, challenges and provides recommendations for improving MSW management for Delhi NCR, India.

Keywords: *Solid Waste, Waste Management, Public Health, Sustainability*

IMPACT OF DIGITAL PAYMENT ON SMALL BUSINESSES IN DELHI AND GURGAON (MANESAR)

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Abstract: Delhi and Gurugram are 2 developed and rising cities in India, so their retail landscape has witnessed a significant transformation due to the implementation of an online payment system known as UPI. (Unified payments interface) an instant payment system developed in India by the National Payment Corporations of India (NPCI). To better understand how digital payments affect traditional retail stores, the research paper determines how digital payments create an impact on local retail outlets in both of these cities. It examines how much the retail industry in these cities has been impacted by different online payment methods and applications. Surveys, customer payment volume, and data analysis are used in this study to evaluate the experiences of retail owners and consumer preferences. The research addresses the rapid adoption of digital payments during the COVID-19 epidemic and highlights how conventional stores must accept online payments to remain competitive. The study concludes by highlighting the significance of using digital payment solutions in retail and acting as a resource for retail businesses and other small businesses (hawkers and peddlers).

Keywords: Digitalization, Digital Payments, Retail Industry

IMPACT OF STRATEGIC COMPENSATION POLICIES ON EMPLOYEE PERFORMANCE IN DRIVING GREATER SALES WITHIN ORGANIZATIONS

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Abstract: Employees in the workplace usually are driven to performance as a result of the rationality of the organisation. The study examined the effect of Compensation Management on Employees Performance. Specifically, the study objectively ascertained Management compensation measures in the areas of Salary (SLY) and Benefits Programmes (BP) and how they affect Employees Performance in the IT sector. A descriptive survey research design was adopted most appropriately due to the descriptive and inferential statistics used in processing the collected data. The sample size is of 100 respondents was determined for the study using Census statistical application on small elements. Data presented and analysed in this study is dichotomized into three parts. First is the data presentation which comprises of the descriptive analysis of respondents profile using simple weighted percentage, secondly, the descriptive statistics of data gotten from the questionnaire using minimum, maximum, mean and standard deviations for interpretations. The Pearson correlation analysis was also be used as a basis of testing hypotheses. The findings revealed that all the independent variables Salary (SLY) and Benefits Programmes (BP), have a significant relationship with Employees Performance in the organisation. The study recommended that the company should continue providing security benefits to all employees, their position notwithstanding as it will positively influence employee productivity and raise overall performance in the IT sector which drives to greater Sales.

Keywords: *Compensation Policies, Employee Performance, Sales Performance*

AN EMPIRICAL STUDY ON HOW BEHAVIOURAL FINANCE THEORIES IMPACT INVESTORS DECISION MAKING

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Abstract: In the world of economics and finance, a common belief is that people make rational decisions by carefully weighing all available information. However, real-life evidence suggests that humans often deviate from this rational path when facing uncertainty. We see patterns of irrationality in the choices people make. Traditional finance, which assumes rational behaviour, has been the cornerstone of understanding financial markets. The present financial market is flooded with a lot of financial instruments like- shares, bonds, debentures, mutual funds, insurance plans, fixed deposits, and other money and capital market instruments along with safe assets like gold, silver, real estate etc. all aimed at helping investors beat inflation and earn returns. Rational investors try to balance between the benefits and drawbacks of these investment choices. However, despite years of dedicated effort, it's become clear

that the traditional finance framework struggles to explain fundamental facts about the stock market and individual trading behaviour. So Behavioural finance plays a very important role and helps in accessing this gap by proposing theories rooted in psychology. These theories attempt to make sense of anomalies in the stock market, such as severe rise and fall in stock price. The primary goal is to figure out why people make specific financial decisions. It operates on the premise that factors like information availability and market participant characteristics systematically influence individual investment decisions and overall market outcomes. Even seasoned and well-educated investors have been affected by these psychological factors, highlighting a significant shortcoming in the traditional rational market model. This research delves into behavioural finance theories of - Herding Theory, Prospect Theory, Emotional Gap, Self-Attribution Theory, Anchoring Theory. These theories are examined in relation to different investment strategies, such as buy and hold, fundamental analysis, and technical analysis. To accomplish this, the study is divided into two stages. In the first stage, we focus on understanding the primary issues faced by individual investors and how these relate to behavioural finance theories. This exploration aims to shed light on the factors influencing their financial choices. The second stage of the research seeks to establish a connection between the most common investment strategies and the four behavioural finance theories. By doing so, we aim to provide a more comprehensive understanding of why people make the financial choices they do.

Keywords: *Herding Theory, Prospect Theory, Emotional Gap, Self-Attribution Theory, Anchoring Theory, Buy and Hold, Fundamental Analysis, Investor Decision, Behavioural Finance Theory.*

CARGO DRONES: USHERING IN A NEW ERA OF DELIVERY SYSTEMS

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Abstract: The e-commerce industry is booming, with global sales expected to reach \$5.5 trillion by 2024. This growth is driving demand for faster and more efficient delivery methods. Traditional delivery methods, such as ground transportation, are often slow and can be hampered by traffic congestion. Cargo drones offer a potential solution to these problems. Drones can fly over traffic congestion and deliver goods directly to customers' homes or businesses. In addition, drones can be used to deliver goods to remote areas that are difficult or impossible to reach by ground. The research paper will examine how these challenges can be overcome and how cargo drones can be safely and securely integrated into the delivery system. The research paper will conclude that cargo drones have the potential to revolutionize

the delivery system. The paper predicts that cargo drones will be used to deliver a wide range of goods, including food, medicine, and packages. Cargo drones are expected to be particularly useful for delivering goods to remote areas and for providing last-mile delivery in urban areas. The research paper will conclude that the widespread adoption of cargo drones will create several economic and social benefits. Cargo drones are expected to create jobs in the manufacturing, operation, and maintenance of drones. In addition, cargo drones are expected to reduce the cost of transportation and to improve access to goods and services. Overall, the research paper is optimistic about the future of cargo drones. The paper predicts that cargo drones will play a major role in the future of the delivery system. Cargo drones have the potential to revolutionize the delivery system. They offer several advantages over traditional delivery methods, such as the ability to bypass traffic congestion, access remote areas, and deliver goods quickly and safely. However, the widespread adoption of cargo drones is currently hindered by several factors, such as regulatory restrictions, concerns about safety and security, and the need for further technological development. The research paper predicts that these challenges will be overcome in the future and that cargo drones will be used to deliver a wide range of goods. Cargo drones are expected to be particularly useful for delivering goods to remote areas and for providing last-mile delivery in urban areas. The widespread adoption of cargo drones is expected to create several economic and social benefits.

Keywords: *cargo drones, delivery systems, e-commerce, logistics, transportation*

HR IN THE DIGITAL AGE: EXPLORING TECHNOLOGICAL INNOVATIONS AND THEIR IMPLICATIONS

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Abstract: The digital age, characterized by the rapid progression of technology, has significantly impacted HR practices. This paper endeavours to explore the multifaceted relationship between HR and technology, tracing the remarkable shifts occurring in this pivotal organizational function. Within this research, we aim to delve into the fundamental question of how technology is being harnessed by HR professionals, the implications of these transformations, and the overarching effects they exert on organizations and their employees. The digital age has ushered in a new era for talent acquisition. Organizations are now leveraging technology in novel ways to identify and onboard the best talent. This paper investigates the transformative impact of technology on talent acquisition. Advanced technologies, such as artificial intelligence and machine learning, are revolutionizing recruitment processes. These tools are capable of swiftly analyzing extensive pools of applicants, enabling organizations to identify the most suitable candidates based on predetermined criteria, thereby saving

time and enhancing the quality of hires. Furthermore, the use of AI can mitigate unconscious biases in recruitment by focusing solely on qualifications and experience, thus promoting a fairer selection process. Employee engagement is at the core of a productive workforce and directly influences employee retention. This paper sheds light on how technology is being harnessed to foster employee engagement. In the digital age, HR professionals have at their disposal modern software and communication tools that enhance interaction with the workforce. Instant messaging platforms and pulse surveys offer real-time insights into employee sentiment. Moreover, the integration of gamification and social recognition systems nurtures a sense of community within the workplace, motivating and engendering loyalty among employees. Continuous learning and development are instrumental in nurturing employee growth and ensuring organizational success. The research presented here delves into the role of technology in facilitating learning and development. Learning management systems (LMS) and e-learning platforms now offer employees convenient access to training materials. AI-driven recommendations personalize learning paths based on an individual's skills and career aspirations, thereby enhancing employee satisfaction, and aligning skills with organizational needs. Performance management, a pivotal HR function, is evolving through the integration of data analytics. This paper explores how technology enables organizations to shift from traditional, often subjective performance appraisals to data-driven evaluations. Tools equipped with analytics can provide insights into an employee's performance over time, allowing for proactive adjustments and targeted coaching. This approach not only enhances performance but also mitigates the stress associated with annual reviews. This research comprehensively examines the implications of technological innovations for both organizations and employees. On the organizational level, technology-driven HR strategies are enhancing efficiency, reducing costs, and fostering data-driven decision-making. Organizations are better equipped to adapt to changing market conditions, align their workforce with strategic objectives, and make informed decisions.

Keywords: *Data Analytics, Machine Learning, HR Efficiency, Employee Productivity, Data-Driven Decision-Making, Workforce Adaptation, Digital Literacy, Organizational Reskilling, Employee Retention, Digital Workforce.*

**ROLE OF TECHNOLOGY IN ASSESSING EMPLOYEE'S
ENGAGEMENT, ORGANISATIONAL CULTURE AND PERFORMANCE
MANAGEMENT OF HOTEL INDUSTRY IN INDIA**

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Abstract: In a dynamic and unstable external environment that disrupts internal organizational resources, there arises a challenge for the hospitality industry to initiate the adoption of the latest technological advancements. The purpose of the study is to analyse the effect of technology adoption on few human resource practices (HRP) like employee engagement, organisational culture and performance management in the hotel industry. Through an extension of the technology fit theory, quantitative research has been conducted with the assistance of a questionnaire that was distributed among 8 different hotel executives to understand the impact of technology implementation in hotel industry. The methodology used in this paper is structure equation modelling (SEM) using R studio. The research demonstrates that technology serves as a valuable asset for assessing and enhancing employee engagement, organisational culture and performance management within the departments of Indian hotel industry. The outcomes related to employee engagement, organisational culture and performance management exhibit variations based on several factors such as age, gender, educational qualifications, and the presence of a self-learning attitude. It's also important to note that several variables like training and development, individual objective, Work life integration and Employees well-being also play a significant role in elevating employee productivity which leads to better performance management. Furthermore, technological advancements offer benefits on both financial and non-financial fronts, such as lowering implementation costs related to labour and maintenance, where as in case of non-financial incentives such as, improvements in employee engagement, providing better organisational culture to the employee, customer satisfaction, and performance enhancement within the hospitality industry.

Keywords: *Employee engagement, Employee motivation, organisational culture, Performance management, Technology adoption.*

SUSTAINABLE FINANCE: THE INDIAN SCENARIO

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Abstract: India's growth story has been impressive, but not without its fair share of environmental and climate challenges. The country has long grappled with issues similar as pollution, deforestation, and climate change, which has had adverse impacts on both mortal health and economic development still, in recent times, the Indian government has been taking measures to promote sustainable development and reduce the country's carbon footmark. One of the crucial strategies is the relinquishment of green finance. This research is motivated by recent enterprises about the development of Green finance in India. The Government of India has formulated an ambitious public docket in The Paris Agreement that should transfigure the country into a sustainable frugality, but presently, numerous signs indicate the nations chancing it delicate to negotiate this ideal.

The research work aims to establish an understanding of the conception of sustainable finance and the

evaluation of sustainable finance in the Indian environment. In the course of this research work, data on India's practices in nurturing sustainable finance practices are studied, furnishing a critical perspective on the way formerly taken and being gaps keeping the nation from the achievement of environmental and climate objects. therefore, the main purpose of this research work is to punctuate and present the colorful challenges that restrain attaining the sustainable development pretensions handed by the United Nations.

Keywords: Sustainable finance, green economy, Environmental impact, Mortal health, Sustainable practices, Negotiating sustainability

CAPITAL STRUCTURE: STUDY HOW COMPANIES' CAPITAL STRUCTURE CHANGE WITH TIME & AT VARIOUS STAGES

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Abstract: The research paper identifies the factors influencing the decisions related to capital structure, their impact on financial metrics, and their variation across several industries. With the help of the research, one will be able to identify the various sources from where the companies get their funds and how it changes at different stages of their growth and performance. Furthermore, by examining the impact of capital structure changes on profitability, leverage, and risk, the research will shed light on the trade-offs and risks associated with different capital structures. The sectors that have been covered for the research are Telecom, Real Estate, IT, FMCG, Hospitality and tourism, BFSI, Automobile & Ancillaries, Textile, Oil and natural Gas, Pharmaceuticals and Health care.

Keywords: *Capital structure, Leverage Decision, Firm Value, Equity, Debt.*

IMPACT OF INFLUENCER MARKETING ON SOCIETY AND CULTURE

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Abstract: This comprehensive research delves into the exploitation of vulnerability in young consumers (aged 18-40) by influencer marketing. Employing a mixed methods approach, the study amalgamates qualitative techniques, such as content analysis and interviews, with quantitative methods like surveys and social media analytics. Qualitative analysis unveils the intricate tactics used by influencers, while quantitative data provides insights into trust and purchasing behavior. By integrating qualitative depth with quantitative metrics, the study offers a nuanced understanding of influencer marketing's effects on young audiences. Ethical implications are emphasized, offering valuable insights for businesses and policymakers to foster responsible influencer marketing practices. This research provides a robust foundation for shaping ethical standards and safeguarding young consumers in the dynamic realm of digital marketing.

IMPACT OF HYBRID WORK MODEL ON EMPLOYEE ENGAGEMENT AND PSYCHOLOGICAL OWNERSHIP

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Abstract: The modern workplace has undergone a significant transformation with the widespread adoption of hybrid work models, allowing employees to alternate between remote and in-office work. This research paper investigates the dynamic interplay between the hybrid work model, employee engagement, and psychological ownership. Employee engagement and ownership are critical factors influencing organizational success, productivity, and employee well-being. Understanding how these aspects are affected by the hybrid work model is essential for organizations striving to create a thriving and adaptable work environment. The research study will be using surveys method to gather comprehensive insights into the experiences and perceptions of employees working in a hybrid model. The findings of this research will provide actionable recommendations for organizations seeking to optimize employee engagement and ownership in the evolving landscape of hybrid work.

Keywords: *Hybrid work, Employee Engagement, Psychological Ownership, Remote Work, Organizational Psychology, Work Environment.*

NAVIGATING THE EDUCATIONAL LANDSCAPE: THE INTERPLAY OF INCOME INEQUALITY AND CONSUMPTION BEHAVIOUR IN INDIA

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Abstract: Income inequality is a prevailing concern that affects many aspects in every society, one of which is the approach of the towards education. Due to differences in income, the lack of equal access to quality education creates a serious hurdles for an individual to achieve financial stability and break the cycle of generational income disparities. This paper delves into the relationship between income inequality and consumption behaviour of students in education sector, understanding how the disparity in household income manifests in the educational choices and preferences.

Keywords: *Income Inequality, Consumption Behaviour, Education, Household Income*

A RESEARCH STUDY ON ENTREPRENEURSHIP DEVELOPMENT OF SELF-HELP GROUPS (SHGS)

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Abstract: The study uses a multi-method approach that combines telephonic interviews, surveys, and qualitative and quantitative analysis to give a thorough picture of how entrepreneurship develops in SHGs. Important topics covered in this research include the forces behind SHG entrepreneurship, the effects on social and economic empowerment, obstacles encountered, and sustainable business plans. The research also talks about the obstacles that acted as hurdle in between the viability of entrepreneurial endeavors inside Self-Help Groups (SHGs), including market accessibility, legal hurdles, and concerns over gender and social inclusiveness. For stakeholders, governments, and NGOs working in SHG programs, the research presents policy recommendations and best practices to address these issues.

Keywords: *Self Help Groups, Entrepreneurship, Economic Development*

USER ADOPTION AND SENTIMENT ANALYSIS OF CRYPTOCURRENCY IN A DELHI NCR

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Abstract: The potential to provide vital insights into the complex dynamics of the local market and the elements influencing the acceptance or resistance to digital currencies is the driving force behind research on user adoption and sentiment analysis of cryptocurrencies in a particular area. Such research assists companies and entrepreneurs in customizing their goods and services to meet the distinct needs and preferences of the local population, as well as assisting decision-makers in developing efficient regulatory frameworks that promote a safe and stable environment for cryptocurrency users and investors. Furthermore, examining user sentiment permits a more complex comprehension of the social and cultural elements affecting how people view digital currencies, which permits the introduction of focused instructional efforts to raise awareness to encourage broader adoption and usage in the area and to make it easier to spot new trends and changes in consumer behaviour for tactical marketing adjustments. Since cryptocurrencies like Bitcoin and Ethereum have upended established financial systems and created new avenues for investment, asset storage, and financial transactions, it is common knowledge that digital currency is the future currency. The rise of various digital assets and blockchain-based projects has led to a notable expansion of the worldwide cryptocurrency industry in recent times. This increase signifies a shift in how people and organizations view and deal with money, assets, and investments. Since cryptocurrencies have the power to change the financial industry, it is critical to research their acceptance and user attitude in particular geographic areas to have a deeper understanding of how the industry is changing. How can someone overlook cryptocurrencies as a potential banking and transaction choice in a world where digital currency is becoming more and more important? Comprehending the mood and adoption of cryptocurrencies is crucial for a range of stakeholders, such as financial institutions, enterprises, investors, legislators and individuals. The study may shed important light on how cryptocurrencies affect consumer behaviour, financial regulation, and economic stability. It can also assist people in making well-informed decisions on their involvement in the cryptocurrency market and help companies customize their products to match the demands and expectations of Bitcoin users. We employ a mixed methods approach that combines quantitative and qualitative analysis to

address these research topics. Surveys and interviews with cryptocurrency users and important stakeholders in the targeted area are the main approaches used to acquire data. Quantitative survey information will be used to assess usage trends, demographics, adoption rates, and sentiment analysis. Qualitative insights into the motives, worries, and experiences of Bitcoin users will be obtained through the interviews. Our goal in compiling this data is to provide a thorough picture of the cryptocurrency market in a given area.

Keywords: *Cryptocurrency adoption, Blockchain technology, Research*

FACTORS INFLUENCING SUBCONTRACTING AND ITS EFFECTS: INDICATIONS FROM INDIA'S UNORGANIZED MANUFACTURING SECTOR

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Abstract: The purpose of the study is to know about how subcontracting influences companies in the unorganized sector. The pro-business perspective maintains that companies in the formal sector want to collaborate with contemporary informal sector, and that subcontracting aids in the latter's development of technology and capital. Regarding how subcontracting influences companies in the unorganized sector, there are two competing schools of thought. The pro-business perspective maintains that companies in the formal sector want to collaborate with contemporary informal sector, and that subcontracting aids in the latter's development of technology and capital. The exploitation view states that firms in the formal sector take surpluses from asset-poor, stagnating informal sector businesses that use inexpensive family labour for home-based production. Nevertheless, the literature currently lacks hard, firm-level data about the variables that affect and are caused by subcontracting. Heckman selection model has been used to collect data on informal manufacturing enterprises from the Indian National Sample Survey. In addition, selectivity-corrected Oaxaca-Blinder Decomposition and compute treatment effects have been used. The units have been selected from data on NSSO survey on unorganized and organized units. the scope of the investigation has been limited to manufacturing firms and leave out repair companies. To comply with the Indian definition of the unorganized sector, the unit employing more than 20 total workers has been removed (paid or unpaid), as well as firms that do not function on a proprietary basis (i.e., are public or corporate businesses, or cooperatives) have also been removed. Our findings imply that the consequences of subcontracting are not as simple as those suggested by the opposing viewpoints. Decision-makers must discuss this intricacy. It is more common for home-based, comparatively asset-poor, female-owned businesses to engage in subcontracting. The results also demonstrate that subcontracting is advantageous for smaller enterprises, enterprises in

industrially underdeveloped states, and enterprises in rural areas, but detrimental to larger organizations. The intricacy shown by the study must be taken into consideration while formulating policies pertaining to the unorganized sector. It is not enough to presume that unregulated enterprises would gain from subcontracting relationships with the official sector. Links, on the other hand, ought to be promoted in situations when credit and market limitations are severe, and the potential benefits outweigh the drawbacks. In contrast, offering access to loans and a market apart from a subcontracting relationship may prove more advantageous for small enterprises that are already big enough to recruit workers and are not home-based. This would show the informal sector a way to thrive without depending on formal subcontracting relationships.

Keywords: Informal Sector, Manufacturing Sector, Women Workers

THE IMPACT OF SOCIAL MEDIA MARKETING ON CUSTOMER EXPERIENCE IN THE SECTOR OF RESTAURANTS AND BEVERAGES IN DELHI-NCR

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Abstract: This research aims to explore and analyze the profound influence of social media marketing on the customer experience within the dynamic and competitive landscape of the Restaurants and Beverages sector in Delhi-NCR. As the digital era continues to evolve, social media has emerged as a powerful tool for businesses to connect with their target audience, enhance brand visibility, and shape customer perceptions. The study employs a mixed-methods approach, combining quantitative surveys and qualitative interviews to gather comprehensive insights from both customers and industry professionals. Through the examination of various social media marketing strategies implemented by restaurants and beverage establishments, this research seeks to identify patterns and correlations between digital engagement and customer satisfaction. Key focal points include the exploration of how social media platforms contribute to the creation of brand awareness, customer engagement, and loyalty. The research also delves into the impact of online reviews, influencer collaborations, and user-generated content on shaping the overall customer experience. By analyzing data collected from a diverse range of establishments in Delhi-NCR, through convenience sampling, the study aims to provide actionable

recommendations for businesses to optimize their social media marketing efforts and subsequently enhance the overall customer journey. The findings of this research are anticipated to contribute valuable insights to both academia and industry professionals, fostering a deeper understanding of the interconnected relationship between social media marketing and customer experience in the Restaurants and Beverages sector. Ultimately, the outcomes of this study may serve as a foundation for businesses to refine their digital strategies, fostering stronger connections with customers and fostering sustained success in a highly competitive market.

INVESTMENT OPTIONS IN INDIA: POPULARITY, ADVANTAGES, DISADVANTAGES, AND GROWTH

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Abstract: The Indian economy is rapidly growing, and with it, the demand for investment products. There are a wide variety of investment options available in India, each with its own advantages and disadvantages. This study aims to provide a comprehensive overview of the investment landscape in India, including the popularity, advantages, disadvantages, and growth of various investment options. Despite the wide range of investment options available in India, there is a lack of comprehensive information on the popularity, advantages, disadvantages, and growth of these options. This study aims to address this gap in the literature by providing a detailed analysis of the investment landscape in India. The study will use a mixed methods approach, combining primary and secondary data. Primary data will be collected through a survey of Indian investors. The survey will collect data on investors' investment preferences, risk tolerance, and investment goals. Secondary data will be collected from published sources, such as government reports, industry reports, and academic journals.

Keywords: Investment options, India, popularity, advantages, disadvantages, growth.

THE IMPACT OF SHOE BRANDING ON CONSUMER PURCHASE DECISIONS

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Abstract: In an era characterized by fierce competition and an abundance of choices, understanding the role of branding in consumer purchase decisions is of paramount importance. The footwear industry, in particular, exemplifies the complex landscape within which consumers make choices. Our research addresses the central question of how branding profoundly influences consumers' decisions when selecting shoes. This study's significance is underscored by the intense rivalry among shoe brands, demanding a nuanced understanding of how branding strategies can act as a distinguishing factor in consumer choice. Consequently, the motivation for this research lies in unraveling the intricate relationship between branding and consumer behavior. This paper delves into the intricate relationship between shoe branding and consumer purchase decisions. Our core research question is unequivocal: How do branding strategies, encompassing elements such as brand image, brand loyalty, and brand associations, impact consumers' choices when they purchase shoes? Focusing on the footwear industry, our research aims to uncover the intricate relationship between branding, sustainability in the footwear industry, the influence of influencer marketing, and the brand perception shaped by novel strategies. We aim to shed light on the often-unseen forces that drive consumers' preferences in this competitive marketplace. This study employed a quantitative research approach to investigate the impact of shoe branding on consumer purchase decisions in India. A structured questionnaire was administered to a sample of 200 respondents to gather quantitative data on their perceptions, attitudes, and behaviors related to shoe brands. Primary data was collected through a self-administered survey distributed to respondents in major cities across India. The survey was designed to capture a diverse range of consumer demographics and preferences, ensuring representation from various age groups, and gender. The collected data was analyzed using appropriate statistical methods, including descriptive statistics and logistic regression analysis. These techniques enabled the examination of relationships between variables, the identification of significant factors influencing consumer preferences, and the development of predictive models for purchase decisions. Throughout the research process, ethical considerations were paramount. Prior to data collection, informed consent was obtained from all

participants, ensuring their understanding of the purpose of the study and their voluntary participation. Data confidentiality was maintained, and anonymity was preserved during data analysis and reporting.

Keywords: *Influencer marketing, Consumer Purchase Decisions, Brand Image, Brand Loyalty, Sustainability, Brand awareness*

NAVIGATING THE EDUCATIONAL LANDSCAPE: THE INTERPLAY OF INCOME INEQUALITY AND CONSUMPTION BEHAVIOUR IN INDIA

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Abstract: Income Inequality, a major issue in India has various consequences for several aspects of life, including education (on which we as a group will be focusing). Education which is a fundamental tool for economic and social development of overall well-being of the people is not provided equally to all. This study delves into the intricate relationship between income inequality and consumption behaviour in the education sector, examining how socio economic disparities manifest in educational choices and outcomes and how does these dynamics influence individuals and their preferences. Further more, analysing the impact of income distributions on the patterns of consumption includes both macro and micro perspectives. By understanding these dynamics and the factors which influence the consumption behaviour, other people can get a gist on how to develop strategies to address these disparities and tackle the various challenges that arise as a result of the income inequality in India.

Keywords: *Income Inequality, Consumption Behaviour, Educational Choices, Educational Outcomes*

THE IMPACT OF CUSTOMER CHURN IN THE TELECOM INDUSTRY IN INDIA ON PROFITABILITY OF COMPANIES

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Abstract: The telecom industry in India is characterized by intense competition, rapid technological advancements, and a vast and diverse customer base. Customer churn, the phenomenon of customers switching from one service provider to another, has become a pressing issue in this sector. The

motivation behind this research lies in the critical need to understand the implications of customer churn on the profitability of telecom companies in India. This study seeks to shed light on the factors that contributes the most as the reason of churn and its broader impact on the companies profitability.

1. Quantify Revenue Loss: Measure direct and indirect financial impact caused by churn on Indian telecom companies.
2. Identify Churn Drivers: Pinpoint primary factors driving customer churn in the Indian telecom market, covering pricing, network quality, services, and value propositions.
3. Analyze Profitability Impact: Assess how churn influences specific financial metrics like ARPU and CLV, revealing the correlation between churn rates and these indicators.

This research paper investigates the factors which contributes most in churn rates and its impact on the profitability and of telecom companies in India. The telecom industry faces increasing pressure to reduce churn, given the high cost of customer acquisition and the competitive nature of the market. A mixed-methods research approach is employed, utilizing both primary and secondary data collection methods. Primary data is gathered through online google forms with customers of various telecom operators in India. The surveys include questions related to their reasons for switching providers, their overall satisfaction with their current provider, and their preferences for telecom services. This primary data collection enables us to capture the real-time sentiments and experiences of telecom customers. Secondary data, on the other hand, is sourced from various sources, including government reports, industry publications, financial reports of telecom companies, and academic research. This data encompasses historical records of customer churn rates, revenue trends, market share, and regulatory changes within the Indian telecom industry. Secondary data analysis allows us to establish historical trends and contextual factors that influence customer churn and its financial implications. The mixed-methods approach combines quantitative and qualitative analysis. Quantitatively, descriptive analysis is performed on the secondary data to identify key drivers of customer churn and their effects on company profitability. Factors such as pricing strategies, network quality, and customer service quality are examined to determine their impact on churn rates. Qualitatively, insights from the primary data collected through surveys help in understanding the subjective reasons for customer churn, which may not be readily apparent from quantitative data alone. Regression analysis as a statistical method to explore and quantify the potential cause-and-effect relationship between the satisfaction level of individuals (which serves as the dependent variable) and several factors, namely pricing, network quality, internet performance, and services (considered as independent variables).

Regression analysis is a powerful tool that allows us to understand how changes in one or more independent variables may be associated with changes in the dependent variable. Our goal is to assess the impact of pricing, network quality, internet performance, and services on customer satisfaction within the realm of the telecom sector. The findings of this research will contribute to a better understanding of the telecom industry's response to customer churn, offering insights into the challenges

and opportunities it presents. Key conclusions will include identifying the primary drivers of customer churn in the Indian telecom industry, understanding the effectiveness of various retention strategies, and projecting the impact of churn on the financial performance of telecom operators.

The combination of primary and secondary data analysis ensures a comprehensive view of the issue. The primary data allows us to delve into the real experiences and sentiments of customers, while the secondary data provides a historical and industry-wide context for the problem. This research will be valuable for telecom operators and policymakers in formulating strategies for enhancing profitability and ensuring the long-term sustainability of the sector.

Keywords: *Churn rate, Customer retention, Subscriber turnover*

IMPACT OF DIGITAL PAYMENT ADOPTION ON SMALL BUSINESSES IN INDIA

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Abstract: This paper explores the dynamics of digital payment adoption among small businesses, investigating the motivations, challenges, and prospects associated with this transformative shift in financial transactions. A comprehensive survey was conducted, encompassing various aspects of digital payment integration, including preferred methods, impact on revenue, and satisfaction with service providers.

The findings reveal that a majority of small businesses have embraced diverse digital payment methods, including mobile wallets, UPI, QR codes, and net banking. The primary drivers for this adoption vary, with cost savings, customer demand, and government incentives playing significant roles. However, the research also identifies prevalent challenges, such as technical issues, security concerns, and implementation costs, highlighting the hurdles faced by small businesses in this transformative journey.

Government initiatives and incentives aimed at promoting digital payment adoption are examined, along with insights into awareness levels among small businesses. The perceived benefits of digital payment adoption, including increased sales, reduced costs, and improved efficiency, are analyzed to provide a holistic understanding of its impact on small businesses.

Furthermore, the study assesses the likelihood of small businesses recommending digital payment methods to their peers, as well as their inclination to invest in emerging technologies like contactless payments and QR codes. Additionally, it explores the readiness of small businesses to integrate digital payment solutions into broader financial management practices, such as payroll and accounting.

The findings of this research offer valuable insights for policymakers, financial institutions, and small business owners alike, providing a nuanced understanding of the current landscape, potential challenges, and prospects in the realm of digital payments for small businesses. The implications of this study extend beyond immediate business operations, emphasizing the need for tailored support mechanisms and educational initiatives to foster sustainable digital payment.

Keywords: Digitalization, Digital Payment, Emerging Technology

THE IMPACT AND SUSTAINABLE MANAGEMENT OF E-WASTE IN HOUSEHOLD SETTINGS

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Abstract: The surge in consumer electronics consumption and rapid technological advancements has created a burgeoning issue: a substantial increase in electronic waste (E-Waste) generated within households. E-Waste, if not managed sustainably, poses significant externalities, including environmental degradation and public health risks, making its efficient management a pressing concern. A sustainable approach to address this predicament is not only crucial for ecological preservation but also holds potential for economic benefits. Household E-Waste management currently suffers from inadequacies, characterized by improper disposal practices that lead to pollution and potential economic losses due to resource wastage. Limited awareness and accessibility to appropriate disposal options exacerbate the problem. Additionally, the enforcement and effectiveness of existing regulations often fall short. This predicament underscores the immediate need for a comprehensive research initiative and strategic interventions to instigate responsible E-Waste management within households, aligning with circular economy principles. This research paper undertakes an in-depth examination of the multifaceted implications of E-Waste generated in household settings, including its environmental and economic consequences within Delhi NCR.

It scrutinizes the intricacies in E-Waste management and proactively explores sustainable solutions, considering the circular economy framework as an economic catalyst.

The research aspires to offer a suite of evidence-based recommendations and strategies designed to promote conscientious E-Waste disposal practices at the household level. These measures encompass raising awareness, improving public education, and enhancing accessible E-Waste collection infrastructure, all while considering the economic feasibility and potential value capture.

In doing so, this study not only contributes to mitigating the adverse environmental and health impacts of E-Waste but also explores how economic incentives can be harnessed to drive responsible practices.

Keywords: *E-Waste management, Sustainable, Environmental Impact, Disposal*

EVALUATING THE IMPACT OF AI-ENABLED PLANNING TOOLS ON PRODUCTION SCHEDULING EFFICIENCY

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Abstract: This research explores the impact of artificial intelligence (AI)-enabled planning tools on production scheduling efficiency in the manufacturing industry. The study utilized a mixed-methods approach, including a literature review, data collection from manufacturing firms, and data analysis to examine the correlation between AI adoption and production scheduling efficiency metrics. Predictions suggest that the integration of AI into planning tools can significantly improve production scheduling efficiency by reducing lead times, improving resource allocation, increasing on-time delivery, and generating cost savings. The findings of this study will provide valuable insights into the benefits, challenges, and strategies for successful implementation of AI in production scheduling, guiding manufacturing firms in making informed decisions about adopting these technologies. Overall, this research contributes to the understanding of how AI-assisted planning tools can enhance production scheduling efficiency in the manufacturing industry, ultimately optimizing resources, reducing costs, and improving customer satisfaction

Keywords: AI-enabled planning tools, production scheduling efficiency, manufacturing industry, optimization, resource allocation, cost savings

EXPLORING CUSTOMER PERCEPTIONS AND PREFERENCES IN THE EYEWEAR INDUSTRY: A COMPREHENSIVE ANALYSIS OF LENSKART'S MARKET POSITION

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Abstract: This research paper presents a comprehensive analysis of customer perceptions and preferences within the dynamic landscape of the eyewear industry, focusing on Lenskart's market position as a prominent player in this sector. The study aims to delve into the intricate nuances of consumer behavior, shedding light on the factors influencing their choices and perceptions regarding eyewear products and services. Utilizing a mixed-methods approach, the research incorporates both qualitative and quantitative methodologies to capture a holistic understanding of customer sentiments towards Lenskart and its competitors. Qualitative interviews and focus group discussions provide insights into the underlying motivations, needs, and preferences driving consumers' eyewear purchasing decisions. Concurrently, quantitative surveys offer statistical validation and broader generalizability of findings across diverse customer segments. Key themes explored include product quality, pricing strategies, brand perception, customer service experience, and technological innovations in eyewear retail. Through thematic analysis, the research identifies critical factors shaping customer satisfaction and loyalty within the eyewear market, elucidating areas of strength and opportunities for improvement for Lenskart. Furthermore, the study investigates the impact of digitalization and e-commerce trends on consumer behavior within the eyewear industry. It examines the role of online platforms, social media engagement, and virtual try-on technologies in influencing purchase decisions and shaping brand perceptions. Overall, this research contributes to a deeper understanding of customer dynamics in the eyewear industry, offering actionable insights for Lenskart and other market players to enhance their market positioning, strengthen customer relationships, and drive sustainable growth in an increasingly competitive marketplace.

Keywords: Eyewear industry, Customer perceptions, Lenskart, Consumer behavior, Mixed-methods approach, Market dynamics

EXPLORING THE THEMES IMPACTING JOB OPPORTUNITIES FOR DIFFERENTLY ABLED INDIVIDUALS IN THE HOSPITALITY INDUSTRY

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Sulagna Dey

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Abstract: This research paper mainly focuses into the multifaceted themes, influencing job opportunities for differently abled individuals within the hospitality industry. Despite increasing awareness and legal frameworks advocating for inclusivity and equal employment opportunities,

barriers persist, hindering the full participation of differently abled individuals in the workforce, particularly in sectors like hospitality. This study aims to identify and analyze the key themes shaping the employment landscape for this demographic group, with a specific focus on the hospitality industry. Employing a qualitative research approach, data collection methods include in-depth interviews with differently abled individuals, employers, human resource professionals, disability advocacy groups, and industry experts. Through thematic analysis, patterns and themes emerge, shedding light on the complex interplay of factors impacting job opportunities for differently abled individuals. Key themes explored in this study encompass societal attitudes and perceptions towards disability, organizational policies and practices related to diversity and inclusion, accessibility of physical and digital environments, skills development and training opportunities, as well as the role of support networks and advocacy initiatives. Findings reveal a range of challenges faced by differently abled individuals seeking employment in the hospitality sector, including stigma, lack of accessibility accommodations, limited awareness of inclusive hiring practices, and inadequate training programs tailored to their needs. Conversely, promising practices and success stories also emerge, highlighting the potential for positive change and meaningful inclusion within the industry. This research contributes to a nuanced understanding of the barriers and facilitators impacting job opportunities for differently abled individuals in the hospitality industry. Insights gleaned from this study can inform policy interventions, organizational practices, and community initiatives aimed at fostering greater inclusivity, diversity, and equitable employment opportunities for all individuals, regardless of ability.

Keywords: Hospitality industry, Differently abled individuals, Inclusivity, Employment opportunities, Qualitative research, Societal attitudes

GENDER PAY GAP IN EDUCATION SECTOR IN INDIA

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Abstract: This research study investigates the landscape of gender pay disparity within the Indian education sector, focusing specifically on the teaching staff. Employing a multi-faceted approach, the study examines salary structures, promotion patterns, and institutional policies across various educational institutions in India. The research aims to provide a comprehensive overview of the factors

contributing to the observed wage gap between male and female educators. In the course of our research, we opted for a quantitative methodology, relying on surveys to exclusively examine and compare gender pay disparities within the Indian context. Focused solely on the unique intricacies of the Indian landscape, our study aimed to uncover specific patterns and variables contributing to the wage gap between men and women in the country. By narrowing our scope to India, we sought to provide a detailed quantitative analysis of the factors influencing gender pay disparities, drawing insights from survey data. The findings from this research aim to offer targeted, evidence-based recommendations to address and alleviate the gender pay gap within the Indian workforce. The findings of this report not only highlight the pressing need for addressing gender-based wage gaps in the education sector but also offer actionable recommendations for policymakers, institutions, and stakeholders to foster a more equitable and inclusive environment for teaching staff. By examining and understanding the complexities surrounding gender pay disparities, this report contributes to the ongoing efforts aimed at promoting gender equality and fairness in the professional realm of education in India.

Keywords: Gender Pay disparity, Education Sector, Male and Female educators, salary structures

SUSTAINABLE PACKAGING IN ONLINE FOOD DELIVERY

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Abstract: The exponential growth of online food delivery services has raised concerns regarding the environmental impact of packaging materials. This study investigates sustainable packaging solutions within the context of online food delivery, aiming to identify strategies that balance environmental stewardship with operational feasibility. Drawing upon a comprehensive review of existing literature, industry reports, and case studies, this research evaluates various dimensions of sustainable packaging, including material selection, design innovation, consumer perceptions, and logistical implications. Through a multi-disciplinary approach encompassing environmental science, engineering, marketing, and logistics, the study offers a nuanced understanding of the complex dynamics surrounding sustainable packaging in the online food delivery sector. Key findings highlight the significance of material biodegradability, recyclability, and compostability in mitigating the environmental footprint of packaging. Moreover, the research elucidates the role of consumer awareness, preferences, and behavior in shaping the adoption of sustainable packaging practices by online food delivery platforms and

customers alike. Furthermore, the study assesses the technological advancements and logistical challenges associated with implementing sustainable packaging solutions across diverse operational contexts. Insights derived from this analysis provide valuable guidance for industry stakeholders, policymakers, and environmental advocates seeking to foster a more sustainable paradigm in the rapidly expanding domain of online food delivery. In conclusion, this research underscores the imperative for collaborative efforts among stakeholders to prioritize sustainable packaging initiatives, thereby advancing environmental sustainability while meeting the evolving demands of online food delivery consumers.

Keywords: Online food delivery, Sustainable packaging, Environmental impact, Material selection, Consumer behavior, Logistic implications

IMPACT ON PROFITABILITY OF COMPANIES DUE TO GREENWASHING IN US

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This research investigates the various impact of greenwashing on the profitability of companies operating in the United States. Greenwashing, the deceptive practice of presenting a misleadingly positive image of a company's environmental efforts, has garnered increasing attention due to its potential to mislead consumers, erode trust, and distort market dynamics. Utilizing a mixed-methods approach combining qualitative analysis and econometric modeling, this study also focuses into the economic consequences of greenwashing across various sectors and industries. By examining corporate financial performance metrics, key findings indicate that while greenwashing may yield short-term gains through enhanced brand perception and market positioning. Moreover, the study explores the role of regulatory interventions and industry standards in mitigating the prevalence of greenwashing and fostering transparency and accountability. Through case studies and empirical analysis, the research uncovers the differential impact of greenwashing on companies of varying sizes, market capitalizations, and industry exposures. This research work provides the deeper understanding of the greenwashing practices and consumer behavior in the United States.

Keywords: *Greenwashing, Company profitability, United States, Consumer trust, Regulatory interventions, Corporate sustainability*

ABOUT THE EDITORS

Dr. Srinivasan R., Director, SOIL School of Business Design (SSOBD), Manesar has a Ph.D. in Financial Risk Management from FMS, University of Delhi. He has served in the industry for about 17 years and has subsequently been in academics, research, and consultancy for more than 19 years. Prior to his joining SSOBD, he had worked as Head, KIET School of Management, Ghaziabad; and the founder Associate Dean, Narsee Monjee-Indore campus. He has been associated with different institutions like Amity University-Noida, IMI-New Delhi, IMT-Ghaziabad, IIFT-New Delhi, SOIL-Gurgaon, NIFM-Faridabad, etc., in various capacities, including senior leadership positions. Prof. Srinivasan has been part of Faculty Recruitment Committee, Accreditation Committees, Quality Assurance and Enhancement Committee, Industry Interaction Cell, Innovation & Entrepreneurship Cell, etc. He has worked on European Union Funded research project; and has provided consultancy services to the University of Applied Sciences, Frankfurt, Germany; Nomura Research Institute (NRI), Gurgaon; Technova Global Pvt. Ltd., Gurgaon, etc. His teaching and research interests are Financial Modelling, Financial Risk Management, Finance Analytics, etc. His research papers are published in several leading International and National indexed/refereed research journals.

Dr. Samiran Jana is Ph.D from Jamia Millia Islamia, New Delhi. He has worked with premier Institutes like Asia Pacific Institute of Management New Delhi, International Management Institute New Delhi, Indus Business Academy Greater Noida and GLBIMR, Greater Noida & ITS Noida, Presidency University, Bangalore. He has published papers in many National and International Journals with repute. He has attained many national and international conferences. He conducted many national and international Faculty Development Programmes in Finance and Analytics area. Some of his papers has been accepted as best and 2nd best paper in these conferences.

Dr Sangeeta Trehan is an academic developer and professor who has extensive experience of over 20 years in curricular development and implementation and academic leadership in various educational environments in India and abroad. A PhD from IIFT (Delhi), an MBA, an MS (App. Statistics) from Indiana University, USA and an MA in Economics from the Delhi School of Economics she is an academician with unique, multi-disciplinary insight.

Besides teaching at the Department of Economics, School of Liberal Arts, IUPUI as an adjunct faculty between 2003-2005, she has had stints at IIFT, New Delhi, erstwhile Ansal Institute of Technology (AIT) and Ansal University (AU), Gurugram, an AICTE-approved technical campus SDIET, Faridabad and also a brief stint with a tech start-up as a consultant since then. She developed course curricula in sunrise areas of statistics, data analytics, data science, digital marketing and the like at the previous institutions where she worked. She also spearheaded multi and inter-disciplinary teaching and learning at various Schools/ Institutions in India where she worked since 2009. Her work on MOOCs in India and China was presented at the International Conference on MOOCs, Informal Language Learning, and Mobility held during 20-21st October 2016, at Open University, UK. She has had research collaboration with researchers at IIT Madras, Open University, UK and Tsinghua University, Beijing for her research in MOOCs area. She has published content in peer-reviewed journals like IJKL & IJEDICT. She has the rare ability to speak and write in Sanskrit, besides English and Hindi languages. She holds a YIC (Yog Instructor's Certificate) from S-VYASA University, Bengaluru and is also a YCB, Ministry of Ayush, GoI-certified Level 2 Yog Wellness Instructor.

Prof. Chandan Jha, joined SOIL school of business design as Assistant Professor in Operations area on 10th March 2022. He worked as a faculty/Guest Faculty at Xavier Institute of Social Science, Ranchi, United World School of Business, Ahmedabad & Sarala Birla University, Ranchi. He has a total of 5 years of work experience in academic works & research. He holds a B.tech degree in Mechanical Engineering (B.P.U.T Rourkela), M.tech in Industrial Engineering & Management (IIT Dhanbad, earlier known as ISM Dhanbad), & Pursuing Ph.D (Thesis Submitted) in Management from IIM Ranchi. He is a member of IEOM, POMS, & The OR Society. He represented the OR Society during Maths week England 2020 and in STEM career fairs/Career talks at University of Northampton, University of Leeds, and University of Loughborough. He has presented his research works at various national and international conferences such as Society of Operations Management (IIT Kanpur, 2019), IEOM Dubai (2020), IEOM Singapore (2021), The OR Society Annual Conference, University of Southampton (Southampton, UK, 2021).

Dr. Vani Agarwal is an economist, an academic developer, a passionate researcher and a distinguished faculty with extensive experience of over a decade in academics and industry. She has expertise in curricular development and implementation in the field of statistics, econometrics, international trade, data visualization and data analytics. Also, she has cleared Actuarial Science papers -CT3 and CT7. She has proficiency in various software's such as Advanced MS Excel, SPSS, STATA, EViews software for statistical modelling and analysis. As an economist, she worked with various national and international organizations such as Roubini Global economics (US- based), IIFT (Centre for WTO Studies), NCAER, ICRIER, and TAC economics (France-based). As a researcher, Dr. Vani has made significant contributions to the fields of International Economics, Econometrics, Business Analytics, Health Economics, Data Visualization, with over 22 publications in reputed scholarly journals and books. She provided consultancy to ICMR for a research project on health economics and data analysis. Dr. Vani has conducted numerous FDPs and MDPs on Data visualization using Tableau, Power BI and R programming.

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