



**FACULTY OF SCIENCE & HUMANITIES**

*(A Place for Transformation)*

**PG & RESEARCH DEPARTMENT OF COMMERCE**

**FLAMING FALCONS**

*Organises*

**4 th INTERNATIONAL  
CONFERENCE ON**

**GLIMPSES OF  
INDIA'S TRADE  
& COMMERCE  
-2030**

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# CONTENTS

Sl.No	TITLE	Authors Name	Page No
1	A COMPARATIVE STUDY ON THE FINANCIAL PERFORMANCE OF ULTRATECH CEMENT LTD AND AMBUJA CEMENT LTD	Mrs.L.Monisha Dr.P.Suseela	1
2	A SCENARIO OF CRYPTO CURRENCY IN DIGITAL MARKETING	Deva Darshni VR. Geetha R Sathish Kumar	2
3	A STUDY ON ECONOMICS - A MARKETING BEHAVIORAL PERSPECTIVE	Ms. K. Sonakshi Ms. M. Madhumitha Ms. T. K. Neejitha	3
4	"A STUDY ON CONSUMER BUYING BEHAVIOR ON STREET SHOPPING."	Shubham Shrimal Dr Maulik Shah	4
5	A STUDY ON CONSUMER PREFERENCE TOWARDS ONLINE FOOD ORDERING IN MADURAI CITY	Mr.R.Mohana Ruban Mr.A.Hariharan	5
6	A STUDY ON CONSUMER PREFERENCE ABOUT ONLINE GROCERY SHOPPING AT BIGBASKET AT (AMBATTUR)	G Naresh	6
7	A STUDY ON IMPACT OF TOURISM INDUSTRY IN INDIA	Ms.J.Vinotha	7
8	A STUDY ON KNOWLEDGE AND SATISFACTION LEVEL OF SMARTWATCH USERS WITH REFERENCE TO CHENNAI CITY	Adharsh.G	8
9	A STUDY ON ROLE OF FACULTY IN QUALITY ENHANCEMENT IN HIGHER EDUCATION	Mrs.P.Kayalvizhi	9
10	A STUDY ON THE AWARENESS OF AFFILIATE MARKETING AMONG COLLEGE STUDENTS IN TIRUNELVELI	Dr. P. AmraMariya S. Madhubala	10
11	A STUDY ON THE AWARENESS OF STARTUPS - ITS MARKETING TRENDS AND STRATEGIES	Mrs. I. Smaila	11

12	A STUDY ON THE IMPACT OF DIGITAL MARKETING ON BUYING BEHAVIOUR OF MOBILE PHONE	Mrs.V.Vijaya Ramya	12
13	A STUDY ON USERS' PERCEPTION ON E-BIKE	Ms. Sruthi .M Dr M. Rekha	13
14	A SWOT ANALYSIS OF CRYPTOCURRENCY – BITCOIN	Mrs. R. Revathi	14
15	COMPARATIVE ANALYSIS OF CUSTOMER PREFERENCE - MARUTI SUZUKI ARENA VS NEXA	Aafrin.N	15
16	A STUDY ON PRODUCTION OF POULTRY FARMING WITH REFERENCE TO SHIMOGA DISTRICT KARNATAKA STATE	Prabhu Naik S Prof. Sanjay Namdev Aswale	16
17	ANALYSIS OF THE WORKPLACE SATISFACTION LEVEL OF EMPLOYEES IN IT SECTOR	G.V.Bhavithra	17
18	ANALYSING FACTORS INFLUENCING CUSTOMER SATISFACTION IN THE MOVIE THEATRE EXPERIENCE		18
19	A STUDY ON IMPACT OF HEALTH INSURANCE ON FAMILY HEALTHCARE EXPENDITURE	R.R.Raghavi Dr.C.Pushpalatha	19
20	ISSUES AND CHALLENGES OF WORK LIFE BALANCE OF EMPLOYEES IN BANKING SECTOR20	Annie Riya Michael.C Dr. M. Gnana Muhila	20
21	ECONOMIC GROWTH AND MONETARY POLICY NEXUS: AN EMPIRICAL EVIDENCE FROM INDIA21	Kriti Swami Dr. Tiny S Palathara Dr. Lekha J	21
22	GOVERNMENT INTERVENTIONS AND TRADE BARRIERS IN INTERNATIONAL TRADE : A CONCEPTUAL CONFIGURATION22	Ashish P. Chirodiya	22



23	A ROLE OF SOCIAL MEDIA IN MARKETING OF TEXTILE PRODUCTS <sup>23</sup>	A. Shalom G. Kathir K. Aswin	23
24	CUSTOMER AWARENESS & SATISFACTION TOWARDS PAYTM SERVICE <sup>24</sup>	S.A.Balakumaran	24
25	"ANALYSING THE IMPACT OF TRADE ON ECONOMIC GROWTH IN DEVELOPED AND DEVELOPING COUNTRIES"	Bindu Lingamaneni Tiny S Palathara Vijayalakshmi S	25
26	THE EFFECT OF INVESTORS' BEHAVIOR AND ATTITUDE ON CAPITAL MARKETS WITH SPECIAL REFERENCE TO COIMBATORE CITY	Dr.Manikandan S	27
27	GLOBAL IMPACT OF FDI IN INFRASTRUCTURE SECTOR FOR THE FUTURE OF TRADE 2030	Dr. Sonali Tambuskar	28
28	CHALLENGES AND OPPORTUNITIES OF GLOBALIZATION IN INDIAN ECONOMY :A CURRENT SCENARIO RESEARCH PAPER	Jijina Jayakumar	29
29	BREAKING BARRIERS: EXPLORING THE IMPACT OF WOMEN LEADERSHIP IN HR PROFESSION	Dr.J.Srinivasan Mr.S.Balakrishnan	30
30	IMPACT OF E-BANKING ON CUSTOMER SERVICE	K. Hemashree Dr. S. Renuga Devi	31
31	AN REVIEW OF ECONOMIC GLOBALIZATION AND IMPACT	Kamalesh K Idhiyarajan S Mohamed Asarudeen H	32
32	A STUDY ON CONSUMER PREFERENCE TOWARDS ONLINE FOOD ORDERING IN MADURAI CITY		33
33	STOCK PRICE PREDICTION USING VARIOUS MACHINE LEARNING ALGORITHMS	Nadar Anthony Jovin Aditi patil Saksh jadhav Priyanka Shinde	35
34	WEB MARKETING USING SOCIAL MEDIA PLATFORMS	Kamna R Choudhary	36

35	A ROLE OF SOCIAL MEDIA IN-MARKETING OF TEXTILE PRODUCTS	A. Shalom G. Kathir K. Aswin	37
36	IMPACT OF WORKPLACE DIVERSITY MANAGEMENT ON ORGANISATIONAL CITIZENSHIP BEHAVIOUR IN IT SECTORS IN CHENNAI REGION	Suganthi Dr. B. Revathy	39
37	A STUDY ON DIGITAL MARKETING AND ITS COMPONENTS	Nisha Kumari	40
38	PAPER ON DIGITAL MARKETING	G.M.Akshaya G.Padmashree M.Shamaa	41
39	"ANALYSIS OF KARNATAKA'S EXPORTS"3	Dr. S. Poornima	42
40	A MATHEMATICAL MODEL ON COVID 19 STUDYING THE EFFICACY OF TESTING TO CONTROL THE EPIDEMIC	Rajan Kumar Dubey Rajesh pandey	43
41	A COMPARATIVE STUDY ON INDIVIDUAL TAX PAYERS CHOICES BETWEEN OLD VS NEW TAX REGIME	Rakshan.B	44
42	DIGITAL MARKETING 2030: NAVIGATING FUTURE FRONTIERS	Dr. Saradha J Mrs.R.Ramya	45
43	ASSESSING INTELLECTUAL PROPERTY RIGHTS AWARENESS AMONG COLLEGE FACULTY	Dr. Seena P P	46
44	MICROFINANCE THROUGH SELF HELP GROUPS	Dr. R.Mohan Raj Dr. M.Premanantham	47
45	UNRAVELLING THE SYMBIOTIC RELATIONSHIP OF LOGICAL-MATHEMATICAL INTELLIGENCE ON MATHEMATICS EDUCATION WITHIN SCHOOL SETTINGS	Subodh Haldankar	48
46	NAVIGATING THE NEW LANDSCAPE OF MARKETING IN BANKING SECTOR	M.RA.Yuvashree S.Sasikala Dr..B.Sudha	49
47	IMPACT OF TALENT MANAGEMENT PRACTICES IN IT SECTOR	MS. Sakthidevi .S Dr. M. Rekha	50

48	A STUDY ON CUSTOMER SATISFACTION TOWARDS TITAN WATCHES	C. Vishwakkumar Dr.N. Manivannan P. S. VISHNUPRIYA Dr.N. Manivannan	51
49	SYSTEMATIC STUDY ON MARKET GROWTH TARGET AUDIENCE AND SOCIAL MEDIA MARKETING STRATEGY IN COSMETICS INDUSTRY (KYLIE COSMETICS BY KYLIE JENNER)	P. S. VISHNUPRIYA Dr.N. Manivannan	52
50	AN ANALYSIS ON THE IMPACT OF FIRM PERFORMANCE METRICS IN ENHANCING MVA AMASTER THESIS	Nikhilabrahamkuriyan Dr.Latharamesh	53
51	AWARENESS OF OREIGN DIRECT INVESTMENT AMONG RETAILERS	Pavethra.R Dr.G.S.Maheswari	54
52	IMPACT OF SOCIAL MEDIA ON BUYING BEHAVIOUR OF GEN Z OF RAIPUR CITY	Dr. Shipra Benarjee Mrs. Savitri Rani	55
53	EMPOWERING SKILLS ENABLING CAREERS: MUDRA LOANS AND MICRO-CREDENTIALS IN THE CHANGING EDUCATIONAL LANDSCAPE.	J. Jamela Salasty Dr. G. Kanagavalli	56
54	PROBLEMS OF MARINE PRODUCT EXPORTERS AND ROLE OF MPEDA IN EXPORTING – A STUDY IN ANDHRA PRADESH	Kattungi Vijaya Sekhar A. Irin Sutha	57
55	NAVIGATING GLOBAL FINANCIAL RISK: TRENDS CHALLENGES AND STRATEGIES	Dr. Vijayakumar. M Agalya. R Nathish. K. K	58
56	GLOBALIZATION AND ITS IMPACT ON HIGHER EDUCATION IN INDIA -A STUDY	Miss.S.Vinnarasi Dr.S.Vijayakumar Dr.S.Sethuraman	59
57	SOCIAL MEDIA IMPACT ON MENTAL HEALTH OF YOUTH	M.Aiyshwarrya Rani	60
58	CRAVING CONNECTIONS: IGNITING VIEWER'S TEMPTATION TO TASTE THROUGH YOUTUBER'S FOOD REVIEWS	Ms. Archena B Dr. B. Chinna Muthu	61

59	FINANCIAL LITERACY AND RETIREMENT PLANNING AMONG TEACHING FACULTIES: A STUDY OF FACTORS INFLUENCING THE USE OF FINANCIAL PLANNERS	Megha H U Prof. S Venkatesh	62
60	BUSINESS AND FINANCIAL ANALYSIS OF MONTE CARLO FASHIONS LTD – AN APPROACH OF PEACEFUL INVESTMENT	Rasika Dighde Priyanka Wankhade	63
61	"THE IMPACT OF ONLINE TRANSACTIONS ON THE FLOURISHING SMALL SCALE INDUSTRIES IN BANGALORE CITY"	Mr. Guru Prasad Dr. G. Vinayagamoorthi	64
62	A STUDY ON REMUNERATION AND EMPLOYEE MOTIVATION AT ABC HOSPITAL TRICHIRAPALLI DISTRICT.	M.N. karthika Dr. R. Santhi	65
63	DIGITAL TRANSFORMATION AND TRADE: OPPORTUNITIES AND CHALLENGES FOR INDIA	Dr. Asha Mamraj Sharma Mr. Rajkumar Aparbal Gupta	66
64	"A STUDY ON STARTUPS IN INDIA AND STARTUP SCHEMES PROVIDED BY INDIAN GOVERNMENT"	M.Premnath Dr.Ramesh	67
65	CRYPTOCURRENCY TRADING STRATEGIES AND MARKET DYNAMICS: AN IN-DEPTH ANALYSIS	Dr Reepu	68
66	A STUDY ON INDIVIDUAL TAXPAYERS CHOICES BETWEEN OLD VS NEW TAX REGIME IN INDIA	RAKSHAN.B Dr. Suresh A.S	69
67	A STUDY ON CUSTOMER SATISFACTION TOWARDS YOUTUBE FOOD VLOGGERS	Janani Senthilkumar Dr.R. Santhi	70
68	EMPIRICAL STUDY ON GOODS & SERVICES TAX (GST) AND INFLATION IN INDIA SINCE 2017 WAY FORWARD TO 2022 GRANGER CAUSALITY ANALYSIS.	Dr. Poonam M Lohana	71

69	IMPACT OF ARTIFICIAL INTELLIGENCE ON CONSUMER BUYING BEHAVIOUR ARTICLE	Anurag B	72
70	IMPACT OF SOCIAL MEDIA ON BUYING BEHAVIOUR OF GEN Z OF RAIPUR CITY	Dr. Shipra Banerjee Mrs. Savitri Rani	73
71	CONSUMER AWARENESS ON AFFILIATE MARKETING IN ONLINE PURCHASE (WITH SPECIAL REFERENCE TO CONSUMERS IN CHENNAI CITY)	Dr. T. Anitha	74
72	BREAKING BARRIERS: EXPLORING THE IMPACT OF WOMEN LEADERSHIP IN HR PROFESSION	Dr.J.Srinivasan Mr.S.Balakrishnan	75
73	A STUDY ON FORECASTING OF GOLD FUTURE PRICE IN COMMODITY MARKET (NCDEX) USING ARIMA MODEL	S.Rajेशha Dr.M.Sethuraman	76
74	STUDY ON ENVIRONMENTAL BEHAVIOUR OF CONSUMERS TOWARDS USAGE AND DISPOSAL OF PLASTIC GOODS	M.Sneha	77
75	DEVELOPING A COMMUNITY SUPPORT MODEL FOR PROMOTING RESPONSIBLE TOURISM	Dr Radhika P.C Eldho Babu Gayathry Jayakrishnan Neha Krishnan Dr Johney Johnson Dr. N. Maria Joseph	78
76	A STUDY ON KNOWLEDGE MANAGEMENT PRACTICE IN THE KERALA STATE COOPERATIVE BANK	Ms. Sunitha Sahadevan Dr V. Sheela Mary	79
77	USE OF MOBILE TECHNOLOGIES IN E-EVALUATION: STUDENTS' PERSPECTIVE WITH SPECIAL REFERENCE TO COIMBATORE CITY	Dr. Rooplata Dr. R. Sathya Dr. Padmaja DV	80
78	IMPACT OF ONLINE SHOPPING ADVERTS ON CONSUMER BUYING RATE	DR .T.V.Ambuli Varsha.M	81

79	AN ANALYSIS ON THE IMPACT OF FIRM PERFORMANCE METRICS IN ENHANCING MVA	Nikhil Abraham Kurian Dr. Latha Ramesh	82
80	AN EMERGING STYLE OF ENTREPRENEURSHIP IN INDIA: FRUGAL INNOVATION ENTREPRENEURSHIP	Ms.A.N.Amrin Fathima Dr.V.Shruthi	83
81	AN IMPACT OF CRYPTOCURRENCY	Abdul Haleem M Dharshiga M Raman V	84
82	ANALYSIS OF THE PSYCHOLOGICAL STATE OF COLLEGE STUDENTS IN THE POST-PANDEMIC PERIOD	Mrs. M.Priyadharshini Dr.K.Vinithi	85
83	ANALYZING THE IMPLICATIONS OF THE MERGER BETWEEN THE STATE BANK OF INDIA AND THE STATE BANK OF SAURASHTRA	Mrs. S. Sasikala Dr. B. Sudha	86
84	ASSESSING THE FOREIGN DIRECT INVESTMENT OF SECONDARY AND TERTIARY SECTORS IN INDIA - A BROADER PERSPECTIVE	R Vaishnavi	88
85	ASSESSING THE OPPORTUNITIES AND CHALLENGES OF GREEN FINANCE IN CHENNAI: AN ANALYSIS IN THE EV SECTOR	Dr.R.Vijayalakshmi Dr.C.Sahila	89
86	"THE DIGITAL MEDIC: ASSESSING THE ROLE OF SOCIAL MEDIA IN EMPOWERING INDIVIDUALS WITH HEALTH KNOWLEDGE AND CHOICES"	Suresh Vasani Pratik Pravin Shrey Bhupatkar	90
87	BANKING SECTORS - BOOSTING THROUGH FINANCIAL INNOVATION	Dr.T.Arunmozhi	91
88	TURNING TRASH IN TO CASH: TE NEW BUSINESS OF GARBAGE	R.Rajeswari	92
89	CHALLENGE FOR INDIAN ECONOMY	Guhan K Tamil Selvan S	92

90	"CHALLENGES AND OPPORTUNITIES: ASSESSING THE IMPACT OF GLOBALIZATION"	Dr. R. Sathish kumar V. Muthulakshmi	93
91	CLOUD COMPUTING OF E-COMMERCE	Mrs.P.Gayathri	94
92	COMPARING HOME LOAN INTEREST RATES OF SBI: A COMPREHENSIVE ANALYSIS OF RLLR MCLR AND EBLR INTEREST RATES	Dr.P.Maheswari Mr.S.Balakrishnan	95
93	CONCEPTUAL FRAMEWORK OF INVESTORS PERCEPTION TOWARDS MUTUAL FUNDS	Keerthana B Ms. Dhivya Bharathi D	96
94	A STUDY ON TOBACCO USE AMONG COLLEGE STUDENTS AND HOW TO CONTROL IT SPECIAL REFERENCE IN PRIVATE AND PUBLIC COLLEGE STUDENTS	Monica.B	97
95	DETERMINANTS OF BRAND EQUITY IN D2C CHANNEL: A CONCEPTUAL FRAMEWORK	Priyansha Shami Leena N Fukey	98
96	CONSUMER BEHAVIOUR TOWARDS GREEN MARKETING IN CHAMARAJANAGAR DISTRICT	Ms. Dakshayani B V Dr. B Rajendran	99
97	CONSUMER PURCHASE INTENTION ON ELECTRIC VEHICLES	Ms..K.Nandhini Dr.B.Sudha Dr.S.Chitra	100
98	CORPORATE SOCIAL RESPONSIBILITY ROLE IN GROWTH AND DEVELOPMENT: AN EMPIRICAL EVIDENCE FROM AUTO INDUSTRY	M.Jayanthi Dr.Y.Lokeswara Choudary	101
99	A SCENARIO OF CRYPTO CURRENCY IN DIGITAL MARKETING	Deva Darshni VR. Geetha R Sathish Kumar S	102
100	UNLOCKING THE POTENTIAL OF CRYPTOCURRENCY IN INDIAN TRADE: A ROADMAP FOR REGULATORY CLARITY AND MARKET INTEGRATION"	Mrs. I. Smaila Ms. Saireshma P V	103

101	CRYPTOCURRENCIES - ADVANTAGES AND DISADVANTAGES	A. Victor Benevent Raj	104
102	A BIRD'S EYE VIEW ON BIT-COIN IN CRYPTOCURRENCY	Mr.R.Manoj Mr.S.Ajay Kanna Mr.R.Gokul Raja	105
103	ROLE OF MARKETING IN ECOMMERCE	Dr. K. Latha	106
104	"UNLEASHING THE DIGITAL REVOLUTION: EXPLORING THE IMPACT OF DIGI MARKETING"	Dr.R.Sanathi Dr.S.Subashini	107
105	DIGITAL MARKETING AND ITS ANALYSIS	Dharun P Dr.R. Santhi	108
106	ANALYSIS ON DIGITAL MARKETING AND ITS STRATEGIES FOR PROMOTING PRODUCTS IN TODAY'S SCENARIO: A CONCEPTUAL STUDY	Mrs.Vaishnavi.D Dr. S. Kanakarathnam	109
107	DIGITAL MARKETING: SUCCESS TO BUSINESS	Dr. V. Kannammal P. Divya	110
108	DIGITAL MARKETING	Ms. Tamilarasi S Ms Madhusri S Mr. Mohammed Kaif B	111
109	EXPLORING THE EFFECTIVENESS OF ONLINE MARKETING - DOES DIGITAL MARKETING HELP COMPANIES BUILD CUSTOMER LOYALTY?	Ms. Shalini K C Dr. R Sudha	112
110	PAPER ON DIGITAL MARKETING	G.M.Akshaya G.Padmashree M.Shamaa	113
111	ARTIFICIAL INTELLIGENCE RESHAPING THE FUTURE DIGITAL MARKETING TERRAIN	Dr. Esther Hepziba. R Dr. Millicent Serena. A	114
112	A STUDY ON FOREIGN DIRECT INVESTMENT IN INDIA	Dr. V. Bala Ruby	115
113	AN ANALYSIS ON THE EMPLOYEE ENGAGEMENT IN THE NLC INDIA LIMITED	V.Dharshni Dr.N. Manivannan	116



114	A STUDY ON DIGITAL MARKETING AND ITS IMPACT ON BUSINESS WITH DIGITAL TOOLS	Dr.S.Mani	117
115	DYNAMIC RELATIONSHIP BETWEEN SPOT AND FUTURE PRICES OF SELECTED AGRICULTURE COMMODITIES IN INDIA	Dr Sindhu A.N Dr Dharmendra.H	118
116	E- RETAIL PAYMENT HABITS IN METROCITY OF CHENNAI	MS.N.Manjyu Dr. B. Sudha M.RA.Yuvashree	119
117	EMERGING TRENDS IN ENTREPRENEURSHIP STYLES IN THE DIGITAL ERA	Dora Junita Ratnapriya.P Dr.S.Kanakarathnam	120
118	"EMPOWERING CAREER DEVELOPMENT: AN INVESTIGATION OF STARTUP DYNAMICS AND EMPLOYMENT PROSPECTS IN EMERGING INDUSTRIES IN INDIA"	Mr. Raghav Acharya Dr. Toran Talwar	121
119	ENHANCING STUDENT EMPLOYABILITY THROUGH COLLABORATION BETWEEN UNIVERSITIES AND INDUSTRY	Ms.M.Sangeetha Dr.M.Gurupandi	122
120	EXPLORING THE PROBLEM OF WORK-LIFE BALANCE IN BANK SECTOR	Annie Riya Michael.C Dr. M. Gnana Muhila	123
121	"DEFINE EXPORT & ANALYSIS THE FACTORS CONTRIBUTE TO EXPORT COMPETITIVENESS"	R Santhosh T Dineshpalaniappan K Ramakrishana	124
122	FDI IMPACT ON ORGANIZED RETAIL: AN ANALYTICAL APPROACH TO GROWTH AND MARKET DYNAMICS	Dr. C. Gayathiri Devi Ms. Aardhra Vasudevan Dr. D. Priya	125
123	THE BENEFITS OF GLOBALIZATION FOR THE INDIAN ECONOMY IN DIGITAL MARKETING	A.Mohamed Saheem A.Mohamed Irfan N.Sivashankaran	126
124	"NAVIGATING THE WAVES OF GLOBALIZATION: A COMPREHENSIVE ANALYSIS OF ITS TYPES	V. Abinеш S. Kerin Johanna	127

125	"GREEN MARKETING IN INDIA: A COMPREHENSIVE SURVEY"	Ms. Rakhi Tanwar Dr. Neeru Jain Dr. Ruchi Jain	128
126	GREEN START-UPS: PAVING THE WAY TOWARDS A GREENER FUTURE	Ananya Bhardwaj Manas Roy	129
127	HARNESSING GLOBALIZATION: COMPARATIVE ANALYSIS OF INDIA AND SOUTH KOREA'S DIPLOMATIC APPROACHES AND INDUSTRIAL PARTNERSHIPS	K. Jeya Gowri N. Akshaya	130
128	HOW HAS THE GREEN HUMAN RESOURCE MANAGEMENT (GRHM) AND JOB PERFORMANCE BEEN AFFECTED BY THE GREEN LIFESTYLE AS A MODERATOR VARIABLE?	N. Sonia Dr. J. Kamala Juliet Isaac	131
129	THE IMPORTANCE OF HR ANALYTICS IN GLOBALIZATION - A LITERATURE BASED REVIEW.	Hanapraveena L. Dr. M. Ayisha Millath	132
130	AN OVERVIEW OF ARTIFICIAL INTELLIGENCE ON DIGITAL MARKETING	Mrs.V.Bhuvaneswari	133
131	ANALYSIS OF THE PSYCHOLOGICAL STATE OF COLLEGE STUDENTS IN THE POST-PANDEMIC PERIOD	Mrs. M.Priyadarshini Dr.K.Vinithi	134
132	ILL EFFECTS OF GLOBALIZATION ON TRADITIONAL CULTURE OF VILLAGES 3337	Astt. Prof Praveen Kumar	135
133	IMPACT OF DIGITAL MARKETING ON START-UPS IN INDIA	Dr. V. Kannammal Ms. R. Danusree Mr. R. Hrishihesan	136
134	IMPACT OF SOCIAL MEDIA ON CONSUMER BUYING BEHAVIOUR	Dr.R.Saranyadevi	137
135	IMPACT OF WORK LIFE CONFLICT WITH WORK-LIFE BALANCE AMONG IT WOMEN EMPLOYEES	Janaki Lakshmanan Dr.S.A.Sirajudeen	138

136	IMPLICATIONS OF CUSTOMER SERVICE IN COMMERCIAL BANKS – AN EMPIRICAL STUDY	Dr. J. Kumar Dr. S. Lakshmi	139
137	INTELLECTUAL PROPERTY RIGHTS: GROWTH AND IMPORTANCE IN INDIAN CONTEXT	Dr. Satyendra Kumar	140
138	INTELLECTUAL PROPERTY RIGHTS & ITS SIGNIFICANCE ON E – COMMERCE	Janani P	141
139	INTERNATIONAL BUSINESS AND TRADE	Sudhagar H Saibalaji R Kishore Kumar M K	142
140	INVESTIGATING VOLATILITY PERSISTENCE IN SECTORAL INDICES OF NATIONAL STOCK EXCHANGE: AN EVALUATION USING GARCH MODELS	Lenittamol Abraham Dr. Vimal George Kurian	143
141	A STUDY ON OVERVIEW AND IMPACT OF IPR IN ECONOMIC GROWTH OF THE STARTUPS	Vijayalakshmi. S Shubhashini.R	144
142	IMPACT OF ONLINE ADVERTISEMENT ON CONSUMER SATISFACTION OF E-COMMERCE WEBSITES145	K.Keshav Kumar	145
143	AN IMPACT OF MARKET RISK IN (GLOBAL FINANCIAL RISK)	Dhamayanthi T Kavitha R Keerthana M	146
144	ANALYSIS OF FACTORS THAT INFLUENCING THE USAGE OF MOBILE BANKING APPLICATIONS AND THEIR IMPACT ON USER EXPERIENCE WITH SPECIAL REFERENCE TO MILLENNIALS IN THIRUVALLUR DISTRICT	R. Lakshmi Dr. S. Vennila Fatima Rani	147
145	CONSUMER BEHAVIOR PREDICTION AND ANALYSIS .	Mohammed suhail	148
146	"SOCIO-ECONOMIC CONDITIONS AND CONSTRAINTS FACED BY GOAT FARMERS IN NAMAKKAL DISTRICT"	Mrs. N.Sudha	149

147	CONCEPTUAL FRAMEWORK OF RISK MANAGEMENT IN PHARMACEUTICAL INDUSTRY	Padma Priya S Ms. Dhivya Bharathi	150
148	PATIENT SATISFACTION OF APOLLO HOSPITAL FACILITIES	Ms. A. Moses Vinoli Dr. M. Rekha	151
149	PAPER ON DIGITAL MARKETING	G.M.Akshaya G.Padmashree M.Shamaa	152
150	IMPACT ON AI IN E-COMMERCE	Mrs.S. Seetha Ms. Santhiya J	153
151	USER'S PREFERENCE IN HEALTH MONITORING ON SMARTWATCH	Ms. Rajeshwari S Dr. M. Rekha	154
152	AN EMPIRICAL STUDY ON EXPLORING THE FINANCIAL PERFORMANCE OF BRITANNIA INDUSTRIES	Ms. G. Sivasankari Dr. N. Manivannan	155
153	PROBLEMS ASSOCIATED WITH DIGITAL TECHNOLOGY IN THE MINING SECTOR	Sumeet Kishore Rahul Kumar	156
154	RACING TOWARD A DIGITAL FUTURE IN METALS AND MINING	Sumeet Kishore Nitesh Kumar	156
155	REHABILITATING AN ENTREPRENEUR'S BUSINESS IN DIGITAL MODE	Dr.S.Sankar Dr.S.Natarajan	157
156	ROLE OF ARTIFICIAL INTELLIGENCE IN MARKETING	Dr.S.Chithira	158
157	A STUDY ON EFFECTIVENESS OF FACEBOOK AS A MARKETING TOOL	MS. Saranya G Dr. M. Rekha	159
158	A CASE STUDY OF DIGITAL MARKETING ON HUBSPOT COMPANY	Ajith.G Deepan.R	160
159	A STUDY ON ONLINE MARKETING IN FMCG PRODUCTS	Deena Banu A S Allen Noble S	161
160	CRYPTO CURRENCY	Mrs. Sindhu Priya K Mr. Arutchelvan RGM	162
161	GLOBALIZATION E-COMMERCE AND SUSTAINABLE DEVELOPMENT GOALS: A CRITICAL ANALYSIS	Shiraz Parveen. P Dr. K. Ramya	163

162	AN ANALYSIS ON THE EMPLOYEE ENGAGEMENT IN THE NLC INDIA LIMITED	V.Dharshni Dr.N. Manivannan	164
163	TITLE: A CRITICAL STUDY ON PRESENT STATUS OF RURAL WOMEN ENTREPRENEURS IN NORTH-EAST INDIA	Dr. Pankaj Choudhury	165
164	STUDY OF ONLINE MARKETING PATTERNS: A LITERATURE REVIEW	Smita Shyam Sundar	166
165	THE EFFECT OF DIGITAL MARKETING TRANSFORMATION TRENDS ON CONSUMER'S PURCHASE INTENTION IN B2B BUSINESSES : THE MODERATING ROLE OF BRAND AWARENESS	Mrs.S. Seetha	167
166	START-UPS AND ENTREPRENEURSHIP CULTURE IN INDIA	Girnara Monaben Rameshbhai	168
167	UNDERSTANDING THE ROLE OF INTELLECTUAL PROPERTY RIGHTS WITH SPECIAL REFERENCE TO GEOGRAPHICAL INDICATIONS	Prof.(Dr) Ranganathaiah C.B	169
168	UNPACKING THE TOURIST MIND: A META-ANALYSIS OF TRAVEL DESTINATION CHOICE FACTORS	S.Ramesh Babu	170
169	WORK LIFE BALANCE PRACTICES – AN EMPIRICAL STUDY	Dr.M. Farhana Fathima	171
170	CONCEPTUAL FRAMEWORK OF INVENTORY MANAGEMENT	Yamini G Ms. Dhivya Bharathi D.	172
171	INDIAN TOURISM THE DOMESTIC AND INBOUND VISITORS POLICIES CHALLENGES AND OPPORTUNITIES	Shaheed Khan Freeda Maria Swarna Seema Singh	173
172	A STUDY ON "MARKETING STRATEGY OF INDIA POST PAYMENTS BANK	Dr.J.Sabitha	174

173	A STUDY ON FACTORS INFLUENCING BRANDING ON CONSUMER PURCHASE INTENTION OF ELECTRONIC PRODUCTS WITH REFERENCE TO CHENNAI CITY	Rishika.P K.Prasanth A.S.Prasanya kanmani Praveen Prithvin	175
174	A STUDY ON MEASUREMENT OF PUMA SPORTS EQUIPMENT-BRAND AWARENESS AND BRAND PERCEPTION IN INDIA.	Priyadharshini C Punithavathi T Prajuwal Raaj P Rachanaa P Ragul J	176
175	IMPACT OF BRANDING ON CONSUMER BUYING BEHAVIOUR ON SMART PHONES WITH SPECIAL REFERENCE TO CHENNAI	Rishi Raj V Ranjani P Abul Raguman Kishore Akash	177
176	A STUDY ON MOTIVATIONAL FACTORS FOR EMPLOYEES IN SBI BANK WITH SPECIAL REFERENCE TO CHENNAI CITY	KUSUM.R ROBERT ASHWIN RAJ.E KRISHNA.S ROHITH.S ROHITHKUMAR.K	178
177	RESEARCH ON IMPACT OF STARTUP'S AND FINANCIAL IMPROVISATION OF WOMEN ENTREPRENEURS IN CHENNAI CITY	ROHIT R SURESHBABU T RANJEETH S JAYASURYA ROSHAN KUMAR	179
178	A STUDY ON CUSTOMER PERCEPTION TOWARDS DIGITAL PAYMENT WITH SPECIAL REFERENCE TO VADAPALANI	Sanjay Kumar K Pavithra S Sangeetham Karthik Dharani Sanjay A	180
179	STUDY ON CONSUMER AWARENESS ON CREDIT CARDS IN CHENNAI CITY	Saran Kumar Praveen Kumar Santhosh A L Mathumeetha Santhosh P N	181
180	STUDY ON ONLINE PURCHASE BEHAVIOUR OF COLLEGE STUDENTS WITH SPECIAL REFERENCE TO SRMIST RAMAPURAM	Shaik Shamina Shabnam Khanam Arvind Ayyasamy Thomas Shyam. K .P Jagadheesh	182

181	ANALYSING THE IMPACT OF INDIAN GOVERNMENT SUBSIDIES ON AGRICULTURE SECTOR GROWTH	Shakthi Prasath Shreeya Shyam Sunder Adarsh Shivesh	183
182	FACTORS INFLUENCING FAST MOVING CONSUMER GOODS ON FOOD PRODUCT SPECIAL REFERENCE TO POONAMALLEE	Narasimhan.B Santhosh Kumar.M Divakar.V Rohith.V.R Sanjay.S.K	184
183	A STUDY ON CUSTOMER PERCEPTION TOWARDS DIGITAL PAYMENT WITH SPECIAL REFERENCE TO VADAPALANI	Sanjay Kumar K Pavithra S Sangeetham Karthik Dharani Sanjay A	185
184	A STUDY ON CONSUMER BUYING BEHAVIOUR ON HOME APPLIANCES IN VASANTH & CO (PORUR BRANCH)	Omkiran.S Manodeepak.S SelvaPandian.M Mukesh.R Manoj.R Balamurugan.S	186
185	A STUDY ON COMPARITIVE ANALYSIS BETWEEN ONLINE AND OFFLINE ADVERTISING IN THE INSURANCE SECTOR	Charumathi Avantika Shruthi Thelaxika Akshaya.B Nithesh.B	187
186	A STUDY ON CONSUMER PERCEPTION TOWARDS CASHLESS TRANSACTIONS WITH SPECIAL REFERENCE TO DIGITAL WALLETS IN SOUTH CHENNAI	Kuldeep Lokesh P Venkatesh Kannan P.M Mithilesh J Pooja B Pooja V	188
187	IS LOGO AND SYMBOL A MAJOR FACTOR IN SELECTING A BRAND PRODUCT	Dinesh Kumar Pranay Akash Deepak Arjun Akillaeshwaran	189
188	STUDY ON CONSUMER PREFERENCES AND THE INFLUENCE OF APPLE IPHONES IN SPECIAL REFERENCE TO CHENNAI	Linga Rajan AL Narasimman N Krithik V Arjun Elumalai Nithin George Evers Raghul A	190

189	A STUDY ON EFFECTIVENESS OF EMPLOYEE RETENTION TECHNIQUES	D.Keerthana A.Elamathi V.eurekhashree M.Akshaya J.Balaji B.Jafferarasraf	191
190	A STUDY ON CONSUMER PREFERENCE TOWARDS SMALL SCALE BUSINESS IN SOUTH CHENNAI	LogeshR PannerSelvamS AbdulMateen NiranjanR NavinN MonishM.	192
191	A STUDY ON ENTREPRENEURIAL INTENTIONS AMONG COLLEGE STUDENTS	B.SathyaPriya P.Abinaya K.Dhanush V.R.Dhanush D.Dhanush G.Jayapraveen	193
192	A STUDY ON CONSUMER PREFERENCES TOWARDS METRO RAIL IN SOUTH CHENNAI.	P.Malini G.Mahibashree S.Mythili N.Lokesh T.Manikandan K.Mahendra.	194
193	A STUDY ON CROSS - CULTURAL MARKETING STRATEGIES FOR ADAPTING CAMPAIGNS TO GLOBAL AUDIENCES.	Sibiraj DheenaDayalan DivyanshuDubey AjayChandramoorthi Dhanush.R Pradeep	195
194	A STUDY ON CONSUMER PREFERENCE ON TATA NEXON EV IN SOUTH CHENNAI	V.MohanaKrishnan R.Manosai VM.VigneshMaran S.Lokesh N.Nishad Hussain P V.Maheshwar	196
195	A STUDY ON MOBILE COMMERCE IN INDIA	S.Dhinakaran C.Mohammed Afnanfazal A.Aravind R.Dinesh	196
196	A STUDY ON CHALLENGES FACED BY STREET VENDORS IN POONAMALLEE	NithinVelayudham Prnav.J HariPrasad.M Prnav.S R.MukeshKumar Neeraj.A	197



197	A STUDY ON EMPLOYEE GRIEVANCE DRESS A LINIT COMPANY WITH SPECIAL REFERENCE TO SEAK NOTS PVT LTD.	D.Aishwarya P.Thangaraja N.Anumanthan B.Bharathraj A.Dinesh D.Yogeshwaran	198
198	A STUDY ON CONSUMER-AWARENESS AND PERCEPTION TOWARDS ECO-FRIENDLY PRODUCTS IN CHENNAI.	M.Nithyashree V.LingeshRaja P.PerciaBlessy M.Mogeshwaran P.NehaEvangeline E.M.Monica	199
199	THE PSYCHOLOGY OF PRICING:A STUDY ON HOW-PRICING STRATEGIES INFLUENCE CONSUMER PERCEPTIONS AND PURCHASE DECISIONS.	S.S.AmirthaVani M.Akshaya V.DeepanChakarawartha L.Nirmal S.AnirudhKumar B.AdhithyaCharan	200
200	A STUDY ON CUSTOMER BUYING BEHAVIOUR TOWARDS PUMA FOOTWEARS WITH SPECIAL REFERENCE TO CHENNAI CITY	A.NithyaDharshini S.M.Nithyasri V.Naveen M.VinothKumar D.Prabhakar V.NaveenKumar	201
201	A STUDY ON STRESS MANAGEMENT IN IT EMPLOYEES	R.Aswathi R.Bharath J.Charan J.Dinesh Abdul Razzak Bhuvaneshwari	202
202	A STUDY ON CUSTOMER SATISFACTION TOWARDS VIVO MOBILES IN REFERENCE TO SOUTH CHENNAI	B.Yogesh kumar N.Sathish kumar R.Nithish Kannan Mazen.S Mohan raj.J Adithyan.T	203
203	A STUDY ON CONSUMER PREFERENCES AND SATISFACTION TOWARDS SHOPPING MALL IN CHENNAI	S.Altaf Anirudh Arunkumar Kanwal Sivarajan Yuvaganesh.	204

204	"A STUDY ON THE IMPACT OF GREEN RECRUITMENT PROCESS OF HUMAN RESOURCE IN IT SECTOR WITH SPECIAL REFERENCE TO CHENNAI CITY"	Dr. R. Rakesh	205
205	ANALYSIS OF SUSTAINABLE INVESTMENTS IN THE AUTOMOTIVE VERTICAL USING ANALYTICS IN THE INDIAN CONTEXT	Dr Lakshmi Shankar Iyer	206

# **A COMPARATIVE STUDY ON THE FINANCIAL PERFORMANCE OF ULTRATECH CEMENT LTD AND AMBUJA CEMENT LTD**

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## **ABSTRACT**

India is the second largest cement producer in the world. Cement is used for all kinds of infrastructural facilities. A country's level of development can be determined by the amount of cement produced and utilized and India is not just one of the world's top producers of cement but it is also one of the biggest consumers and exporters of cement. It is a basic prerequisite for the growth of important economic sectors including trade, transportation, industry. India's cement sector is essential to the country's development since it creates jobs, boosts GDP, builds infrastructure, and makes the country compete internationally. Cement companies are difficult to operate and they require a strong financial management. The primary goal of the current study is to study the financial health of the two large cement companies in India, i.e., UltraTech Cement Ltd and Ambuja Cement Ltd. This study is completely done using secondary data and the company's performance is evaluated by using financial ratios like Gross profit Ratio, Operating Profit Ratio, Current Ratio, Debt-equity Ratio, Interest Coverage Ratio and Return on Total Assets ratio for the period of 2020-2021 to 2022-2023 i.e., 3 years. Financial ratios like profitability ratios, turnover ratios, liquidity ratios and long-term solvency ratios are ascertained in this study. The financial health of the above-mentioned cement companies is evaluated and suggestions are made at the end of the study.

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# **A SCENARIO OF CRYPTO CURRENCY IN DIGITAL MARKETING**

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## **ABSTRACT**

The paper acknowledges the growing trend of crypto currencies. Crypto currency is a type of digital money that utilizes cryptographic methods to ensure secure transactions, control the generation of new units, and validate transfers of assets. Unlike traditional currencies issued by governments, crypto currencies operate on decentralized networks powered by block chain technology. Blockchain functions as a decentralized database that documents transactions on a network of computers. Transactions are grouped into blocks, which are then linked together to form a chain, leading to its name. This system eliminates the need for intermediaries such as banks, enabling direct transactions between peers without the need for trust between them. Bitcoin, the leading cryptocurrency created in 2009 by an anonymous individual or group using the name Satoshi Nakamoto, paved the way for other digital currencies known as altcoins. These altcoins offer various features beyond simple peer-to-peer transactions. Cryptocurrencies use consensus mechanisms like proof-of-work (POW) and proof-of-stake (PoS) to verify transactions and protect the network. POW requires miners to solve complex puzzles to add new blocks to the block chain, while PoS rely on validators who stake their coins to validate transactions and create new blocks. These digital assets are stored in digital wallets, which can be either software-based (hot wallets) or hardware-based (cold wallets). Each wallet has a public address, similar to a bank account number, and a private key used to access and manage funds securely. The value of crypto currencies depends on market dynamics like supply and demand, adoption, regulations, and technological progress. While crypto currencies offer benefits like decentralization, transparency, and financial access, they also face challenges such as price fluctuations, scalability issues, and regulatory uncertainty. This paper examines and contrasts the mining methods employed by leading Cryptocurrencies, analysing their pros, cons, and potential risks. It offers insight into their mining approaches, highlighting areas of similar effectiveness and security, as well as identifying distinct vulnerabilities and advantages in each strategy.

**Keywords:** Block Chain, Bit Coin, Proof-Of-Work (POW), Proof-Of-Stake (POS), Software-Based (Hot Wallets) or Hardware-Based (Cold Wallets).

## **A STUDY ON ECONOMICS - A MARKETING BEHAVIORAL PERSPECTIVE**

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### **ABSTRACT:**

Behavioral economics is the study of the psychological, cognitive, emotional, cultural and social factors involved in the decisions of individuals and how these decisions deviate from their usual decisions. Behavioral economics integrates concepts from psychology and economics, to understand how and why people behave the way they do in the real world and to better understand consumer decision-making processes. This study delves into the application of behavioral economic principles in the marketing domain, exploring how understanding human behavior can shape more effective and ethical marketing strategies. It aims to understand and identify key behavioral economic concepts and analyze the interplay between psychology and marketing, assess its ethical implications and develop practical recommendations. This research project focuses on exploring the synergies between behavioral economics and marketing strategies, elucidating the profound impact of cognitive biases, heuristics, and emotional triggers on consumer behavior. By understanding how these biases impact consumer perceptions and preferences, marketers can tailor their marketing design more effectively and perform targeted campaigns. The goal of this study is to equip marketers with a nuanced understanding of behavioral economics, enabling them to enhance the efficacy and efficiency of marketing campaigns and strategies that can be more targeted and create impactful interventions that resonate with consumers on a deeper level.

Keywords: Psychology, Cognitive Bias, Heuristics, Consumer Behaviour, Decision-Making, Purchasing Choice, Marketing Strategies, Targeted Campaigns.

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## **“A STUDY ON CONSUMER BUYING BEHAVIOR ON STREET SHOPPING.”**

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### **ABSTRACT**

“A study on consumer buying behavior on street shopping”. The main objective of the study is to analyze consumer attitude towards street shopping. The research was conducted on 126 responses of Ahmedabad through Google questionnaire and personal interview. The data was collected from both primary and secondary source. The study was done through non probability convenience sampling. The study found that majority support independent vendors and still prefer street shopping. The study concludes that street markets are a perfect blend of everything required by an Indian household, moreover at a lower price than malls.

**Keywords:** consumer buying behavior, street shopping, consumer attitude, independent vendors, Lower price.

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## **A STUDY ON CONSUMER PREFERENCE TOWARDS ONLINE FOOD ORDERING IN MADURAI CITY**

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### **ABSTRACT**

With the emergence of the 21<sup>st</sup> century, the young minds of the country are unpredictable in an era of new technologies and innovations. We have been able to see India at an increasing pace. Previously, to place an order, customers would visit a hotel or restaurant to find out about food items, and then order and pay. The previous method requires time and manual work and while placing an order on the phone, the customer does not have a physical copy of the menu item, and there is no visual confirmation that the order has been placed correctly. Economic growth and increasing broadband penetration are driving the global expansion of e-commerce. This study presents reviews for online food shopping features, offers a commentary, and proposes future research directions. The Research design used in the study was descriptive research design. The data collected through structured Questionnaire. The result clearly shows that the majority of the respondents have a positive intention to use electronic food ordering services due to perceived convenience, attractive marketing, and eagerness to use technology. They feel that electronic food ordering is user-friendly, and they can get sufficient information to order. Therefore, this study is vital in providing knowledge and information to the food industry player in identifying all the advantages of having an online ordering system during modern era.

**Keywords:** Online food ordering, Customers Perception, E - commerce, Technology

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## **A STUDY ON CONSUMER PREFERENCE ABOUT ONLINE GROCERY SHOPPING AT BIGBASKET AT (AMBATTUR)**

**G Naresh**

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### **ABSTRACT**

This study investigates consumer preferences regarding online grocery shopping at BigBasket in Ambattur. As e-commerce continues to reshape retail, understanding consumer choices becomes crucial. The research employs a mixed-methods approach, combining surveys and interviews.

The survey component gathers data on demographic factors, shopping habits, and satisfaction levels among BigBasket users in Ambattur. It explores factors influencing the decision to shop online for groceries, such as convenience, pricing, and product variety. Additionally, the study assesses the impact of delivery experiences on overall satisfaction.

Complementing the quantitative findings, in-depth interviews delve into the nuances of consumer behavior. Participants' perspectives on the advantages and challenges of online grocery shopping are explored, shedding light on the intricacies of their decision-making processes. This qualitative layer aims to uncover hidden motivations and barriers influencing consumer preferences.

Preliminary results suggest a growing acceptance of online grocery shopping in Ambattur, with convenience and time-saving emerging as primary motivators. However, concerns related to product freshness and delivery punctuality persist. These findings contribute valuable insights for BigBasket and other e-grocery platforms to enhance their services and better align with consumer expectations.

As the digital landscape evolves, understanding local preferences is essential for businesses to tailor their strategies effectively. This study aims to provide a comprehensive overview of consumer attitudes towards online grocery shopping in Ambattur, helping stakeholders navigate the dynamic e-commerce market.

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## **A STUDY ON IMPACT OF TOURISM INDUSTRY IN INDIA**

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### **ABSTRACT**

The tourism industry in India plays a pivotal role in shaping the country's socio-economic landscape, offering a myriad of opportunities and challenges. On the positive side, tourism has emerged as a vital contributor to India's economic growth, generating substantial revenue and creating employment opportunities across various sectors. The industry serves as a cultural bridge, fostering global understanding and appreciation of India's diverse heritage. Infrastructural development in popular tourist destinations further enhances the overall appeal of these regions, contributing to sustainable growth. Striking a balance between the economic advantages of tourism and the need for sustainable practices is crucial for ensuring a harmonious and responsible future for India's tourism industry.

**Keywords:** Tourism, Different types of tourism, Impact, substantial revenue

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# **A STUDY ON KNOWLEDGE AND SATISFACTION LEVEL OF SMARTWATCH USERS WITH REFERENCE TO CHENNAI CITY**

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## **ABSTRACT**

The usage of smart watches has become increasingly prevalent in modern society, catering to diverse user needs and preferences. This study delves into the knowledge and satisfaction levels of smartwatch users. This research aims to explore the relationship between the demographic profile of the consumers and their satisfaction level with the smartwatch users. The structured questionnaire was given to the consumers of North Chennai City. A purposive and convenient sampling technique was used with a sample size of 300 respondents who use smartwatch in daily life. The paper also collects secondary data from journals, magazines, and the Internet. The collected data was analysed using statistical tools to obtain the related results. Based on the findings, it suggests regulatory bodies to raise awareness about the smartwatch knowledge among consumers.

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## **A STUDY ON ROLE OF FACULTY IN QUALITY ENHANCEMENT IN HIGHER EDUCATION**

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### **ABSTRACT**

“Education is the manifestation of perfection already in man”. The success of every education system depends on the quality of teachers, which in turn depends on the effective teaching and learning process. Teachers’ role is of vital significance for the development of society and appropriate changes in the society. Teachers are the most important components of any education system. Teachers play most crucial role in the development of the education system as a whole and also imparting and maintaining the standards of higher education. Quality in education is to learn the right things and to learn them well. Higher education discovered total quality management. one of the most important goals of the state and society is to improve the quality of education.in India very large number of students who can't reach school for primary education and from primary education to secondary education and again secondary education to higher education the dropout rate is very high. The reason for that very less students attracted towards higher education. Reason may be lack of availability of resources, lack of employment, poverty etc. government trying to achieve the required infrastructure for the potential students, it may be in the form of resources, infrastructure qualified facility etc. quality education it is said that quality is not destination, it is a continuous journey.

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## **A STUDY ON THE AWARENESS OF AFFILIATE MARKETING AMONG COLLEGE STUDENTS IN TIRUNELVELI**

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### **ABSTRACT**

The rapid growth of digital marketing has introduced various avenues for businesses to promote their products and services, with affiliate marketing emerging as a prominent strategy. Affiliate marketing is a marketing model in which third-party publishers promote a merchant's goods or services and receive a percentage of the sales or web traffic made as a result. This paper explores the awareness level of students in Tirunelveli regarding affiliate marketing and analyses their understanding of affiliate marketing channels. The sample respondents were selected using convenient sampling method and the primary data were collected from 100 college students using survey method. The Awareness of college students towards affiliate marketing was analyzed using ANOVA. This research suggests that educational institutions should inculcate relevant aspects of affiliate marketing as a part of their curricula and motivate the students to explore the various aspects of digital marketing in free time.

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## **A STUDY ON THE AWARENESS OF STARTUPS - ITS MARKETING TRENDS AND STRATEGIES**

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### **ABSTRACT**

A start-up is started by Individual founders or entrepreneurs to search for an echoing and adaptable business model. More specifically, a start-up is a newly emerged business that aims to develop a viable business model to meet a marketplace need or problem. The new entrepreneurs can design start-ups to effectively develop and validate an adaptable business model. Hence the concepts of new start-ups and entrepreneurship are similar. However, entrepreneurship refers to all new businesses, including self-employment and businesses that never intend to grow big platforms or come to be registered, while startups refer to new businesses that intend to grow beyond the solo founder, have employees, and intend to grow large. This paper aims to investigate the factors influencing the awareness of startups, including their marketing trends and strategies.

**Keywords** : start up – Entrepreneur – challenges - marketing strategies – government scheme

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## **A STUDY ON THE IMPACT OF DIGITAL MARKETING ON BUYING BEHAVIOUR OF MOBILE PHONE**

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### **ABSTRACT**

Every aspect of human existence now has a digital component because to information technology. This, along with the advent of contemporary digital marketing, also altered traditional marketing. The new marketing strategies, which make use of a variety of digital and IT-based tools and approaches, drastically alter marketing operations for both customers and sellers. The goal of this article is to determine and assess the many facets of digital marketing practices in connection to consumers of mobile handsets. This study's primary goal is to look into how digital marketing practices affect mobile phone purchasers' purchasing decisions and experiences, which are incentivized and fulfilled by these practices.

**Keywords:** mobile phones/handsets, digital marketing, customer behavior, and IT (information technology)

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## **A STUDY ON USERS' PERCEPTION ON E-BIKE**

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### **ABSTRACT**

This research explores the rapidly changes field of electric bicycles, or “e-bikes”, exploring both the variety of user experiences and their intricate technology. The study examines the characteristics that make up e-bikes, such as motor power, battery capacity, and range, to provide insight into the underlying technologies of this rapidly developing form of transportation. Beyond the technical details, the study investigates the benefits and drawbacks of e-bikes, including everything from legal uncertainty to environmental sustainability. A comprehensive analysis of user experiences is carried out, examining the reasons behind, inclinations, and difficulties people encounter while incorporating e-bikes into their everyday routines. The goal of the research is to provide a comprehensive understanding of the effects of e-bike adoption on communities. The paper analyses the factors collected from two fifty-five respondents from Chennai. This study aims to provide insights for decision-making processes that will define the future of sustainable urban mobility and active transportation by examining the complex dynamics of e-bikes and their riders.

**Keywords:** E-bikes, Attitudes, user experience, perceived safety and benefits.

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## **A SWOT ANALYSIS OF CRYPTOCURRENCY – BITCOIN**

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### **ABSTRACT**

A digital currency, or cryptocurrency, is a substitute for cash that is produced through the use of encryption techniques. Cryptocurrencies can be used as a virtual accounting system in addition to a medium of exchange because they employ encryption technology. Bitcoin provides anonymous, fast and secure transactions. One can transfer any amount from one point in the world to another without involving a third party or being forced to pay fees. The Reserve Bank has referred that it has been looking at the developments relating to certain electronic records such as, Bitcoins, lite coins, etc., their usage or trading in the country. There is a presentation of a SWOT analysis model of the Bitcoin that highlights some of the current developments and movements that may have an impact on whether or not Bitcoin helps to change economic paradigms. Today there are thousands of cryptocurrencies with various functions and specifications. The timeline of global market growth of cryptographic currencies are covered next. It is concluded that the most important factors to influence the future of Bitcoin circulation and price are technological advances and people's openness to Bitcoin, the intervention of governments and financial powers by creating laws around cryptocurrencies and external events that are closely tied to the Bitcoin community.

**Keywords:** cryptocurrency, Bitcoin, Technology, Encryption, SWOT analysis.

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## **COMPARATIVE ANALYSIS OF CUSTOMER PREFERENCE - MARUTI SUZUKI ARENA VS NEXA**

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### **ABSTRACT**

In the automotive industry, understanding customer preferences is paramount for manufacturers to tailor their offerings effectively. This study compares customer preferences between Maruti Suzuki Arena and Nexa, two dealership networks under India's largest car manufacturer. Maruti Suzuki Arena is perceived as the best choice for its affordability, catering to a wider market segment, while Nexa is favored for its premium offerings, albeit with a higher price tag, appealing to customers seeking a more luxurious experience. The research surveyed customers who had purchased vehicles from either Arena or Nexa outlets, collecting data on brand perception, product features, service quality, and overall customer experience. The findings reveal that Maruti Suzuki Arena is highly regarded for its affordability and cost-effectiveness, making it a practical choice for budget-conscious buyers. Customers appreciate Arena's reliability, practicality, and accessibility, with its widespread service network ensuring convenience for maintenance and repairs. On the other hand, Nexa is perceived as more expensive and high budget, targeting customers who prioritize luxury and status. Despite its higher price tag, Nexa is favored for its premium features, modern ambiance, and personalized services. Customers value Nexa for its advanced infotainment systems, safety features, and overall premium experience. While Maruti Suzuki Arena excels in affordability and practicality, Nexa stands out for its premium offerings and exclusive customer experience. Manufacturers can capitalize on these insights by tailoring their marketing strategies and product offerings to better meet the needs and expectations of their target customers. Maruti Suzuki Arena emerges as the best choice for customers seeking affordability and practicality, offering a wide range of vehicles that cater to diverse needs. However, for those willing to invest in a more premium and luxurious experience, Nexa provides a compelling option despite its higher price point. By understanding and catering to these distinct customer preferences, manufacturers can enhance brand loyalty and gain a competitive edge in the market.

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## **A STUDY ON PRODUCTION OF POULTRY FARMING WITH REFERENCE TO SHIMOGA DISTRICT KARNATAKA STATE**

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### **ABSTRACT**

Poultry farming is one of the rapid growing agriculture sector in India. It maintain protein and nutrition requirement. Karnataka has conducive atmosphere for poultry industry. Objectives of this paper is to analysis cost and profit and problems of poultry in shimoga district in Karnataka, To study opportunities associated with poultry sector in Shimoga, Karnataka, To study the consumption level in broiler and egg poultry sector in Shimoga, Karnataka. The experimental research method is used. Primary data from 30 respondents and secondary data is used in this paper to analyse the result and to interpret the objective of this paper. The poultry sector in Shimoga has huge opportunities, such are increasing of per capita meat and egg consumption creates huge job opportunities to youngsters in Karnataka. Finally the poultry sector has huge opportunities. The per capita consumption available is 40 and recommended by experts is 181. The average cost of production is 81.9 rupees and average selling price per chick is 120 rupees. Factors affecting poultry yields are climatic condition, seasonal diseases, farm ventilation, temperature, medicine, unavailability of feed in time, Majority of the respondents says climate condition would be affected very high, and temperature, medicine, availability of feed in time will not effects on yield.

Shimoga is situated western part of Karnataka state, It is situated upland of region of Tunga River. It has well road and rail connectivity, reexporting areca nut, pepper, rice, coffee, tea. It included rice oilseed milling and hand-loomng and cotton industry as cottage industry.

**Keywords:** poultry farming meaning, cost, selling price, factors affects to poultry

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## **ANALYSIS OF THE WORKPLACE SATISFACTION LEVEL OF EMPLOYEES IN IT SECTOR**

**G.V.Bhavithra**

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### **ABSTRACT:**

In the IT industry, where innovation and technology are at the forefront, it is critical to comprehend the elements that influence employee satisfaction. The discussion might then focus on the particular elements that affect worker happiness in the IT industry, like possibilities for professional advancement, work-life balance, rewards and recognition, an inclusive and happy work environment, and efficient channels of communication. Our abstract might go over how management and leadership contribute to creating a happy workplace and how important it is to give staff members the tools, support, and training they need to do their jobs properly. A positive and inclusive work culture, where diversity and different perspectives are celebrated, fosters a sense of belonging and enhances satisfaction. Effective communication, supportive leadership, and the availability of necessary resources also contribute to a fulfilling work environment. By focusing on these factors, organisations can create a workplace that promotes employee satisfaction and ultimately leads to higher productivity and success in the IT sector.

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## **ANALYSING FACTORS INFLUENCING CUSTOMER SATISFACTION IN THE MOVIE THEATRE EXPERIENCE**

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### **ABSTRACT**

This research study analyses factors influencing customer satisfaction in the movie theatre experience. The study aims to identify audience expectations in cinema theatres, determine factors influencing respondents' preference for visiting cinemas, and understand the dynamics influencing movie-going decisions. A survey methodology was employed to collect data from a sample population comprising individuals engaged in theatrical movie-going. Convenience sampling was utilised, with data collection facilitated through Google Forms. Statistical tools such as correlation analysis and regression were applied to analyse the relationship between various factors and overall satisfaction. The findings indicate that theatre experience quality and accessibility/convenience are significant predictors of satisfaction, while factors such as concession features and movie selection show less impact. The research provides actionable insights for theatre management to enhance customer satisfaction and tailor the cinematic experience to meet evolving audience preferences. Additionally, relevant literature in audience studies and cinema consumption is referenced to contextualise the research findings.

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## **A STUDY ON IMPACT OF HEALTH INSURANCE ON FAMILY HEALTHCARE EXPENDITURE**

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### **ABSTRACT:**

Health is rudimentary for the nation's progress. If people of the country are of good health, they contribute to the economic wellbeing and development of the country. Health Insurance is indispensable and significant in every individual's life due to the changing lifestyles and soaring medical expenses. Health insurance protects against uncertainty and the risk at the timing of illness. Awareness about health insurance is very essential for the coverage of medical expenses through a suitable health insurance plan. The objective of the study is to analyse the effect of health insurance on medical expenditure and to find out how the out-of-pocket healthcare expenditure affects the economic status of a family. The study is analytical in nature and the primary data are collected through structured questionnaire from a sample of seventy-Five respondents. The findings from the study are that the awareness level is high on health insurance among the respondents and the respondents are also aware about the various health insurance schemes offered, benefits of the schemes, claim procedures and the network of hospitals covered. The respondents who have health insurance cover opined that personal savings and standard of living is not affected and there is also a reduction in the loans and borrowings related to healthcare expenditure. The people with no health insurance cover stated that the healthcare expenditure of the family was managed through treatment at government hospitals, bank loans and personal savings. The study revealed that out-of-pocket health expenditure reduces the access to better healthcare and also adds to the deficit of household expenses and accumulation of loans among the sample studied. It could be observed that if an appropriate health insurance policy is selected, then the out-of-pocket healthcare expenditures are reduced. Since it is understood that lack of awareness of health insurance and unforeseen high out-of-pocket payments are challenging to the family and for the economic progress a proper awareness about health insurance will help them to select an appropriate health insurance policy which in turn reduces the out-of-pocket health expenditure. Provision of affordable healthcare services to the segment of population who cannot afford for health insurance and medical expenses will contribute to the economic development of the country.

**Keywords:** Health Insurance, Impact, Healthcare expenditure, Out-of-pocket healthcare payments.

## **ISSUES AND CHALLENGES OF WORK LIFE BALANCE OF EMPLOYEES IN BANKING SECTOR**

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### **ABSTRACT**

This study delves into the multifaceted challenges faced by employees in the banking sector, a vital cog in the economic machinery. The fast-paced and regulated environment of the banking industry presents employees with a unique set of challenges, ranging from high workloads and extended working hours to the continuous adaptation to technological disruptions. Customer service expectations, regulatory compliance burdens, and security concerns add layers of complexity to their roles. Career growth aspirations and the need to balance customer expectations further contribute to the demanding nature of banking jobs. Beyond the professional realm, economic uncertainties and struggles to maintain work-life balance impact the overall well-being of bank employees. Acknowledging these challenges is paramount for crafting strategies that promote employee satisfaction, professional growth, and a harmonious work-life equilibrium within the banking sector.

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## **ECONOMIC GROWTH AND MONETARY POLICY NEXUS: AN EMPIRICAL EVIDENCE FROM INDIA**

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**Dr. Tiny S Palathara,**

**Dr. Lekha J,**

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### **ABSTRACT**

This empirical study investigates the intricate relationship between economic growth and monetary policy in the Indian context. Utilizing various econometric techniques, including stationarity tests, cointegration analysis, Granger causality tests, and assessments of residual properties, the research examines key economic variables such as GDP Growth, Broad Money, CPI, GFCF, Population Growth, and R&D Expenditure. The Augmented Dickey Fuller (ADF) unit root test established the stationarity properties of variables, followed by the ARDL Bounds test confirming cointegration among them. Additionally, Granger causality tests revealed the absence of a robust linear causal relationship between GDP Growth and other economic indicators. Furthermore, assessments of residual normality and homoskedasticity validated the model's soundness. This comprehensive analysis, integrating an extended Solow growth model with monetary policy variables, offers crucial insights for policymakers, aiding in formulating robust policies that foster sustainable economic growth while ensuring stability amidst uncertainties.

**Keywords:** Monetary Policy, Economic Growth, Solow Model, ARDL, Economic Development

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**GOVERNMENT INTERVENTIONS AND TRADE  
BARRIERS IN INTERNATIONAL TRADE : A  
CONCEPTUAL CONFIGURATION**

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**ABSTRACT**

This paper is a theoretical framework of Government Interventions in International Trade. This paper stated the meaningful information about Government Interventions in trade. Government intervene in a international trade for lots of reasons for instance saving the infant industry, providing support to domestic products etc. In this paper, the methods or types are narrated by which government put restrictions or intervene the trade like Taxes, subsidy etc. Along with that the benefits and disadvantages of these interventions are also provided.

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## **A ROLE OF SOCIAL MEDIA IN MARKETING OF TEXTILEPRODUCTS**

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### **ABSTRACT**

In the digital age, social media marketing has become a vital tool for businesses looking to interact with their audience, increase brand recognition, and boost conversion rates. Marketers use a range of social media platforms, including Facebook, Instagram, Twitter, LinkedIn, and others, to generate engaging content, encourage community involvement, and conduct data analysis to make well-informed decisions. Social media's dynamic structure makes it possible to communicate with users in real time, which supports influencer relationships, targeted advertising, and customer feedback systems. Effective social media marketing strategies leverage imagery, storytelling, and user-generated material to connect with consumers and foster brand loyalty. But marketers must constantly adjust to overcome obstacles like algorithm updates, platform saturation, and preserving authenticity in the face of commercialization. In this abstract, we examine the complex field of social media marketing and highlight how, in the modern digital ecosystem, it influences brand awareness, customer engagement, and business growth.

These days, social media is one of the "best possibilities available" for a product to connect with potential buyers. Websites for local social networking provide a means of social interaction. By connecting with consumers on a deeper level, these new mediums gain their trust. Since the beginning of the season, community online marketing has become the new motto for many manufacturers. More than ever, promoters are starting to apply new social projects and are thinking about a wide range of social media possibilities. These days, social media is one of the "bowline community marketing has evolved, as have the businesses that use it. If a rival is making waves with their products and solutions, one cannot afford to be non-existent on social media. As incredible as that social media trend is, the rate at which it is developing is aggravating. International businesses have recognized social media promotion as a possible means of promotion and have enhanced them to boost their social media marketing. These days, social media is one of the "advertising in the media. In addition to discussing social media concepts and promotion, this essay also covers the evolution and benefits of social media, the role that social media plays in advertising, and several strategies for social media promotion.

**Keyword:** Facebook, Instagram, Twitter, LinkedIn, digital ecosystem

## **CUSTOMER AWARENESS & SATISFACTION TOWARDS PAYTM SERVICE**

**S.A.Balakumaran**

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### **ABSTRACT**

Digital payments are transactions that take place via digital or online modes, with no physical exchange of money involved. This means that both parties, the payer and the payee, use electronic mediums to exchange money. In India, it has become super important and plays a vital role in reducing costs and risks in handling cash payments along with restricting money laundering practices to some extent with ease and convenience and also contributes to the overall economic progress with effective security methods. This mode of payments had become ubiquitous and increasingly attracts its users day by day, So did the Digital Payment platforms. There are a lot of platforms that provides Digital Payment facilities and solutions of Mobile wallets. But, in this project, among all those platforms, PAYTM is taken into consideration to be researched by collecting primary and secondary data, evaluating them with simple but significant tools to get an unbiased and well approximated output with a motive to frame a stable and standard perception about the platform by addressing the on-going and already problems and also gathering the ideas from people of possible solutions to rectify and tackle the problems faced by users. The data collected are primary and secondary, with a Questionnaire and Internet Sources. The Questionnaire was prepared with effective and engaging questions and collected responses from 100 people who are current users of the Digital Payment Platform, from which the data was sorted, analysed with analytical tools, by percentage analysis method and standardized outputs were drawn from the responses through effective interpretations to draft an unbiased conclusion.

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# **“ANALYSING THE IMPACT OF TRADE ON ECONOMIC GROWTH IN DEVELOPED AND DEVELOPING COUNTRIES”**

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## **ABSTRACT**

**Purpose:** This study investigates the intricate relationship between trade and economic growth in a selection of developed and developing countries. Drawing on established literature and employing panel data analysis, the research aims to provide nuanced insights into how trade activities influence economic growth dynamics in diverse global contexts.

**Design/Methodology/Approach:** The research employs a panel data approach spanning from 1991 to 2021, encompassing top developed countries (United States, Japan, Germany, France, United Kingdom) and developing countries (India, China, Brazil, Russia, Mexico). Key variables including GDP, imports, exports, inflation, Foreign Direct Investment (FDI), and trade freedom are analysed using Fixed Effects Model (FEM) and Random Effects Model (REM). Methodological approaches are supported by established studies such as Saeed & Altaee (2017) on export-led growth and Tran et al. (2020) on energy consumption, economic growth, and trade balance.

**Findings:** The analysis reveals significant insights into the trade-economic growth nexus. Import activities (LNIMP), trade freedom (LNTF), and inflation (LNINF) exhibit notable impacts on economic growth, emphasizing the importance of a liberalized trade environment. While exports (LNEXP) and foreign direct investment (LNFDI) show less distinct relationships with economic growth in the Fixed Effects Model, LNFDI displays a restraining effect on growth in both models. Hausman test favors the Random Effects Model, acknowledging unobserved individual-specific effects and highlighting the model's relevance in capturing inherent heterogeneity across countries.

*International Conference on Glimpses of India's Trade & Commerce -2030*

**Originality/Value:** This research contributes to the discourse on trade and economic growth by providing empirical evidence on the nuanced dynamics across developed and developing countries. The study's findings offer valuable implications for policymakers, emphasizing the need for tailored interventions that consider individual country characteristics to foster inclusive and sustainable economic development through trade. Additionally, the research extends existing literature by analysing a diverse set of countries and variables, providing a comprehensive understanding of the complex interactions driving the trade-growth relationship.

**Keywords:** Economic Growth, GDP, Trade, Panel Data Models, Developed and Developing Countries.

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# **THE EFFECT OF INVESTORS' BEHAVIOR AND ATTITUDE ON CAPITAL MARKETS WITH SPECIAL REFERENCE TO COIMBATORE CITY**

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## **ABSTRACT**

In contemporary society, the majority of individuals are required to utilize a variety of financial applications in their daily lives. As financial markets continue to deepen, the diversity of financial instruments has become an integral aspect of modern life. While individual uniqueness necessitates the use of different investment instruments, the need to make various financial decisions also arises. In light of the increasingly complex financial system worldwide, individuals must possess greater financial knowledge and develop their financial skills. These individuals aim to save a portion of their income by sacrificing present consumption in order to consume more in the future. Those with financial competence seek to ensure that they appraise their savings appropriately and turn their investments into profits by avoiding potential risks. Although individuals tend to exhibit different behaviors when faced with risks, the notion that many investors cannot make rational decisions when confronted with monetary loss is a topic of interest within the field of behavioral finance. To mitigate risk, most investors prefer to utilize multiple investment instruments simultaneously. Various factors, including social and psychological factors, come into play and influence individual attitudes during the investment decision-making process. The subject of behavioral finance is founded on the integration of cognitive psychology and finance. This study evaluates the sources of investor behavior and attitude in capital markets, with a specific focus on Coimbatore City, utilizing primary data.

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## **GLOBAL IMPACT OF FDI IN INFRASTRUCTURE SECTOR FOR THE FUTURE OF TRADE 2030**

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### **ABSTRACT**

The connection between infrastructure and economic development is not an isolated case. The is an ongoing process; and economic development must always precede accompanies and monitors the progress of the infrastructure. There is no doubt that the country's infrastructure is developing is directly related to economic growth and vice versa. From the streets to the respiratory tract, With ports, airports and power generation facilities, India's infrastructure segment is the largest for the development of the country and therefore enjoys intense competition at a high level decision makers in the country.

Therefore, consider the need to expand infrastructure in order to maintain it Accelerating growth dynamics, in this article we try to delve deeper into the current scenario foreign direct investment in infrastructure, infrastructure sectors receive massive foreign investment direct investment flows, policy issues regarding foreign direct investment in infrastructure, impact of foreign direct investment on different infrastructure sectors etc. To understand the impact or impact of foreign direct investment on India's infrastructure, various measures are required papers and articles are referenced and appropriate statistical tools are used to draw conclusions applications to reference the latest data published by relevant sources include recent developments in relation to foreign direct investment flows into infrastructure.

It is the main source of debt-free finance necessary for the country's economic development. Foreign direct investment generally occurs in an economy that offers growth prospects and a skilled workforce. Foreign direct investment can improve the host country's physical and institutional infrastructure, such as transportation, communications, and legal systems. facilitate their access to global markets and value chains; create positive spill over effects and linkages for national companies in the host country;

**Keywords** foreign direct investment, ease of doing business

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# **CHALLENGES AND OPPORTUNITIES OF GLOBALIZATION IN INDIAN ECONOMY :A CURRENT SCENARIO RESEARCH PAPER**

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## **ABSTRACT**

Globalization has become an integral part of the Indian economy, with the country being increasingly integrated into the global economy through trade, investment, and technology transfer. While globalization has brought about numerous benefits for the Indian economy, it has also posed several challenges that need to be addressed. This research paper aims to analyse the challenges and opportunities of globalization in the Indian economy in the current scenario. Globalization has significantly impacted India's economic landscape, leading to both positive and negative consequences. Multinational Companies (MNCs) have played a significant role in the growth of the Indian economy. The paper will examine the various challenges faced by India in terms of economic inequality, job displacement, cultural assimilation, and environmental degradation. Additionally, it will explore the opportunities provided by globalization, such as increased foreign direct investment, technological advancements, and access to global markets. The research will be conducted through a comprehensive literature review and data analysis to provide a holistic understanding of the subject matter.

**Keywords :** Globalization, opportunities, challenges, Multi National Companies, Foreign Direct Investment.

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## **BREAKING BARRIERS: EXPLORING THE IMPACT OF WOMEN LEADERSHIP IN HR PROFESSION**

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### **ABSTRACT:**

In recent years, the role of women in leadership positions within the Human Resources (HR) profession has gained considerable attention. This study aims to delve into the multifaceted impact of women leaders in HR, examining their contributions to organizational success and culture. Using a mixed-methods approach, quantitative analysis of organizational performance metrics will be combined with qualitative interviews and case studies of women leaders in HR across diverse industries. Through the exploration of key performance indicators, employee engagement, and organizational culture, this research seeks to provide a comprehensive understanding of the tangible outcomes associated with women's leadership in HR. Furthermore, the study will investigate the unique leadership styles, strategies, and perspectives that women bring to the HR profession, addressing how they navigate challenges, foster diversity and inclusion, and cultivate environments conducive to talent development and innovation. By shedding light on the positive impact of women leaders in HR, this research aims to contribute to the ongoing dialogue on gender diversity and leadership within the workplace, offering valuable insights for organizations striving to create inclusive and effective work environments that harness the full potential of their workforce.

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## **IMPACT OF E-BANKING ON CUSTOMER SERVICE**

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### **ABSTRACT**

This study delves into the multifaceted impact of e-banking on customer service within the banking sector. It begins by acknowledging the pivotal role of quality customer service in fostering trust, minimizing complaints and driving business growth. The impact of e-banking on customer service is analysed through various dimensions including technological infrastructure, customer behaviour, service quality, customer satisfaction, trust and security, cost efficiency, accessibility and inclusivity, organizational factors and external environment. Each dimension is meticulously examined to understand its implications on enhancing the overall banking experience. While acknowledging challenges such as cybersecurity risks, the study emphasizes the substantial benefits of e-banking including enhanced accessibility, convenience, personalized services and security. In conclusion, this study underscores the transformative impact of e-banking on customer service, shaping the banking landscape to meet evolving needs and expectations. It identifies opportunities for improving service delivery and navigating challenges effectively in an increasingly digital banking environment.

**Keywords:** E-banking, Customer service

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## **AN REVIEW OF ECONOMIC GLOBALIZATION AND IMPACT**

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### **ABSTRACT**

The term “economic globalisation” describes how cross-border investment, commerce, and the movement of capital, goods, services, and information are making national economies more integrated and dependent on one another. A global marketplace is the result of trade liberalisation, the expansion of multinational firms, and technological advancements. This phenomena affects economies globally in both positive and negative ways. The possibility of greater economic growth and development is one of the major benefits of economic globalisation. Countries can gain access to new prospects for specialisation, efficiency improvements, and economies of scale by opening up their markets to foreign trade and investment. Higher production and competitiveness may result from this, raising people’s standards of life in the long run. Economic globalisation can also promote innovation and technological advancement by facilitating the cross-border dissemination of knowledge and technology. Multinational firms and foreign direct investment (FDI) frequently introduce new managerial techniques, technological advancements, and skilled labour to their host nations, advancing their industrialization and economic growth.

Economic globalisation does, however, come with risks and obstacles. The possibility of growing wealth disparity both inside and across nations is one of the main causes for concern. Globalisation may result in increased incomes and employment prospects for certain people and places, but it may also cause job instability, displacement, and wage pressure, especially in sectors of the economy where foreign competition is strong. Globalisation of the economy also has the potential to increase the weaknesses in the world financial system, which could result in financial crises and unstable economies. The global financial crisis of 2008 serves as evidence that the interdependence of financial markets and the swift dissemination of shocks can intensify the consequences of economic

downturns. Furthermore, as nations may come under pressure to harmonise laws and standards in order to promote trade and investment, economic globalisation poses questions about sovereignty and governance. This may make it more difficult for governments to implement autonomous economic plans and deal with pressing social and environmental issues at home. In summary, economic globalisation is a complex phenomena that affects economies all over the world. It presents risks and challenges that call for cautious management and legislative responses to achieve inclusive and sustainable outcomes for all stakeholders, even as it presents potential for economic growth and development.

**Keyword:** Phenomena, Stakeholder, Financial Crises, Investment

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## **A STUDY ON CONSUMER PREFERENCE TOWARDS ONLINE FOOD ORDERING IN MADURA CITY**

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### **ABSTRACT:**

With the emergence of the 21<sup>st</sup> century, the young minds of the country are unpredictable in an era of new technologies and innovations. We have been able to see India at an increasing pace. Previously, to place an order, customers would visit a hotel or restaurant to find out about food items, and then order and pay. The previous method requires time and manual work and while placing an order on the phone, the customer does not have a physical copy of the menu item, and there is no visual confirmation that the order has been placed correctly. Economic growth and increasing broadband penetration are driving the global expansion of e-commerce. This study presents reviews for online food shopping features, offers a commentary, and proposes future research directions. The Research design used in the study was descriptive research design. The data collected through structured Questionnaire. The result clearly shows that the majority of the respondents have a positive intention to use electronic food ordering services due to perceived convenience, attractive marketing, and eagerness to use technology. They feel that electronic food ordering is user-friendly, and they can get sufficient information to order. Therefore, this study is vital in providing knowledge and information to the food industry player in identifying all the advantages of having an online ordering system during modern era.

**Keywords:** Online food ordering, Customers Perception, E-commerce, Technology

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## **A STUDY ON CONSUMER PREFERENCE TOWARDS ONLINE FOOD ORDERING IN MADURAI CITY**

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### **ABSTRACT:**

With the emergence of the 21st century, the young minds of the country are unpredictable in an era of new technologies and innovations. We have been able to see India at an increasing pace. Previously, to place an order, customers would visit a hotel or restaurant to find out about food items, and then order and pay. The previous method requires time and manual work and while placing an order on the phone, the customer does not have a physical copy of the menu item, and there is no visual confirmation that the order has been placed correctly. Economic growth and increasing broadband penetration are driving the global expansion of e-commerce. This study presents reviews for online food shopping features, offers a commentary, and proposes future research directions. The Research design used in the study was descriptive research design. The data collected through structured Questionnaire. The result clearly shows that the majority of the respondents have a positive intention to use electronic food ordering services due to perceived convenience, attractive marketing, and eagerness to use technology. They feel that electronic food ordering is user-friendly, and they can get sufficient information to order. Therefore, this study is vital in providing knowledge and information to the food industry player in identifying all the advantages of having an online ordering system during modern era.

Keywords: Online food ordering, Customers Perception, E - commerce, Technology

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# **STOCK PRICE PREDICTION USING VARIOUS MACHINE LEARNING ALGORITHMS**

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## **ABSTRACT**

The stock price prediction is a comprehensive data driven endeavor that combines machine learning and statistical technique to provide variable insights into the future. The project primary stages involve gathering data and processes stock price data. This data forms the basic foundation of analysis . The next step is feature engineering where various financial indicator, technical metrics and market sentiment feature are created using data and use multiple algorithms to find the most accurate prediction .

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## **WEB MARKETING USING SOCIAL MEDIA PLATFORMS**

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### **ABSTRACT**

Digital marketing is a trendy word in all of the business. It has become more popular after the covid-19 lockdown. At present all the industries namely service industry (banking, restaurant, travel and tourism, education) or product industry (consumer durable, fashion and accessories, home decor, FMCG) are working both in online and off-line mode. It is even observed that digital marketing is much easier and cheaper as compared to the traditional marketing techniques. The most important is to know the technology at it best. If a marketer's tech savvy, he can easily run his business and earn profit by using various online and social media platforms. Online marketing has achieved a great height in all the sectors in all the countries.

The buyers and sellers are more comfortable doing business together thanks to the internet and digital marketing technologies. These days, social media sites like Facebook, Instagram, LinkedIn, YouTube, TikTok, SnapChat, and Printest—which were once supposed to foster social connections among people—are frequently utilized for marketing and promotional purposes. It is also essential for improving the economy and providing a great number of users with opportunities to earn money.

The present paper is going to provide a comparative analysis of all the SMM platform using primary and secondary data.

**Keywords** : Social media marketing, online marketing, Digital marketing, face-book marketing, linked-in marketing, Instagram marketing, you-tube marketing.

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## **A ROLE OF SOCIAL MEDIA IN MARKETING OF TEXTILE PRODUCTS**

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### **ABSTRACT**

In the digital age, social media marketing has become a vital tool for businesses looking to interact with their audience, increase brand recognition, and boost conversion rates. Marketers use a range of social media platforms, including Facebook, Instagram, Twitter, LinkedIn, and others, to generate engaging content, encourage community involvement, and conduct data analysis to make well-informed decisions. Social media's dynamic structure makes it possible to communicate with users in real time, which supports influencer relationships, targeted advertising, and customer feedback systems. Effective social media marketing strategies leverage imagery, storytelling, and user-generated material to connect with consumers and foster brand loyalty. But marketers must constantly adjust to overcome obstacles like algorithm updates, platform saturation, and preserving authenticity in the face of commercialization. In this abstract, we examine the complex field of social media marketing and highlight how, in the modern digital ecosystem, it influences brand awareness, customer engagement, and business growth. These days, social media is one of the "best possibilities available" for a product to connect with potential buyers. Websites for local social networking provide a means of social interaction. By connecting with consumers on a deeper level, these new mediums gain their trust. Since the beginning of the season, community online marketing has become the new motto for many manufacturers. More than ever, promoters are starting to apply new social projects and are thinking about a wide range of social media possibilities. These days, social media is one of the "bowline community marketing has evolved, as have the businesses that use it. If a rival is making waves with their products and solutions, one cannot afford to be non-

existent on social media. As incredible as that social media trend is, the rate at which it is developing is aggravating. International businesses have recognized social media promotion as a possible means of promotion and have enhanced them to boost their social media marketing. These days, social media is one of the “advertising in the media. In addition to discussing social media concepts and promotion, this essay also covers the evolution and benefits of social media, the role that social media plays in advertising, and several strategies for social media promotion.

**Keyword:** Facebook, Instagram, Twitter, LinkedIn, digital ecosystem

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#### ABSTRACT

This article utilizes data from a representative household survey conducted in Pune District, Maharashtra, in March 2021, by the CPHS to investigate shifts in household consumption expenditure following the initial wave of the COVID-19 pandemic. The study reveals a notable decrease in overall expenditures for both rural and urban households, particularly in categories such as food and non-food items (healthcare, restaurants, vacations, and recreation). These findings align with existing literature on food insecurity during the initial lockdown in India (March–April 2020) and present the first estimates of changes in health expenditure during this period. Due to the fact that the economic activities were largely affected due to the lockdowns imposed by the government, income levels also fell significantly. The study has classified Pune district of Maharashtra into rural and urban areas. Decline in the food and non-food expenditure of both rural and urban areas of the district of Pune, Maharashtra. Findings reveal that Total adjusted income has influenced the consumption of food and non-food expenditures, of the select categories, during the period of study in both the rural and urban areas of Pune district, Maharashtra. Due to the fall income, consumption expenditure on the categories goods studied have also fallen under the period of study in Pune.

Keywords: Income, Food expenditure, non-food expenditure, Lockdown, Pandemic

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# **IMPACT OF WORKPLACE DIVERSITY MANAGEMENT ON ORGANISATIONAL CITIZENSHIP BEHAVIOUR IN IT SECTORS IN CHENNAI REGION**

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## **ABSTRACT**

This study examines the impact of workplace diversity management on organizational citizenship behavior (OCB) within the IT sector. It investigates how diversity management practices influence employees' voluntary behaviors that contribute to the overall effectiveness and success of the organization. This research paper explores the impact of workplace diversity management on organisational citizenship behaviour (OCB) in the Information Technology (IT) sector, focusing on the context of Chennai Region. The study employs a qualitative approach, utilizing interviews and surveys to collect data from IT professionals in Chennai Region. The findings reveal the significant role of effective diversity management strategies in fostering OCB among employees in the IT sector. Moreover, the paper discusses practical implications for organisations and offers recommendations for enhancing diversity management practices to promote positive OCB outcomes.

**Keywords:** Workplace diversity management, Organisational citizenship behaviour, IT sector, Diversity initiatives, Employee engagement

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## **A STUDY ON DIGITAL MARKETING AND ITS COMPONENTS**

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### **ABSTRACT**

Digital marketing is the part of marketing that uses digital based technology i.e. desktop, mobile phone, mobile apps and other digital media. Digital marketing is also known as online marketing and internet marketing. Digital marketing platforms promote product and services. Digital marketing effectively started in 1990 when the Archie Search engine was established. In the 1990s, the term digital marketing was introduced. With the development of server/client architecture and the popularity of personal computers, Customer Relationship Management (CRM) applications became a significant factor in marketing technology. In the 2000s, with increasing numbers of Internet users and the birth of the iPhone, customers began searching for products and making decisions about their needs online first, instead of consulting a salesperson, which created a new problem for the marketing department of a company. In addition, a survey in 2000 in the United Kingdom found that most retailers still needed to register their own domain address. These problems encouraged marketers to find new ways to integrate digital technology into market development. In the 2000s, development of social media such as You tube, LinkedIn, face book and twitter, consumers are highly dependent on social media. Digital marketing entitles businesses to reach the right people with the right message. Through digital marketing, companies can understand their audience's preferences, behavior, and demographics. This study has mainly focused on digital marketing and its components. Digital marketing includes online advertising, email marketing, search engine optimization (SEO), social media marketing (SMM), content marketing, paid search marketing, mobile marketing, online reputation management, and video marketing etc.

**Keyword:** Digital Marketing, Components, Internet Marketing, CRM

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## **PAPER ON DIGITAL MARKETING**

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### **ABSTRACT**

The rapidly emerging digital economy is challenging the relevance of existing marketing practices, and a radical redesign of the marketing curriculum consistent with the business needs of the 21 century is required. To reach maximum customers in the globe it is necessary to market by using the technology or electronically. Digital marketing is an umbrella term for marketing using digital technologies ie, internet mobile phones, display advertising and any other digital medium Marketing in today's environment performs a curriculum audit of existing digital marketing initiatives and then details a new curriculum reflective of marketing in the digital age and an approach to implement it. The specific challenges associated with the new age of marketing and suggestions to overcome it .This research paper describes a framework for research in digital marketing that highlights the strategies in the marketing process as well as the effectiveness of the marketing process and impact of different technological tools and social media platforms. Using the framework, we have organized the research methods about the elements and review the research literature in the broadly defined digital marketing space. The purpose of the research paper is to examine the effectiveness of digital media marketing strategies and different social media options used for marketing. This paper mainly studies significance of digital marketing and differences between digital marketing and offline marketing and the effectiveness of technological tools and social media platforms on success of digital advertising methods. This research paper has been edited to help small business to integrate digital advertising in their business models and to recognize the usefulness of social media marketing over traditional advertising strategies."Desk research " has been turned into "online research" now in the online,market research has become possible.This paper helps small business such as start-ups to successfully adopt and implement digital marketing as a strategy in their business plan.

## **“ANALYSIS OF KARNATAKA’S EXPORTS”**

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### **ABSTRACT**

Karnataka is one of the country's leading states in terms of services exports. Karnataka is known as the knowledge, innovation and R&D hub of the country and the technology capital of India, is the front runner in producing a large number of professionals in the country. As the “Science Capital”, “Startup Capital” and “IT Capital” of the country, the state also attracts skilled labour from across the globe. Karnataka has been ranked as No. 1 state in Innovation Index according to NITI Ayog, 2019. In this background research paper is prepared with objectives of to study Export performance of Karnataka and to analyze the 5 years Export performance status of Karnataka. This research paper focuses on the export performance of Karnataka. Research methodology is used in the form of descriptive type. Required data and information has been collected from various official websites of Government departments, agencies, special economic zones, export oriented units. Export volume status has been extracted from annual reports of economic surveys and working papers. Secondary survey methods used in addition to books, reports and published journal articles have been studied to meet the set objectives of the paper. Karnataka's exports stood at INR 545,780 crore in FY 2017-18 and INR 324,078 during April-September 2018. IT, one of the major growth drivers of Karnataka's economy, contributes over USD 51.5 bn towards exports and provides over 40 lakh direct and indirect employment opportunities. The research paper concludes that Karnataka looks forward to rumpling up exports, manufacturing and employment at the grassroots with the Districts taking on the onus of export – led growth towards self-reliance and sufficiency.

Keywords: Exports IT's, Performance, Karnataka

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# **A mathematical model on COVID-19 studying the efficacy of testing to control the epidemic**

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## **Abstract**

This study models the efficacy of testing in controlling the global outbreak in the presence of two preventative strategies. A thorough investigation of the impacts of testing, that assists in the control of the epidemic, is done using the non-linear mathematical model of COVID-19 and optimal control theory. We demonstrate the existence of an optimal control set and examine the optimality, transversality, and necessary and sufficient requirements. The system's optimality is determined analytically and resolved numerically.

## **KEYWORDS**

**Efficacy, Optimal control, Sensitivity analysis, Stability analysis, Numerical simulation.**

**Subject classification :- 84D, 84H, 49M, 90A.**

## **A COMPARATIVE STUDY ON INDIVIDUAL TAX PAYERS CHOICES BETWEEN OLD VS NEW TAX REGIME**

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### **ABSTRACT**

The purpose of this study is to look at how the new tax regime's implementation has affected Indian taxpayers' tax compliance practices. "How has the implementation of the new tax regime impacted tax compliance behaviour among taxpayers in India?" is the research question that directs this paper. The project's scope comprises comparing tax compliance behaviour prior to and following the new tax regime's installation in order to track changes over time. In order to identify any notable discrepancies, it also entails comparing tax compliance behaviour under the new tax regime with the previous tax system. In addition, the research looks at certain clauses and aspects of the new tax law that might affect how taxpayers behave.

This study, which makes use of surveys, and data analysis, attempts to offer a thorough grasp of the dynamics behind tax compliance behaviour in India during the changeover to the new tax system. The results of this study are expected to add to the amount of information already available on tax compliance, especially when it comes to regulatory changes and how they affect taxpayer behaviour. And, the knowledge gained from this research might help tax officials and policymakers create and put into practice efficient plans to improve tax administration and compliance in India. All things considered, this study project might provide insightful information on how well the new tax system influences taxpayer behaviour and encourages tax compliance.

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## **DIGITAL MARKETING 2030: NAVIGATING FUTURE FRONTIERS**

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### **ABSTRACT**

The year 2030 will be remembered as a turning point in marketing history due to the convergence of global socio-economic trends, evolving technologies, and changing consumer behavior. This paper aims to investigate the upcoming frontiers of digital marketing and analyze the potential obstacles and opportunities. It estimates how technology will change and affect the digital marketing environment in 2030. It explores how emerging technologies, like augmented reality, block chain, artificial intelligence and machine learning could transform advertising strategy, data analytics, and customer engagement. It investigates ways to boost decision-making procedures, produce highly customized experiences, and stimulate creativity in their advertising efforts. Additionally, it focuses on how consumer behavior is changing in the digital age. With the emergence of Generation Z and a growing number of "digital natives," it examines how consumer expectations and tastes will shift by 2030. It also explores how global socioeconomic changes affect digital marketing tactics. It navigates the societal shifts to forge meaningful connections with its audience and promote positive social change, from the growing significance of digital inclusion and accessibility to ethical consumption and corporate social responsibility. To sum up, this paper offers a guide for navigating the digital marketing landscape in 2030. Marketers may lead innovation and promote sustainable growth in the digital era by adopting new technology, comprehending changing consumer behavior, and embracing societal trends.

**Keywords:** Digital Marketing, Future Trends, Emerging Technologies, Consumer Behavior, Socio-Economic Trends, Innovation, Sustainability.

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## **ASSESSING INTELLECTUAL PROPERTY RIGHTS AWARENESS AMONG COLLEGE FACULTY**

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### **ABSTRACT**

Awareness of Intellectual Property Rights (IPR) is crucial in higher education, where protecting research, innovations, and creativity is paramount. This study aims to assess Intellectual Property Rights Awareness among College Faculty, recognizing the growing research culture among faculty members. Based on a sample of 120 college faculties from the University of Kannur in Kerala, the research employs a descriptive and analytical approach, utilizing a structured questionnaire for data collection and multiple regression for analysis. The findings underscore the significant influence of knowledge of intellectual property, attitudes towards it, and participation in seminars or workshops on the awareness of intellectual property rights. The study's objectives include evaluating factors shaping awareness of intellectual property rights and examining the impact of knowledge, attitude, and seminar/workshop participation on this awareness. Through this research, a deeper understanding of intellectual property rights awareness among college faculty members is sought, contributing to the cultivation of a more informed and responsible academic community in navigating intellectual property landscapes

**Keywords:** Intellectual property rights, industrial property, copy right, awareness

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### **THE PERFORMANCE ANALYSIS OF**



## **MICROFINANCE THROUGH SELF HELP GROUPS**

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### **ABSTRACT**

Microfinance is one of the important instruments to economic empowerment of women in India. The main objectives of this study are, to analyze the economic empowerment of women through Microfinance and evaluate the performance of Microfinance in India. This study purely based on secondary data. The period of the study is from 2014–19. NABARD has been providing loan facilities to SHGs through SHG-Bank Linkage programs with the help of RBI through three banks like, Commercial Banks, Regional Rural Banks and Cooperative Banks. Non-Governmental Organizations (NGOs) played a vital role in rural reconstruction, agricultural development and rural development even during pre independent era in our country. In the post independent period the NGOs became a supplementary agency for the development activities of the Government and in some cases they become alternative to the Government. After the introduction of microfinance through Self-Help Groups (SHG), they penetrated into each and every corner in India and actually the NGOs are responsible for converting the pilot project of microfinance into a major programme and the NGOs are responsible for making the microfinance through SHG as the largest programme in the world. This paper has concluded that, Commercial Banks have dominant role in providing loan facility to SHGs as well as Region-wise through SHG-Bank Linkage Programs in India. But unfortunately, majority of SHG members are using loans to unproductive purpose this leads to indebtedness. So, the members should use loans to productive purpose, in order to empower the economic condition.

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# UNRAVELLING THE SYMBIOTIC RELATIONSHIP OF LOGICAL-MATHEMATICAL INTELLIGENCE ON MATHEMATICS EDUCATION WITHIN SCHOOL SETTINGS

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## ABSTRACT

This paper delves into the symbiotic relationship between logical-mathematical intelligence and mathematics education within school settings, exploring various dimensions that contribute to this dynamic interplay. The framework integrates insights from prominent theorists such as Piaget, Bruner, Gardner, and Vygotsky, offering a comprehensive perspective that encompasses cognitive, sociocultural, and neurological facets.

Emphasizing cognitive dynamics as a fundamental dimension, the paper underscores problem-solving as a catalyst for the development of logical-mathematical intelligence. Drawing on Piaget's developmental stages, it recognizes the evolving nature of cognitive processes and highlights the pivotal role of active engagement in mathematical problem-solving endeavours, as advocated by Bruner.

Pedagogical considerations form a crucial aspect, aligning teaching strategies with the dynamic nature of cognitive development. The need for differentiated instruction, informed by the understanding of individual learning styles and paces, is emphasized, echoing the works of Tomlinson. The paper suggests that an adaptive and engaging pedagogical approach optimizes the synergy between logical-mathematical intelligence and mathematics education.

Furthermore, the integration of contemporary neuro-educational research amplifies the theoretical framework. Insights into brain function, plasticity, and the malleability of logical-mathematical intelligence provide a cutting-edge perspective. Implications for practice extend to curriculum design, advocating for real-world problem-solving and leveraging technology for a dynamic learning environment.

In conclusion, this theoretical exploration integrates diverse dimensions to unravel the symbiotic relationship between logical-mathematical intelligence and mathematics education. The proposed framework, informed by cognitive dynamics, pedagogical considerations, and neuroscientific insights, advances the understanding of how education can adapt and thrive within the evolving landscape of cognitive development, ultimately fostering a more robust and versatile mathematical intelligence in students.

**Keywords:** Logical-Mathematical Intelligence, Mathematics Education, School Settings, Cognitive Development, Pedagogical Considerations.

## **NAVIGATING THE NEW LANDSCAPE OF MARKETING IN BANKING SECTOR**

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### **ABSTRACT**

In this research article, the author focuses on how important, development of goals, strategies and issues related to compliance and future trends and innovations in digital marketing within the banking sector. In banks, digital marketing is essential for reaching out to a wide range of clients using affordable advertising tools such as target campaigns. Furthermore, it also helps in creating actionable insights; improved customer engagement; cost-effective marketing; generating actionable insights for businesses among others. The evolution of digital marketing has been discussed ranging from simple online banking websites to incorporating AI technologies and blockchain systems into its operations in banks. Key objectives include customer acquisition, brand awareness, customer engagement, lead generation, driving specific actions and reputation management. This discussion highlights different approaches that can be used in order to reach more people through digital advertising like website optimization and other forms of search engine optimization content which will allow them easier access or better visibility on all search engines which are frequently visited by millions every day through their mobile phones or computers even tablets such as social media advertisements running concurrently with other famous websites like twitter, Facebook, google plus these are some considerations regarding security when using Digital Marketing. In addition, the paper looks at future developments in AI technology. The same goes for voice search optimization and Blockchain technology. Accordingly, these moves will see a revolution in the banking sector if they are implemented. The banking sector can remain competitive while delivering great user experiences during each interaction by adopting these trends. This way, financial institutions can create an engaging digital environment that guarantees loyalty and profitability for their customers.

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## **IMPACT OF TALENT MANAGEMENT PRACTICES IN IT SECTOR**

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### **ABSTRACT:**

Organizations use talent management as a deliberate technique to draw in, nurture, and keep the talented people who are essential to their success. With the ever-changing business landscape and fierce competition for people, efficient talent management has become a critical factor in determining organizational effectiveness. Attracting top talent, fostering employee growth, putting succession planning into practice, raising employee engagement, and advancing diversity and inclusion are all included in the objectives. Issues including the skills gap, the leadership pipeline, and the consequences of remote work decisions. Organizations are seeing the value of talent analytics, ongoing learning, and strong recognition initiatives as they manage these difficulties. The dynamic character of talent management is emphasized in the abstract, which is crucial for businesses looking to maximize their people resources and adjust to the changing needs of the labor marketplace and company environment.

**Keywords:** talent management, organization, IT, human resource and employee retention.

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## **A STUDY ON CUSTOMER SATISFACTION TOWARDS TITAN WATCHES**

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### **ABSTRACT**

Titan watches, a common representation of timekeeping in India, have succeeded in creating a place for themselves by focusing on design, quality, and brand identity. This investigation explores Titan's success story, concentrating on the key element that underpins their market dominance: customer pleasure. The project looks into how well Titan converts brand perception into real-world consumer experiences. A study aimed at assessing customer satisfaction will be carried out to find out how customers feel about a number of factors, such as the brand's general reputation for trust and dependability, the stylish and varied designs that are available, and the well-known durability of their timepieces. It will also look into areas where it might be improved, especially with regard to pricing and post-purchase service experiences. By analyzing customer feedback, the project aims to offer valuable insights to Titan. This includes understanding customer perception of value proposition, their overall satisfaction with the brand, and any evolving trends in watch preferences. Armed with this knowledge, Titan can refine its marketing strategies, optimize product design and pricing to better align with customer expectations, and prioritize improvements in after-sales service to enhance the customer journey. Ultimately, this project serves as a roadmap for Titan to solidify its leadership position in the Indian watch market, ensuring customer satisfaction remains the driving force behind their enduring success.

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**SYSTEMATIC STUDY ON MARKET GROWTH,  
TARGET AUDIENECE AND SOCIAL MEDIA  
MARKETING STRATEGY IN COSMETICS INDUSTRY  
(KYLIE COSMETICS BY KYLIE JENNER)**

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**ABSTRACT:**

**KYLIE COSMETICS IN THE COSMETIC INDUSTRY**

Kylie Cosmetics, founded by celebrity entrepreneur Kylie Jenner, has emerged as a groundbreaking force within the cosmetic industry. This paper provides a comprehensive analysis of Kylie Cosmetics' impact on the beauty landscape, examining its inception, rapid growth, market strategies, challenges faced, and future prospects. Through a thorough exploration of the brand's evolution, this study aims to shed light on the dynamic interplay of celebrity influence, digital marketing, and product innovation within the cosmetics sector. Kylie Cosmetics embodies the convergence of celebrity influence and entrepreneurial acumen, with Kylie Jenner leveraging her personal brand and social media following to catapult the brand to success. The abstract highlights the transformative power of celebrity entrepreneurship in reshaping traditional industry dynamics and consumer behavior. A central theme of the abstract is Kylie Cosmetics' mastery of digital marketing techniques, particularly on social media platforms like Instagram. By harnessing the power of influencer marketing, teaser campaigns, and user-generated content, the brand has cultivated a loyal fan base and generated unprecedented buzz around its product launches. The abstract emphasizes Kylie Cosmetics' commitment to product innovation and diversification, with the brand expanding its offerings beyond lip kits to include a wide range of cosmetics and skincare products. This strategic approach has enabled Kylie Cosmetics to appeal to a diverse audience and sustain its growth trajectory in an increasingly competitive market. Despite its remarkable success, Kylie Cosmetics has faced challenges ranging from product controversies to supply chain disruptions. The abstract

acknowledges these obstacles while highlighting the brand's resilience and ability to adapt, evidenced by its responsive customer service, quality improvements, and strategic partnerships. Looking ahead, the abstract explores potential avenues for continued growth and innovation for Kylie Cosmetics. This includes diversifying into new markets, embracing sustainability initiatives, and leveraging emerging technologies to enhance the consumer experience. In summary, this abstract provides a glimpse into the multifaceted journey of Kylie Cosmetics within the cosmetic industry, underscoring its transformative impact and ongoing evolution as a global beauty powerhouse.

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## **AN ANALYSIS ON THE IMPACT OF FIRM PERFORMANCE METRICS IN ENHANCING MVA: A MASTER THESIS**

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### **ABSTRACT**

This study delves into the efficacy of traditional and contemporary performance metrics in enhancing Market Value Added (MVA) for companies listed on the NIFTY 100, filling a crucial research void. Through panel regression analysis of company-specific data spanning from the fiscal years 2013-14 to 2022-23, the research evaluates the connections between MVA and pivotal performance indicators including Economic Value Added (EVA), Enterprise Value to EBITDA ratio (EV/EBITDA), Earnings per Share (EPS), Dividends per Share (DPS), Price-to-Earnings ratio (PE), and Book Value per Share (BVS). The study unveils that contemporary value-based metrics, especially EVA and EV/EBITDA, have a more pronounced and statistically significant association with MVA than conventional accounting measures. DPS also shows a noteworthy positive effect on MVA, while EPS, BVS, and PE display mixed or non-significant correlations. Remarkably, BVS is negatively and insignificantly correlated with MVA, which could reflect investor sentiments about suboptimal resource utilization. Drawing from these insights, the study advocates focusing on modern value-based metrics when evaluating and optimizing shareholder value. This approach should be complemented by considering industry-specific nuances, leveraging cutting-edge data analytics, expanding the scope of investigation, and formulating customized performance assessment frameworks. Adopting these measures is anticipated to bolster financial outcomes, market appeal, and shareholder wealth for firms within the dynamic landscape of the NIFTY 100.

Keywords: NIFTY 100, Market Value Added, Firm Performance Measures – Traditional Measures & Value Based Measures

## **AWARENESS OF FOREIGN DIRECT INVESTMENT AMONG RETAILERS**

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### **ABSTRACT**

Currently, Foreign Direct Investment is an enormous concern for retail merchants across the nation. There are undoubtedly positive sides to globalization, such as higher productivity and an acceleration in divisional growth, but there are also some equally adverse consequences that need to be addressed. Modest supermarkets, comfort stores, mobile vendors, hawkers on wheels, pavement shops, and other businesses operate in the retail space today. The term “foreign investment” or “foreign direct investment” (FDI) describes net inflows of capital intended to purchase a long-term managerial stake (10% or more) in a business that operates in a different country than the investor. As indicated by the balance of payments, foreign direct investment is the total of equity capital, earnings reinvested, and other long- or short-term capital. Typically, it entails taking part in joint ventures, management, and the transfer of knowledge and technology. The purpose of this research is to study the awareness level of FDI among retailers in Chennai city. This research goes through the complete study of the retailers’ perception and the awareness about FDI in retail sectors. This study is also conducted to bring out the level of awareness which are acquired by the retailer in Chennai city. It is intended for examining the attitude towards FDI in retail sector and to collect information and suggestion among retailers. Analysis of data has been done through percentage analysis, Chi square test and Likert scale analysis.

**Keywords:** FDI, Retailers, Retail Sector, Supply chain, Scale economies.

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## **IMPACT OF SOCIAL MEDIA ON BUYING BEHAVIOUR OF GEN Z OF RAIPUR CITY**

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### **ABSTRACT**

In the last few decades, it is observed that social media has become an indispensable part of peoples' life. It has brought a revolutionary change in the buying trends of Gen Z with a remarkable influence on their way of connecting with the world and making buying decisions. Many small and large-scale business owners prefer social media platforms like Instagram, Facebook, Whatsapp, Pinterest etc. coupled with local shops and outlets for marketing of their products. Moreover, social media influencers with stupendous fan followings appear likely to be the preeminent trendsetters for Gen Z. Business owners often hire these influencers as the brand ambassador of their company that in turn leaves a profound impression in the mind of consumers. Social media also provides two way interactions, which expedite the instantaneous and real time dialogues between business owners and consumers promoting B2C model of business. The present study is a survey based study which intended to explore how the advertisements, discounts, review by users, word of mouth promotion, influencers visual appeal and lucrative projection of any product on social media change the perception and mould the buying decisions of Gen Z of Raipur city. It also explore whether the Gen Z engagement time with social media shape their buying behaviour or not. This study is limited to the urban population of Raipur district. The sample for present research comprises of Gen Z population of Raipur city with age ranging from 18- 27 years.

**Keywords:** Social media, Gen Z, Buying Behaviour, B2C Model of business.

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## **EMPOWERING SKILLS, ENABLING CAREERS: MUDRA LOANS AND MICRO-CREDENTIALS IN THE CHANGING EDUCATIONAL LANDSCAPE.**

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### **ABSTRACT:**

The transformative landscape of education in India is witnessing a convergence of two pivotal initiatives: MUDRA loans, facilitated by the Pradhan Mantri MUDRA Yojana, and the burgeoning ecosystem of micro-credentials. This paper explores their synergistic potential in empowering individuals, particularly those from underprivileged backgrounds, to navigate the dynamic job market. Traditional education, while valuable, often falls short in equipping individuals with the practical skills demanded by evolving industries. MUDRA loans act as a catalyst for democratizing entrepreneurship, providing affordable financial resources that translate ideas into reality, fostering self-reliance, and generating employment avenues. Micro-credentials emerge as a potent force, offering targeted skill development and knowledge acquisition, bridging the gap between traditional education and industry-specific needs. The study employs a mixed-methods research design, surveying 100 individuals, including MUDRA loan recipients and micro-credential pursuers, in urban areas of Bangalore. Demographic analysis reveals a predominantly male sample, highlighting the need for broader gender representation. Respondents, well-educated with a concentration in manufacturing, underscore the prevalence of experienced professionals in the surveyed group. Evaluation of MUDRA loans' effectiveness in promoting social mobility showcases a positive perception, with a majority expressing familiarity and belief in their significant contribution. However, demographic considerations reveal room for improvement. The crucial role of MUDRA loans in empowering women entrepreneurs is evident, but opinions on their impact on youth unemployment remain divided. The data on MUDRA loans supporting micro-credentials is promising, emphasizing high awareness and utilization. Challenges like limited loan amounts are acknowledged, yet the positive perception of MUDRA loans' effectiveness in supporting micro-credentials suggests their potential to bridge financial gaps for skill development. This study provides valuable insights into the intersection of MUDRA loans and micro-credentials, pointing towards a need for targeted interventions and refinements to maximize their impact on individual empowerment and national economic development.

Keywords: MUDRA Loans, Skill Development, Employability, Entrepreneurship.

# **PROBLEMS OF MARINE PRODUCT EXPORTERS AND ROLE OF MPEDA IN EXPORTING – A STUDY IN ANDHRA PRADESH**

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## **ABSTRACT:**

The export potential of Indian marine products, particularly shrimp, has garnered international interest, yet challenges persist in realizing this potential, especially in Andhra Pradesh. This study investigates the role of the Marine Products Export Development Authority (MPEDA) in addressing these challenges and promoting marine exports in the region. Despite the significant demand for Indian marine products globally, various obstacles hinder the industry's growth and performance. These obstacles include infrastructural limitations, operational inefficiencies, HR-related issues, financial constraints, raw material shortages, and general operational challenges. While the Marine Products Export Development Authority (MPEDA) is tasked with supporting marine exporters and addressing these hurdles, the study's regression analysis suggests that its impact may not be significant in mitigating the identified challenges. The study underscores the importance of MPEDA's proactive intervention in facilitating the growth of marine exports. Recommendations include enhancing infrastructure, ensuring quality standards, providing financial assistance, and exploring new markets. Additionally, the study emphasizes the need for further research to delve deeper into the complexities of marine product export challenges and the efficacy of government interventions. In conclusion, while Indian marine products hold substantial export potential, the industry in Andhra Pradesh faces numerous hurdles. MPEDA's role in addressing these challenges is critical, albeit with room for improvement. Continued support and intervention from MPEDA are essential to overcoming the obstacles hindering the growth of marine exports, ultimately positioning India as a significant player in the global marine products market.

**Keywords:** MPEDA, Problems, Marine Exporters, Andhra Pradesh

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## **NAVIGATING GLOBAL FINANCIAL RISK: TRENDS, CHALLENGES, AND STRATEGIES**

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### **ABSTRACT**

In today's interconnected global economy, financial risk has emerged as a critical concern for market participants, regulators, and policymakers alike. This paper offers a comprehensive analysis of the evolving landscape of global financial risk, examining key trends, challenges, and strategies for effective risk management. The paper begins by elucidating the interconnected nature of financial markets and the proliferation of complex financial products, emphasizing the heightened susceptibility to contagion and systemic risk. It further explores the impact of geopolitical tensions, macroeconomic fluctuations, and technological innovations on the risk landscape, underscoring the need for adaptive risk management frameworks. Next, the paper delves into the various categories of financial risk, including market risk, credit risk, liquidity risk, and operational risk. It evaluates recent developments within each category, such as increased market volatility, the integration of environmental and social factors into credit risk assessment, and the escalating threat of cyber-attacks on operational resilience. Additionally, the paper emphasizes the importance of international cooperation in addressing global financial risk. It examines the role of supranational institutions, such as the International Monetary Fund (IMF) and the Financial Stability Board (FSB), in facilitating regulatory harmonization and enhancing cross-border risk supervision. In conclusion, this paper underscores the imperative of proactive and adaptive risk management strategies in navigating the multifaceted challenges of global financial risk.

**Keywords:** Global financial risk, Interconnected economy, Adaptive risk management, Financial market complexity, International cooperation, Regulatory harmonization.

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## **GLOBALIZATION AND ITS IMPACT ON HIGHER EDUCATION IN INDIA -A STUDY**

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### **ABSTRACT**

The instruction framework in India can be dated centuries back to the age of Buddha, but presently there has in truth been a huge upgrade within the progressed instruction state of issues in India in both quantitative and subjective terms post-globalization. The progressed instruction framework in India endures from intense peculiarities of accounts, the need for independence, the burden of participation, etc. The major sources of beneficial development have changed over a period of time. Minute, information is the key to advancement, and it has come all inclusive. Instructive globalization implies more extensive and broader instructional openings for citizens. One of the foremost unmistakable perspectives of globalization is student portability. It has been assessed that around 2.5 million researchers, a few experimenters, sodalities, and colleges moved openly around the globe in 2000, and it has been prognosticated that this number may rise to 8 million researchers by 2021 (OECD and UNESCO, Organized for Financial Matters, 2012). Globalization has given noteworthiness to decentralized instructional administration and control. It has contributed to a rise in living standards, headways in health and instruction, and innovative headways, particularly

within the zone of data innovation. The merchandise of globalization on instruction incorporates rapid-fire improvements in innovation and dispatches that are foreknowing changes inside proficiency frameworks around the world in thoughts, values, and information, changing the places of researchers and preceptors, and creating a move in society from industrialization towards a data-grounded society.

**Keywords:** Globalization, Impacts, Higher Education, Education System, India

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## **SOCIAL MEDIA IMPACT ON MENTAL HEALTH OF YOUTH**

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### **ABSTRACT**

Social media platforms have become integral parts of modern life, profoundly influencing various aspects of society, including mental health. This abstract explores the detrimental effects of social media on sleep patterns, physical insecurities, and self-confidence, drawing on existing research and literature. Firstly, the pervasive use of social media has been linked to disturbed sleep patterns. Excessive engagement with social media before bedtime often leads to sleep disturbances, such as difficulty falling asleep, disrupted sleep continuity, and reduced overall sleep quality. The constant exposure to stimulating content, notifications, and blue light emitted by screens can interfere with the body's circadian rhythm, adversely affecting sleep-wake cycles and leading to insomnia or sleep deprivation. Secondly, social media fosters an environment conducive to the proliferation of physical insecurities. Users frequently encounter curated images and idealized lifestyles, which can breed feelings of inadequacy and dissatisfaction with one's appearance. Comparing oneself to the edited and filtered images presented on social media platforms often cultivates unrealistic beauty standards and body ideals, contributing to body dissatisfaction, low self-esteem, and the development of body image issues, including eating disorders and body dysmorphia. Thirdly, social media's pervasive influence extends to self-confidence, albeit often negatively. The culture of comparison inherent in social media usage fosters a constant need for validation and approval from others. Metrics such as likes, comments, and followers become indicators of self-worth, leading individuals to seek external validation and approval for their self-esteem. However, the pursuit of validation through social media can result in feelings of inadequacy, anxiety, and self-doubt, as individuals compare their lives and achievements to those presented online, often leading to a decline in self-confidence and a distorted perception of

one's worth. Social media's impact on mental health encompasses disturbing sleep patterns, fostering physical insecurities, and affecting self-confidence. Recognizing these detrimental effects is crucial for developing strategies to mitigate the negative consequences of social media use on mental well-being. Promoting digital literacy, cultivating self-awareness, and fostering healthy social media habits are essential steps in fostering a more positive relationship between individuals and social media platforms.

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## **CRAVING CONNECTIONS: IGNITING VIEWER'S TEMPTATION TO TASTE THROUGH YOUTUBER'S FOOD REVIEWS**

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### **ABSTRACT**

Social media, an essential digital marketing channel, facilitates the connection between marketers and customers through advertising. YouTube, a widely utilized social media platform, particularly serves as an influential marketing channel. With growing interest in food consumption and the exploration of diverse cuisines, this study aims to comprehend how YouTubers' food reviews influence audience purchasing intent through para-social interactions. This quantitative study is conducted in Chennai City, Tamil Nadu, among 126 respondents using Google Forms under a convenient sampling method. Tools like percentage analysis, correlation, Single Linear Regression Analysis (SLRA), and Multiple Linear Regression Analysis (MLRA) were used to analyse the collected data. The findings reveal that YouTubers, through their food reviews, foster attitude homophily, leading to para-social interactions that manifest hedonic and utilitarian behaviours, specifically perceived transparency and credibility. Notably, hedonic behaviour (perceived transparency) does not impact viewers' purchase intentions, while utilitarian behaviour (credibility) significantly influences their decision-making process. These results contribute to a deeper understanding of the dynamics between YouTubers, their content, and consumer behaviour, offering practical suggestions for those involved in influencer marketing strategies.

Keywords: Para-social Interactions, Attitude Homophily, Purchase Intentions, YouTubers, food reviews, viewers.

# **FINANCIAL LITERACY AND RETIREMENT PLANNING AMONG TEACHING FACULTIES: A STUDY OF FACTORS INFLUENCING THE USE OF FINANCIAL PLANNERS**

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## **ABSTRACT**

In today's complex and fast-changing economy, financial literacy is an essential skill, especially for the economically deprived. Adequately saving for retirement requires both planning and knowledge about available retirement savings options. Teachers participate in a complex set of different plan designs and benefit tiers, and many do not participate in Social Security. While teachers represent a large part of the public workforce, relatively little is known regarding their knowledge about and preparation for retirement. Teaching Individuals need to seek professional financial advice to achieve their financial goals. However, some do not see the value of consulting financial planners, and show little intention to use financial planners. Furthermore, there is a lack of research explaining why these individuals do not make use of financial planners. This study aims to investigate the factors that could possibly influence individuals' intentions to make use of a financial planner: awareness, perceived image, trust, and perceived rewards.

Keywords: Financial planner, awareness, perceived image, trust, perceived rewards, intentions

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# **BUSINESS AND FINANCIAL ANALYSIS OF MONTE CARLO FASHIONS LTD – AN APPROACH OF PEACEFUL INVESTMENT**

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## **ABSTRACT**

**Study level/applicability** – Undergraduate Finance and Business.

**Case overview** – This case highlights the business and financial performance of a textile industry listed in stock exchange. It focuses on analysis of performance of Monte Carlo fashions Ltd and computed relevant financial ratios to make the right decision by the investors.

**Expected learning outcomes** – This case can be used to know how to do analysis of business of readymade garment textile industry listed in stock market.

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## **“THE IMPACT OF ONLINE TRANSACTIONS ON THE FLOURISHING SMALL SCALE INDUSTRIES IN BANGALORE CITY”**

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### **ABSTRACT:**

This research paper investigates the impact of online transactions on small-scale industries in Bangalore, a thriving hub of innovation and entrepreneurship, explores the transformative influence of digitalization on market access, cost efficiency, and marketing strategies for small businesses in this Bangalore city. We present real-world case studies highlighting how small-scale industries in Bangalore leverage online transactions for growth and innovation. The research emphasizes the significant role of digital payments in India's economic landscape, with the Digital Payments Index showing substantial growth. Mobile payments, expected to reach 65% in overall payments, contribute to the evolving nature of transactions globally. Reviewing literature, the paper references studies from Bengaluru, rural Gujarat, the UAE, and Thailand, showcasing the global impact of electronic payment systems on small businesses. The objectives of the study include evaluating the uptake and potential expansion of online transactions in small-scale industries. The research methodology involves exploratory research, utilizing surveys and questionnaires to understand the level of awareness, knowledge, and perceptions of online transactions among small-scale industries in Bangalore. The study includes a sample size of 60 respondents, revealing demographic details, transaction methods offered, and the percentage of total transactions conducted online.

Results indicate a unanimous adoption of online transactions among respondents, with 100% implementing various methods like credit/debit card payments, mobile wallets, and online bank transfers. The study finds that 53% of businesses conduct 51-75% of their transactions online, highlighting a significant reliance on digital channels. Positive impacts on business include improved cash flow, reduced operational costs, and enhanced market reach. Challenges such as security concerns and technical issues are identified, suggesting a need for strategic solutions. The study concludes with recommendations for businesses to expand market reach, address technical challenges, and advocate for government support. Overall, the research underscores the critical role of online transactions in fostering growth and efficiency for small-scale industries in the digital age.

Keywords: Online Transactions, Small-Scale Industries, Digitalization, Business Growth, Challenges, Bangalore, Digital Payments,

## **A STUDY ON REMUNERATION AND EMPLOYEE MOTIVATION AT ABC HOSPITAL, TRICHIRAPALLI DISTRICT.**

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### **ABSTRACT**

This research investigates the connection between **pay and worker motivation** in the setting of the **ABC Hospital at Trichy District**. In the healthcare industry, staff motivation is critical since it affects patient care, productivity, and organizational success as a whole. Still, there is more research to be done on the subject of how **compensation** which includes: **wages, perks, and incentives** - affects employee motivation.

This study employs a **mixed-methods approach** to examine how employees at ABC Hospital perceive, feel, and interact with compensation and how it affects their motivation levels. Data will be gathered using **quantitative surveys** and **qualitative interviews** in order to examine the relationship between compensation packages and employee motivation. To provide a thorough knowledge of motivational dynamics, other elements including job satisfaction, corporate culture, and career growth chances will be looked at.

The study's conclusions aim to furnish vital insights for healthcare industry policymakers, HR managers, and hospital administrators. By comprehending the correlation between pay schemes and employee motivation, organizations can introduce targeted interventions to enhance employee happiness, engagement, and, consequently, the standard of patient care.

**Keywords:** Remuneration, Employee Motivation, Healthcare Sector, Job Satisfaction, Organizational Culture, Career Advancement.

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## **DIGITAL TRANSFORMATION AND TRADE: OPPORTUNITIES AND CHALLENGES FOR INDIA**

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### **ABSTRACT**

The rapidly emerging wave of digital transformation is radically changing the face of international trade, offering India a plethora of opportunities as well as challenges. The structure and configuration of commerce have undergone substantial changes as a result of the digitalization of international trade, and new formats and prospects for global business have also emerged. The present study investigates the effects of digital transformation on trade dynamics within the Indian setting. Global trade has changed significantly because of the quick development of digital technology; this has brought opportunities as well as challenges for developing nations like India. This article investigates how digitalization has changed trade patterns, facilitated cross-border transactions, and affected the competitiveness of Indian sectors through a thorough examination of the literature and analysis of actual data. The research explores the various prospects and challenges posed by the digital revolution in Indian commerce. Numerous opportunities exist, such as improved trade facilitation, lower transaction costs, greater transparency, and more channels for e-commerce. Furthermore, the research explores policy implications for India to harness the benefits of digital transformation while mitigating its associated risks. This includes recommendations for investments in digital infrastructure, formulation of supportive regulatory frameworks, and strategies to address digital skills gaps in the workforce. By addressing these challenges effectively, India can capitalize on the opportunities presented by digital transformation to enhance its position in global trade and foster sustainable economic development. The article concludes by emphasizing how crucial it is for India to embrace digital transformation as a strategic objective for its economic resilience and trade competitiveness. It promotes a comprehensive strategy that combines technological advancement, legislative changes, and efforts to strengthen capability in order to fully realise the benefits of digitalization. India can establish itself as a leader in the digital economy and promote sustained growth and prosperity in the years to come by seizing opportunities and confronting obstacles head-on.

Keywords: Digital transformation, Trade, India, Opportunities, Challenges, Policy implications

## **“A STUDY ON STARTUPS IN INDIA AND STARTUP SCHEMES PROVIDED BY INDIAN GOVERNMENT”**

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### **ABSTRACT**

Start-ups are entrepreneurial ventures seeking sufficient funding to establish themselves. The primary challenge for any start-up is to demonstrate the validity of its potential to attract lenders and investment. Start-ups are often perceived as risky investments, and potential lenders/investors utilize various methods to assess their potential returns. In India, the number of start-ups ranks third globally, following the US and Britain. The country currently hosts around 4,400 technology start-ups, with projections indicating that this number will surpass 13,000 by the end of 2021. India is also home to several successful start-ups in its billion-dollar club, including Flipkart, Paytm, Zomato, Snapdeal, Ola, InMobi, Hike, MuSigma, and Quikr. Additionally, Fintech start-up MobiKwik aims to become a unicorn with a forthcoming \$100 million funding round. In terms of employment generation, start-ups created 65,000 new jobs in 2014, and it is anticipated that this number will reach 250,000 by 2021, as per the NASSCOM Start-up Report.

This research paper presents a descriptive study on the government initiatives aimed at fostering start-up ventures in India. The study's objective is to analyze and document the various schemes and initiatives introduced by the Indian government to support and promote start-ups in the country. It delves into the key features, eligibility criteria, benefits, and challenges associated with these schemes. Furthermore, it evaluates the impact of these government initiatives on the start-up ecosystem and offers recommendations for enhancement. The study is based on a thorough review of pertinent literature, official government publications, and case studies of successful start-ups. The research paper's findings offer valuable insights into the government's role in nurturing entrepreneurship and facilitating the growth of start-ups in India.

**Keywords:** Startup India Schemes, Unicorn Startup, Startup Ranking, Registration & Application process for Startup Company in India.

# CRYPTOCURRENCY TRADING STRATEGIES AND MARKET DYNAMICS: AN IN-DEPTH ANALYSIS

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## ABSTRACT

In the contemporary financial landscape, there has been a notable uptick in the inclination of financial institutions to incorporate cryptocurrencies into their portfolios. This trend signifies a significant evolution, as cryptocurrencies represent the first category of entirely digital assets to be integrated by asset managers. Despite sharing certain characteristics with more conventional assets, cryptocurrencies possess distinctive attributes, and their behavior as a unique asset class is still undergoing exploration. Consequently, there is a paramount need to consolidate existing research findings on cryptocurrency trading, encompassing a spectrum of aspects such as accessible platforms for trading, in-depth tactical analysis and efficient risk control.

This research endeavor seeks to furnish a thorough survey within the current knowledge base on cryptocurrency trading, synthesizing insights from 100 research papers that delve into various facets of this dynamic domain. The inclusion of cryptocurrencies in institutional portfolios represents a paradigm shift, necessitating a nuanced understanding of their distinct nature and market dynamics. As digital assets, cryptocurrencies present challenges and opportunities that differ from traditional financial instruments, prompting the need for specialized research and analysis.

The surveyed research papers contribute to the collective understanding of cryptocurrency trading by addressing critical aspects such as trading platforms, signals influencing market movements, strategies employed by traders, and risk management approaches. By synthesizing findings from a diverse range of research endeavors, this paper aims to offer a holistic overview of the evolving landscape of cryptocurrency trading. In doing so, it endeavors to furnish a valuable resource among empiricist, professionals, and stakeholders navigating complexities of this rapidly expanding and transformative financial domain.

**Keywords:** Cryptocurrency, Digital Assets, Financial landscape, Risk Management etc.

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## **A STUDY ON INDIVIDUAL TAX PAYERS CHOICES BETWEEN OLD VS NEW TAX REGIME IN INDIA**

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### **ABSTRACT**

The purpose of this study is to look at how the new tax regime's implementation has affected Indian taxpayers' tax compliance practices. "How has the implementation of the new tax regime impacted tax compliance behaviour among taxpayers in India?" is the research question that directs this paper. The project's scope comprises comparing tax compliance behaviour prior to and following the new tax regime's installation in order to track changes over time. In order to identify any notable discrepancies, it also entails comparing tax compliance behaviour under the new tax regime with the previous tax system. In addition, the research looks at certain clauses and aspects of the new tax law that might affect how taxpayers behave.

This study, which makes use of surveys, and data analysis, attempts to offer a thorough grasp of the dynamics behind tax compliance behaviour in India during the changeover to the new tax system. The results of this study are expected to add to the amount of information already available on tax compliance, especially when it comes to regulatory changes and how they affect taxpayer behaviour. And, the knowledge gained from this research might help tax officials and policymakers create and put into practice efficient plans to improve tax administration and compliance in India. All things considered, this study project might provide insightful information on how well the new tax system influences taxpayer behaviour and encourages tax compliance.

**Keywords:** old tax regime, new tax regime and tax payer.

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## **A STUDY ON CUSTOMER SATISFACTION TOWARDS YOUTUBE FOOD VLOGGERS**

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### **ABSTRACT**

Enchanting Food Lovers: An Examination of Viewers' Contentment with YouTube Food Vloggers (2014–2024) This review explores how viewers express pleasure with the content created by food vloggers on YouTube (2014–2024). The elements influencing satisfaction are examined, ranging from interesting characters and diverse content to high-quality video production. We look at the several measures that viewers use to communicate their happiness, such as likes, comments, brand loyalty, and purchase decisions. The assessment emphasizes the potential of food vloggers to not only entertain but also influence their audience and create online communities, even though it acknowledges certain limitations. In order to better comprehend this dynamic online phenomenon, future research could compare and contrast different platforms and go further into particular elements

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# **EMPIRICAL STUDY ON GOODS & SERVICES TAX (GST) AND INFLATION IN INDIA SINCE 2017 WAY FORWARD TO 2022, GRANGER CAUSALITY ANALYSIS.**

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## **ABSTRACT**

The paper focuses on investigating the causal relationship between Goods & Services Tax (GST) and inflation since implementation of five years of GST in India. Monthly time series data of all selected variables from September 2017 to August 2022 has been collected. It has been attempted to analyse whether inflation does lead to GST and vice versa. The concept of cointegration and Vector Error Correction Model (VECM) are employed to find the long-run relationships amongst selected variables. Johnson cointegration test revealed long run cointegration between India's inflation (its indicators CPI and WPI) and GST. The results of VECM Granger causality test exhibited unidirectional relationship between Goods and Service Tax (GST) and Wholesale Price Index (WPI). GST leads WPI. There is no relation amidst GST, inflation rate and CPI. It has been found that Inflation rate and its indicators do not lead to GST.

Keywords: Causality, Inflation rate, WPI and CPI.

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## **IMPACT OF ARTIFICIAL INTELLIGENCE ON CONSUMER BUYING BEHAVIOUR ARTICLE**

**Anurag B**

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### **ABSTRACT**

Artificial Intelligence (AI) technology integration has completely changed the business environment and has a significant influence on customer purchasing behaviour. This study explores the complex ways that artificial intelligence (AI) affects consumer decision-making patterns and processes. Through the use of empirical data and a thorough analysis of the literature, this study provides insights into the complex interactions that occur between artificial intelligence (AI) and consumer behaviour in a variety of contexts. First, the study looks into the dynamic way in which recommendation systems driven by AI and customized to each user's tastes influence the purchases that customers make. It investigates the ways in which sophisticated algorithms that produce tailored suggestions affect consumers' perceptions, preferences, and ultimately their decisions to buy. Furthermore, the study explores the psychological foundations of consumer acceptance and trust of AI-driven recommendations, providing insight into the elements that facilitate or hinder consumer reliance on algorithmic recommendations. This study also examines how AI-driven chatbots and virtual assistants contribute to smooth customer interactions and transactions. Through an analysis of user views on chatbot effectiveness, responsiveness, and perceived value, the study clarifies the degree to which AI-powered customer support interfaces affect customer happiness and loyalty. Additionally, the paper explores the moral issues surrounding the use of AI in consumer markets, addressing issues with algorithmic bias, data privacy, and consumer autonomy. This study attempts to identify the ethical bounds and consequences of AI integration in influencing consumer behaviour by assessing consumer views toward AI-enabled decision-making processes. All things considered, this research advances our understanding of the profound effects of artificial intelligence (AI) on consumer purchasing behaviour and provides useful information for companies looking to use AI to improve customer engagement and spur longterm growth in a market that is becoming more and more digital.

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## **IMPACT OF SOCIAL MEDIA ON BUYING BEHAVIOUR OF GEN Z OF RAIPUR CITY**

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### **ABSTRACT**

In the last few decades, it is observed that social media has become an indispensable part of peoples' life. It has brought a revolutionary change in the buying trends of Gen Z with a remarkable influence on their way of connecting with the world and making buying decisions. Many small and large-scale business owners prefer social media platforms like Instagram, Facebook, Whatsapp, Pinterest etc. coupled with local shops and outlets for marketing of their products. Moreover, social media influencers with stupendous fan followings appear likely to be the preeminent trendsetters for Gen Z. Business owners often hire these influencers as the brand ambassador of their company that in turn leaves a profound impression in the mind of consumers. Social media also provides two way interactions, which expedite the instantaneous and real time dialogues between business owners and consumers promoting B2C model of business. The present study is a survey based study which intended to explore how the advertisements, discounts, review by users word of mouth promotion, influencers visual appeal and lucrative projection of any product on social media change the perception and mould the buying decisions of Gen Z of Raipur city. It also explore whether the Gen Z engagement time with social media shape their buying behaviour or not. This study is limited to the urban population of Raipur district. The sample for present research comprises of Gen Z population of Raipur city with age ranging from 18- 27 years.

Keywords: Social media, Gen Z, Buying Behaviour, B2C Model of business.

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## **CONSUMER AWARENESS ON AFFILIATE MARKETING IN ONLINE PURCHASE (WITH SPECIAL REFERENCE TO CONSUMERS IN CHENNAI CITY)**

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### **ABSTRACT**

Digital Marketing in the modern world is expanding beyond their traditional boundaries. There are huge startups everywhere among various companies in the world. In the present virtual world environment, digital entrepreneurs contend with each other and are focusing on more international ventures. Now a days every marketer is conforming to the digital culture to be innovative and to sustain in the market. The present study elaborates the concept of affiliate marketing in the digital era. Review of articles relating to affiliate marketing has been done and the idea of this study has been derived. The study helps to identify the awareness level of the consumers with respect to affiliate marketing through social media or any means. The sample involves 250 respondents in and around Chennai metropolis.

**Keywords:** Affiliate marketing, Digitalisation, Digital era, Influence

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## **BREAKING BARRIERS: EXPLORING THE IMPACT OF WOMEN LEADERSHIP IN HR PROFESSION**

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### **ABSTRACT:**

In recent years, the role of women in leadership positions within the Human Resources (HR) profession has gained considerable attention. This study aims to delve into the multifaceted impact of women leaders in HR, examining their contributions to organizational success and culture. Using a mixed-methods approach, quantitative analysis of organizational performance metrics will be combined with qualitative interviews and case studies of women leaders in HR across diverse industries. Through the exploration of key performance indicators, employee engagement, and organizational culture, this research seeks to provide a comprehensive understanding of the tangible outcomes associated with women's leadership in HR. Furthermore, the study will investigate the unique leadership styles, strategies, and perspectives that women bring to the HR profession, addressing how they navigate challenges, foster diversity and inclusion, and cultivate environments conducive to talent development and innovation. By shedding light on the positive impact of women leaders in HR, this research aims to contribute to the ongoing dialogue on gender diversity and leadership within the workplace, offering valuable insights for organizations striving to create inclusive and effective work environments that harness the full potential of their workforce.

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# **A STUDY ON FORECASTING OF GOLD FUTURE PRICE IN COMMODITY MARKET (NCDEX) USING ARIMA MODEL**

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## **ABSTRACT**

The present study is to forecast the gold futures prices in National Commodity & Derivatives Exchange (NCDEX) for the period six months from July 2022 to January 2023. The study tested Auto Regressive Integrated Moving Average (ARIMA) models and also examines the Augmented Dickey-Fuller test (ADF) to test the stationarity of the variables and the Akaike's information criterion (AIC), Bayesian information criterion (BIC) to see the best fit of the ARIMA model. Price discovery process helps to determine the movement of the market in the future date and to determine the present price in the market or expected future price or both. The price quoted in the gold future market is used to predict the spot prices of gold at a future date and also to predict the future returns. The price prediction of gold futures is used to identify the movement of the gold market and its fluctuations and stability. From this study it is found that the prices of gold are almost non stationary. The Augmented Dickey Fuller Test is a best model to test the stationarity. To forecast the future gold price ARIMA is suggested as best and fittest model. The study also finds the best lag in ARIMA model.

Keywords: Gold futures, ARIMA, Stationarity, ADF and Commodity

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# **STUDY ON ENVIRONMENTAL BEHAVIOUR OF CONSUMERS TOWARDS USAGE AND DISPOSAL OF PLASTIC GOODS**

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## **ABSTRACT**

This research delves into the intricate dynamics of consumer behavior concerning the utilization and disposal of plastic goods in the context of environmental sustainability. As the detrimental impacts of plastic pollution on ecosystems and human health become increasingly evident, understanding the choices and actions of consumers is paramount for developing effective mitigation strategies. The study employs a mixed-methods approach, combining surveys, interviews, and observational analyses to comprehensively explore the multifaceted aspects of consumer behavior. The research aims to identify key factors influencing the decision-making process related to the purchase, usage, and disposal of plastic products. Additionally, it seeks to evaluate the level of awareness among consumers regarding the environmental consequences associated with plastic consumption. The findings of this study contribute to a deeper understanding of the drivers behind consumer choices in the realm of plastic goods. By uncovering the motivations and barriers that influence environmentally conscious behavior, the research aims to provide insights for policymakers, businesses, and environmental advocates to develop targeted interventions and campaigns. Ultimately, the goal is to encourage a shift towards more sustainable consumption patterns, reduce plastic waste, and promote the adoption of eco-friendly alternatives, fostering a more environmentally responsible society. With the escalating concerns surrounding plastic pollution's adverse effects on ecosystems and human health, deciphering the choices and actions of consumers becomes imperative for devising effective solutions. Employing a mixed-methods approach encompassing surveys, interviews, and observational analyses, the research seeks to unravel the multifaceted dimensions of consumer behavior. Its primary objectives are to pinpoint the key factors influencing consumers' decision-making processes regarding the purchase, usage, and disposal of plastic products, as well as to assess the level of environmental awareness among consumers in relation to plastic consumption. The study's findings promise to contribute significantly to our understanding of the motivators and deterrents steering consumer choices in the realm of plastic goods. By unveiling the drivers behind environmentally conscious behavior, the research aims to offer valuable insights for policymakers, businesses, and environmental advocates. These insights can inform the development of targeted interventions and awareness campaigns, fostering a shift towards more sustainable consumption patterns.

## **DEVELOPING A COMMUNITY SUPPORT MODEL FOR PROMOTING RESPONSIBLE TOURISM**

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## **ABSTRACT**

The concept of Responsible Tourism (RT) has been present in the academic community since 1996, but significant efforts to implement RT began with the signing of the Cape Town Declaration on RT in 2002. The main aim behind this was to fulfill the gap in the implementation of sustainable tourism and to realize the objectives of sustainable tourism in an effective way (Farmaki A. et al. 2014). Realizing its importance, the government of Kerala started its initial steps to implement RT



in 2007. The study explains the efforts taken by Kerala government towards the implementation of RT. The present study also discusses the factors contributing to the resident community support for RT and develops a community support model. The primary data was collected by using random sampling method from the resident community residing at three destinations:-Kumarakom, Thekkady, and Vaikom. A total of 396 responses were collected and analysis was done using Spss and Amos. The study found that the government of Kerala has successfully implemented RT in Kerala and the latest two projects PEPPER and STREET have been providing experiential tour packages to tourists. The study also explains the 3 phases in the implementation of RT in Kerala. The study explains the factors affecting support and presents a community support model for RT, which will help the authorities to understand the effect of various factors on community support.

**Keywords:** RT, Sustainable development, Perceived impacts of tourism, Perceived benefits of tourism(PBT), Perceived costs of tourism(PCT), overall community satisfaction(OCS), and community support for tourism(CST).

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## **A STUDY ON KNOWLEDGE MANAGEMENT PRACTICE IN THE KERALA STATE COOPERATIVE BANK**

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### **ABSTRACT**

The banking sector plays a crucial role in a nation's economy. In the modern banking landscape, there is a unanimous consensus on the significance of knowledge management as a fundamental business practice. Banks, insurance companies, and other financial service providers have come to realize that knowledge is a powerful asset. Knowledge management serves as a vital tool for banks to unlock their full potential by harnessing global knowledge across the organization and assessing its impact on performance. This research paper aims to assess the level of knowledge management and awareness among employees at Kerala Bank. Additionally, it seeks to explore the knowledge management practices, knowledge Management Sharing (KMS), and the challenges faced by the bank's employees. The study focuses on a random sample of Kerala Bank employees. Primary data will be collected through personal visits and interactions with both public and Kerala Bank employees. Secondary data will be gathered from various sources that provide relevant information. The research will be conducted in the state of Kerala, India. A simple random sampling technique will be employed to select the sample. A questionnaire will be designed for the survey. The study concludes with recommendations based on the findings.

Keywords: Knowledge Management, Knowledge Management Practice, Bank Employees, challenges.

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## **USE OF MOBILE TECHNOLOGIES IN E-EVALUATION: STUDENTS' PERSPECTIVE WITH SPECIAL REFERENCE TO COIMBATORE CITY**

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### **ABSTRACT**

In the age of educational technology, mobile learning, or M-learning, is a new wave that offers learners and educators options for informal, personal, voluntary, and contextual learning. Because of its various properties, including portability, interaction, adaptability, and ubiquity, mobile-based assessment is one of the developing technologies that spurs academic interest in examining its efficacy. It was determined from the reviewed literature that there is a dearth of research on students' opinions regarding the use of mobile devices in the context of e-Evaluation. The goal of the current study is to find out how students feel about using mobile devices in the instructor e-assessment system. The information was gathered using a well-structured questionnaire. There are 250 students participated in total. Findings indicated that 100% of the students own a mobile phone or tablet. Moreover, results indicated a statistically significant difference among the students' attitudes in terms of their gender where the differences were in favour of male students. In contrast, results revealed no statistically significant differences among the students' attitudes in terms of their age, degree, curriculum and department.

Keywords- Mobile learning, portability, interactivity, e- evaluation.

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## **TITLE : IMPACT OF ONLINE SHOPPING ADVERTS ON CONSUMER BUYING RATE**

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### **ABSTRACT**

Online shopping has completely changed the retail scene in the digital age, drastically changing customer behaviour and buying habits. Online shopping advertisements, which have become effective instruments for influencing customer purchase rates, are key to this transition. The purpose of this study is to investigate how online shopping advertisements affect consumer purchase behaviour and to clarify the underlying mechanisms that underlie this phenomenon. This study looks at a number of variables, such as ad content, format, placement, and personalisation, that affect consumers' reactions to online shopping advertisements. It does this by doing a thorough analysis of the body of existing literature. The study also looks into how customer traits like psycho graphics, demographics, and past online shopping history affect how effective internet advertisements are.

**Keywords:** Online shopping, Advertisements, Consumer behaviour, Buying rates

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## **AN ANALYSIS ON THE IMPACT OF FIRM PERFORMANCE METRICS IN ENHANCING MVA**

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### **ABSTRACT**

This study delves into the efficacy of traditional and contemporary performance metrics in enhancing Market Value Added (MVA) for companies listed on the NIFTY 100, filling a crucial research void. Through panel regression analysis of company-specific data spanning from the fiscal years 2013-14 to 2022-23, the research evaluates the connections between MVA and pivotal performance indicators including Economic Value Added (EVA), Enterprise Value to EBITDA ratio (EV/EBITDA), Earnings per Share (EPS), Dividends per Share (DPS), Price-to-Earnings ratio (PE), and Book Value per Share (BVS). The study unveils that contemporary value-based metrics, especially EVA and EV/EBITDA, have a more pronounced and statistically significant association with MVA than conventional accounting measures. DPS also shows a noteworthy positive effect on MVA, while EPS, BVS, and PE display mixed or non-significant correlations. Remarkably, BVS is negatively and insignificantly correlated with MVA, which could reflect investor sentiments about suboptimal resource utilization. Drawing from these insights, the study advocates focusing on modern value-based metrics when evaluating and optimizing shareholder value. This approach should be complemented by considering industry-specific nuances, leveraging cutting-edge data analytics, expanding the scope of investigation, and formulating customized performance assessment frameworks. Adopting these measures is anticipated to bolster financial outcomes, market appeal, and shareholder wealth for firms within the dynamic landscape of the NIFTY 100.

Keywords: NIFTY 100, Market Value Added, Firm Performance Measures – Traditional Measures & Value Based Measures

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## **AN EMERGING STYLE OF ENTREPRENEURSHIP IN INDIA: FRUGAL INNOVATION ENTREPRENEURSHIP**

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### **ABSTRACT**

The present study examines the emerging trend of frugal innovation entrepreneurship in India. The growth of frugal innovation entrepreneurship in India has marked a significant shift in the country's entrepreneurial scenario in recent years. Frugal innovation (FI) has become a revolutionizing strategy for responding to low-income consumers in emerging nations. It is the development of low-cost solutions that meet the needs of underserved areas. By generating greater commercial and societal value while consuming less energy, money, and time, it refers to the capacity to do more with less. This study focuses on the methods employed in India to promote entrepreneurship, the difficulties that frugal innovators encounter in reaching mainstream markets and attaining scales, methods to overcome entry obstacles, and the consequences of these activities on the country's economy and society. The data used in this report was gathered from secondary sources by reading through study articles that had already been published. Through a comprehensive literature review, case studies, and empirical data analysis, this paper enhances our knowledge of the dynamic entrepreneurial phenomenon and its possible consequences for forthcoming investigations. Some examples of frugal innovation from a variety of industries, including technology, agriculture, and healthcare, are provided based on the literature. The study's final conclusion was that frugal, innovative entrepreneurship, which provides innovative answers to urgent socioeconomic problems, is a new force in India's entrepreneurial scene. Frugal innovators are transforming traditional enterprise frameworks, fostering sustainability, and increasing inclusive growth by utilizing limited assets and teamwork. However, it is essential to eliminate legislative barriers, improve market access, and promote an innovative and entrepreneurial culture nationwide to fully realize the promise of frugal innovation entrepreneurship. In the coming years, India can achieve sustainable and inclusive development by utilizing the power of frugal innovation through the combined efforts of stakeholders from all sectors.

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## **AN IMPACT OF CRYPTOCURRENCY**

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### **ABSTRACT:**

A digital form of money protected by cryptography, cryptocurrency has become a disruptive force in the world of finance. This abstract explores the complex effects of cryptocurrencies on the economy, society, and technology. In the first place, it looks at how cryptocurrencies could completely change established financial systems by providing decentralized, international transactions that threaten the hegemony of centralized institutions.

In its second section, it examines how cryptocurrencies affect financial inclusion, specifically how they empower the unbanked and make remittance services easier in underserved areas. Additionally, it talks on how cryptocurrency affects regulatory frameworks, emphasizing the potential and problems that come with blockchain technology's decentralized nature. It also looks at the environmental issues raised by bitcoin mining and the search for long-term fixes.

It's crucial to take a deep breath and realize that the effects of cryptocurrencies extend beyond their daily price swings during periods of correction in bitcoin prices and spikes in the fear and greed index. The blockchain technology that underpin cryptocurrency use cases are developing at an exponential rate. The enormous economic influence that cryptocurrencies have on the world economy transcends national borders and industries, going beyond what was previously unthinkable.

Because they're so accessible, cryptocurrencies could promote financial inclusion on a global scale. Among the billions of people who own mobile phones but are underserved and unbanked, using cryptocurrencies presents an opportunity for financial inclusion. Thus, one could argue that cryptocurrencies are beneficial to the economy by nature.

Additionally, it looks into how cryptocurrencies are promoting innovation, including the creation of non-fungible tokens (NFTs) and decentralized finance (DeFi), and how they might change sectors other than finance. The popularity of cryptocurrencies and its socioeconomic effects are finally covered, along with how they affect income distribution, privacy issues, and the development of digital economies. All things considered, this abstract offers a thorough analysis of the effects of cryptocurrencies, highlighting both their potential for disruption and the opportunities and difficulties they present as we move closer to a decentralized future.

## **ANALYSIS OF THE PSYCHOLOGICAL STATE OF COLLEGE STUDENTS IN THE POST-PANDEMIC PERIOD**

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### **ABSTRACT**

The COVID-19 pandemic has profoundly impacted higher education in many ways: College students have been greatly affected by the pandemic environment. In the post-pandemic era, college students have some new psychological characteristics: depression and anxiety, awakening and confusion, fragmented learning, networked socialization, and some of them have negative emotions and psychological problems such as panic, anger, and rebellion. Along with the resumption of university lectures, higher education has entered the post-pandemic period, but the impact of COVID-19 on college students is irreversible. This research aims to investigate the behaviour of students in higher education, in a post-pandemic world. Through an online survey this study explores and describes students' behaviour, after they got back in physical classes, when lockdown period was finished and students got back to the offline classes.

**Keyword:** Post pandemic students behaviour, challenges and positive impact.

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## **ANALYZING THE IMPLICATIONS OF THE MERGER BETWEEN THE STATE BANK OF INDIA AND THE STATE BANK OF SAURASHTRA**

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### **ABSTRACT**

The banking sector entered into a consolidation process mainly, to enlarge the bank size thereby preventing bank failure or tapping the economies of scale. After many successful consolidations in the banking sector, the State Bank of India has decided to merge with its associates. It is the biggest merger in the history of banking. In this paper, the researcher has analyzed the financial and operational position of the State Bank of India during pre and post-merger with State Bank of Saurashtra (SBS) and its other subsidiaries. SBS is the smallest associate bank when compared to other subsidiaries which had total assets of Rs.18,847 crore in 2007 the SBI's total asset as of March 2022 was Rs.4987597 crore. The operational performance of the SBI during pre and post-merger period has been analysed by using the following variables Net NPA, deposits, advances, and investments. The variables net profit, number of employees, and total assets have been used to measure the financial performance of SBI during the study period. The study found that there is a significant change in the CD ratio, PPE ratio and there is no significant change in the NNPTAR of the SBI between the pre and post-merger period.

**Keywords:** Merger and Acquisition, operational performance, financial performance, pre and post-merger period

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## **ASSESSING THE FOREIGN DIRECT INVESTMENT OF SECONDARY AND TERTIARY SECTORS IN INDIA - A BROADER PERSPECTIVE**

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### **ABSTRACT:**

Foreign Direct Investment is a form of controlling a business / an entity based out from another country. It is a form of expanding business and its operation. This study aims to analyse the diversified opportunities, as investors build new companies in foreign countries. As far as India is concerned, it is a major source of non -debt financial resource. FDI brings in sustainable capital and development in strategic sectors of the economy. It accelerates, to supplement domestic capital, technology and skills for economic development. It also establishes a “lasting Interest” in an enterprise, other than the investor. FDI bring in more competitive business environment in the country. This study reviews the FDI routes in India and its regulatory framework. This analysis also highlights the pros and cons of FDI with some challenges. The conclusion emphasis the need for FDI, considering both strengths and potential areas of improvement.

Keywords: Non-Debt Financial Resource, Sustainable Capital, Strategic Sectors, Domestic Capital

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# **ASSESSING THE OPPORTUNITIES AND CHALLENGES OF GREEN FINANCE IN CHENNAI: AN ANALYSIS IN THE EV SECTOR**

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## **ABSTRACT**

This study investigates the landscape of green finance within the region of Chennai, With a specific focus on its implications and dynamics within the Electric Vehicle (EV) sector. As the world grapples with environmental challenges and seeks sustainable solutions, the EV industry stands as a pivotal arena for innovation and investment, particularly in emerging economies like India. By briefly examining both opportunities and challenges. Key findings suggests that while there is growing interest and momentum towards green finance, several barriers impede its full realization. These include regulatory frameworks, market dynamics, investor perceptions, and technological uncertainties. However, despite these challenges, there are notable opportunities for green finance to thrive in Chennai, driven by increasing awareness of environmental concerns, government initiatives, and evolving consumer preferences, this study provides valuable insights for policymakers, financial institutions, and industry stakeholders aiming to navigate the evolving landscape of green finance in Chennai's EV sector Through a combination of literature review and data analysis, this study explores the current state of green finance initiatives in Chennai's EV sector.

This research contributes to the broader discourse on sustainable development and underscores the importance of collaborative efforts in realising a greener and more inclusive future.

**Keywords** - Green finance, Electric vehicle (EV), Environmental challenges, Sustainable solutions, Innovation, Investment, Emerging economies, Opportunities, Challenges, Regulatory frameworks, Market dynamics, Investor perceptions and Awareness.

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## **“THE DIGITAL MEDIC: ASSESSING THE ROLE OF SOCIAL MEDIA IN EMPOWERING INDIVIDUALS WITH HEALTH KNOWLEDGE AND CHOICES”**

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### **ABSTRACT**

**Purpose:** The rapid expansion of social media platforms has significantly transformed communication patterns and information access. This study examines the role of social media in sharing health-related content among Indian users, evaluating its trust, influence, and impact on health information.

**Methodology:** A survey of 100 questionnaires was conducted using SPSS v24, G-power, and literature reviews. Statistical methods assessed reliability, trust, influencing behaviour, and impact perspectives. A model was developed using SPSS 21 AMOS software.

**Findings:** This study examines the transformative potential of social media platforms like YouTube and Instagram for health-oriented information dissemination. It found a significant association between gender and using social media for medical information, with independent variables including reliability & Trust, Influence & Behaviour Impact and perspective, and positive impact. The value of ANOVA in regression model was 0.00, indicating a better fit for the regression model.

**Practical Implication:** The effectiveness of tools in decision-making is crucial for organizations like fitness clubs, gyms, and yoga centres to boost advertisement, increase consumer base, and achieve higher revenues, while general people can find trustworthy healthcare information platforms.

**Keywords:** Social Media, Trust, Influence, Health-Information, Empowerment, Perspectives.

## **BANKING SECTORS - BOOSTING THROUGH FINANCIAL INNOVATION**

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### **ABSTRACT**

The term innovation in banking (IB) refers to use of the internet as a remote delivery channel for banking services. Banks also use websites as an informational delivery tool, a channel for conducting transaction and to improve customer relationship. Bankers have begun providing various types of services besides performing the basic banking functions, i.e. accepting deposits and lending money. The range of service rendered by commercial banks in our country can be broadly classified as traditional services and innovative services. The traditional services include providing different types of deposits accounts, grants of advances, collection of cheques/drafts /bills of exchange, provision for safe deposits lockers, purchase and sale of securities, etc. The innovation services offered by the banks include services such as E-banking, tools are Internet, ATM, credit cards, Debit cards, Smart cards, electronic Funds Transfer, Security Counter pens, Digital signatures and the like.

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## **TURNING TRASH IN TO CASH: TE NEW BUSINESS OF GARBAGE**

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### **ABSTRACT**

From the waste product items we utilize in our standard of, raw materials are made there and they ensure the environment and start up an unused commerce for business visionary. It'll offer assistance our nation win remote trade to create itself and advance trades by utilizing our individuals. People's imagination, inspiration, essentialness are showed and self – dependence to stand for their own legs.

**Keywords** Waste product, Raw material, business visionary and people's imagination.

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## **CHALLENGE FOR INDIAN ECONOMY**

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### **ABSTRACT**

The Indian economy is one of the fastest-growing economies in the world. However, it faces a number of challenges that need to be addressed in order for it to continue to grow. One of the biggest challenges is population density. India has one of the highest population densities in the world, which puts a lot of pressure on resources like land and water. Another challenge is Indian infrastructure. The country's infrastructure is not up to par with other developed countries, which hurts economic growth. Additionally, India has a large poverty problem, which needs to be addressed if the country wants to see continued economic growth.

One of the most recent challenges faced by the Indian economy is payment deterioration. This is caused by the delay in payments from the government to contractors and suppliers. This has led to a lot of financial problems for the contractors and suppliers. Another challenge that the Indian economy faces is poor education. The literacy rate in India is only around 74%. This means that a lot of people are not able to get good jobs and participate in the economy. This leads to a lot of social problems as well.

Another challenge faced by the Indian economy is private debt. The private debt to GDP ratio in India is one of the highest in the world. This means that a lot of people have taken out loans and

are not able to repay them. This leads to a lot of financial problems for the economy.

Another challenge faced by the Indian economy is fixed labour laws. These laws make it very difficult for companies to lay off workers. This leads to a lot of inefficiency in the economy and leads to a lot of financial problems for the companies.

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## **“CHALLENGES AND OPPORTUNITIES: ASSESSING THE IMPACT OF GLOBALIZATION”**

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### **ABSTRACT**

Globalization is a transformative force that affects economies, cultures, and societies all across the world, reshaping the modern world. The goal of this thorough analysis is to evaluate the effects of globalization, taking into account opportunities as well as problems in the areas of economics, culture, technology, politics, the environment, and society. Globalization has had a major positive impact on economic growth generally, foreign direct investment, and international trade. Even with these advancements, issues such as enduring economic disparity demand a more thorough investigation of fair distribution mechanisms. Globalization has improved communication and education by fostering innovation and facilitating the flow of information. However, the study draws attention to the negative effects on the environment that result from higher energy and consumption levels brought on by technological improvements. In terms of politics, global concerns now require international cooperation and integrated governance. The report promotes cooperation and fortifying international institutions, particularly in vital domains like public health and climate change. The study highlights that the growth of global supply chains leads to resource depletion and environmental deterioration, with implications for the environment and society. Labor mobility presents opportunities and necessitates social justice and equitable working conditions legislation at the same time. The study uses a mixed-methods approach, integrating qualitative and quantitative techniques to provide a thorough analysis. A careful examination of trade figures, technical advancements, and economic indicators provides quantitative data. In-depth interviews, case studies, and content analysis provide qualitative insights that guarantee a sophisticated grasp of the difficulties of globalization. In conclusion, this study highlights the complex effects of globalization and emphasizes the necessity of well-balanced policies that take use of its advantages while tackling the obstacles to a sustainable and inclusive future for all people on the planet.

Keywords: globalization, income inequality, international cooperation, labor mobility.

## **CLOUD COMPUTING OF E-COMMERCE**

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### **ABSTRACT**

Several industries are impacted by cloud computing, including e-commerce, e-learning, and health care. It provides highly efficient internet services at little cost, offering a great economic value. It is without a doubt the upcoming revolution in business and the Internet industries. In order to obtain high practical value, more e-commerce businesses are currently moving to cloud computing. This paper provides an overview of cloud computing in e-commerce by outlining the advantages and difficulties of using cloud computing in e-commerce, talking about a proposed cloud computing e-commerce framework, and addressing different definitions for both categories.

**Keywords:** cloud computing, e-commerce, ICT, Internet, SMEs

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## **COMPARING HOME LOAN INTEREST RATES OF SBI: A COMPREHENSIVE ANALYSIS OF RLLR, MCLR AND EBLR INTEREST RATES**

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### **ABSTRACT**

This case study aims to explore the different types of home loan interest rates that are commonly observed in the market, with a specific emphasis on State Bank of India (SBI). The three types of interest rates discussed in this study are REPO linked interest rate, MCLR interest rate and EBLR interest rate. The study analyzes the features, advantages, and disadvantages of each type of interest rate on the basis of transferability, stability, transparency, predictability and flexibility. Furthermore, the study also delves into the interest rate transmission mechanism and examines its speed of transmission to the final borrowers.. The speed of transmission of changes in interest rates should be beneficial to customers for that SBI offers an auto-switching facility that allows customers to choose from different interest rate options. Overall, this case study provides insights into the workings of the home loan interest rates and its pros and cons.

Keywords REPO rate, MCLR interest rate, EBLR interest rate

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## **CONCEPTUAL FRAMEWORK OF INVESTORS PERCEPTION TOWARDS MUTUAL FUNDS**

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### **ABSTRACT**

For the average investor, mutual funds are the best option since they provide a cost-effective way to purchase a professionally managed, diverse basket of securities. The program's diversification offers a range of alternatives to fit each person's goals based on their age, financial situation, risk tolerance, and expected return. Investor perception has an impact on mutual fund investments. The study's main objectives are to determine how investors view mutual funds and to examine the variables that affect their perceptions. Thus, savvy investors along with skilled fund managers collectively responsible for MF success. As an outcome, it is of the utmost importance to recognize the prerequisites for mutual fund investors in the present scenario, alongside their preferences for mutual fund schemes and how well they execute. The goal in this study is to comprehend perceptions of investors in the pattern of investing in mutual funds. The major factors that influence the perception of investors towards mutual funds are fund attributes, financial standing, convenience, success standards etc. The verdict emphasizes that investor perceptions are likely to be influenced by financial experts and through exchanges of information. The study will be of significant assistance to distributors, brokers and other prospective investors. Further, decision-making dimensions undergo modifications when behavioral considerations are factored in.

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**A STUDY ON TOBACCO USE AMONG COLLEGE  
STUDENTS AND HOW TO CONTROL IT SPLECIAL  
REFRENCE IN PRIVATE AND PUBLIC COLLEGE  
STUDENTS**

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**ABSTRACT**

The present study was done to build a database on prevalence of tobacco use among college students of private and public colleges in Chennai city, for the purpose of advocacy of tobacco control and planning tobacco control interventions and evaluation. Tobacco is a major public health problem. Given the current pattern of tobacco use globally, it is estimated that 250 million children and adolescents who are alive today, would die prematurely because of tobacco, most of them in developing countries. Different counties have adopted various strategies for control of use of tobacco. The respondents were collected from 100 college students and this paper includes both primary and secondary dates. secondary data were collected from books and journal and primary data were collected by Questionnaire and I interview few students regarding there habits and prevention steps.

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## **DETERMINANTS OF BRAND EQUITY IN D2C CHANNEL: A CONCEPTUAL FRAMEWORK**

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### **ABSTRACT**

E-commerce has changed the landscape of marketing especially how businesses interact with their customers. There is need to understand the importance of the internet and how consumer leverage it in making purchase decisions in the e-commerce environment is of crucial importance, especially in devising suitable marketing strategies, (Wu and Lin, 2006). Digital platforms have changed the ways how business functions and interact with consumers. The emergence of digital platforms has removed the physical barrier between firms and customers, therefore customers have access to the firm's products and services without the restriction of time and physical space. This study sheds light on the previous literature regarding modern retailing and aims to uncover the impact of digital platforms on the role of brands and their impact on consumer purchase behavior and loyalty toward brands. Although, there have been studies on online shopping environment and most researches in the last decade have primarily focused on multichannel and omnichannel but specific research relating to brand equity in online environment especially in context with D2C channel is lacking. The study follows a unified approach for understanding the factors that have an impact on consumer purchase behaviour in context of online environment. The propositions proposed in the study are based on SOR-Commitment. This study proposes a conceptual framework based on previous literature with regard to the online shopping behavior of consumers and emphasizes on the factors relevant in building loyalty toward brands in online shopping, particularly with reference to D2C online channel. The conceptual framework proposed is based on stimulus organism response and commitment trust theory to provide a basis for an enhanced understanding of factors that influence brand performance in virtual D2C channel. The framework proposed lacks empirical verification and can be a ground for future studies.

**Keywords:** Brand loyalty, D2C channel, brand experience, perceived quality, brand trust.

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## **CONSUMER BEHAVIOUR TOWARDS GREEN MARKETING IN CHAMARAJANAGAR DISTRICT**

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### **ABSTRACT**

A February 2022 Rakuten study on sustainable consumption in India found that 69% of participants would be ready to pay more for goods that were produced sustainably or with environmental considerations. However, 31% of those polled stated they were unwilling to pay more for goods made with sustainable practises. More individuals are becoming aware of green products on a gradual basis. We must use more environmentally friendly goods and services if we are to protect our ecosystem. Businesses now more frequently use green product innovations into their product and development. One of the most important aspects of green marketing is consumer willingness and ability to pay more for and purchase green products. Although consumers are aware of green marketing today, they regretfully are not aware of the extensive selection of green products. The goal of this study is to investigate consumer perceptions of green marketing, particularly in the Chamarajanagar District. With the help of the practical sampling technique, the respondents are chosen. The sample will consist of 100 replies. The data from this study are studied using a range of data analysis techniques, such as percentage analysis and the chi-square test, to assess the hypothesis. Additional study is necessary to properly comprehend the potential of green marketing, which is still in its early stages. It is crucial to take into account the financial advantages of green marketing. India may rise to the top spot in the world for green business. India's economic practises towards the environment will have a big impact on the rest of the world. The world will only gain if business leaders decide to spend the time, money, and effort after realising the huge potential of green business.

Keywords: Green marketing, Consumer behaviour, Green products

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## **CONSUMER PURCHASE INTENTION ON ELECTRIC VEHICLES**

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### **ABSTRACT:**

The government of India offers several financial incentives and support for the electric vehicle (EV) manufacturers to produce the vehicle at affordable cost. The government mainly support electric vehicle, as it is eco friendly and helps to reduce pollution. Lack of awareness and fear of using EVs are the major factor in promoting the EVs in India. However, currently the EV is gaining popularity across different age groups and certainly one can expect a paradigm shift in the Indian automobile industry in the nearest future. This paper investigates the consumer's major driving factor for preferring and not preferring EV in Madurai district. The analysis revealed that less environment pollution is most preferable factor for choosing EV and not reliable for long distance travel is the major factor for not preferring EVs.

**Keywords:** Electric Vehicle, Preference, Awareness, Battery and Hybrid Electric Vehicle.

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# **CORPORATE SOCIAL RESPONSIBILITY ROLE IN GROWTH AND DEVELOPMENT: AN EMPIRICAL EVIDENCE FROM AUTO INDUSTRY**

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## **ABSTRACT**

CSR is basically a moral and ethical conduct towards the society in large by a company. The primary objective of the study is "Impact of Corporate Social Responsibility Practices on the Performance of Employees and the firm in Automobile Industry: A Perception study with special reference to selected automobile Companies in Tamilnadu. The results of the study stated that, there is a highly significant relationship between the CSR practices and the performance of the employees and the firm at large and the same is proved statistically with the observed p value of 0.001 in the analysis. The higher age group, highly qualified and experienced employees can view the impact at a broader sense in terms of career development of the employees, learning value, skill development etc, rather than the economic value of the firm in terms of sales and revenue. Hence, adoption and inculcation of the customized patterns of Corporate Social Responsibility can play a vital role in the development of the employees and the firm.

Keywords: employee demographics- perception-welfare-recognition- performance

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## **A SCENARIO OF CRYPTO CURRENCY IN DIGITAL MARKETING**

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### **ABSTRACT**

The paper acknowledges the growing trend of cryptocurrencies. Cryptocurrency is a type of digital money that utilizes cryptographic methods to ensure secure transactions, control the generation of new units, and validate transfers of assets. Unlike traditional currencies issued by governments, cryptocurrencies operate on decentralized networks powered by block chain technology. Blockchain functions as a decentralized database that documents transactions on a network of computers. Transactions are grouped into blocks, which are then linked together to form a chain, leading to its name. This system eliminates the need for intermediaries such as banks, enabling direct transactions between peers without the need for trust between them. Bitcoin, the leading cryptocurrency created in 2009 by an anonymous individual or group using the name Satoshi Nakamoto, paved the way for other digital currencies known as altcoins. These altcoins offer various features beyond simple peer-to-peer transactions. Cryptocurrencies use consensus mechanisms like proof-of-work (POW) and proof-of-stake (PoS) to verify transactions and protect the network. POW requires miners to solve complex puzzles to add new blocks to the block chain, while PoS rely on validators who stake their coins to validate transactions and create new blocks. These digital assets are stored in digital wallets, which can be either software-based (hot wallets) or hardware-based (cold wallets). Each wallet has a public address, similar to a bank account number, and a private key used to access and manage funds securely. The value of cryptocurrencies depends on market dynamics like supply and demand, adoption, regulations, and technological progress. While cryptocurrencies offer benefits like decentralization, transparency, and financial access, they also face challenges such as price fluctuations, scalability issues, and regulatory uncertainty. This paper examines and contrasts the mining methods employed by leading Cryptocurrencies, analysing their pros, cons, and potential risks. It offers insight into their mining approaches, highlighting areas of similar effectiveness and security, as well as identifying distinct vulnerabilities and advantages in each strategy.

Keywords: Block Chain, Bit Coin, Proof-Of-Work (POW), Proof-Of-Stake (POS), Software-Based (Hot Wallets) or Hardware-Based (Cold Wallets).



# **UNLOCKING THE POTENTIAL OF CRYPTOCURRENCY IN INDIAN TRADE: A ROADMAP FOR REGULATORY CLARITY AND MARKET INTEGRATION"**

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## **ABSTRACT**

Globalization is facilitating the interconnectedness of economies and boosting trade and investment flows across borders. The landscape of India's trade and commerce is undergoing profound transformations propelled by globalization and technological advancements. The emergence of cryptocurrencies presents both opportunities and challenges that require attention, in addition to this evolution. As we gaze into the future of India's trade and commerce in 2030, it becomes imperative to analyze the role and impact of cryptocurrency within this evolving ecosystem. Through a comprehensive analysis of regulatory frameworks, technological infrastructure, and strategic partnerships, India can unlock the full potential of cryptocurrency to drive sustainable economic development in the years ahead. This paper aims to provide insights into how India can strategically embrace cryptocurrency to foster economic growth and competitiveness in the global market.

Keywords: Globalization – India's trade – Cryptocurrency – challenges - framework - strategies

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## **CRYPTOCURRENCIES - ADVANTAGES AND DISADVANTAGES**

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### **ABSTRACT**

Recently, crypto currencies and Bit coin have become the main topics of the financial industry. A crypto currency is a digital or virtual currency that uses cryptography for security. Crypto currency is difficult to counterfeit because of this security feature. Crypto currency's defining feature, and arguably its most endearing appeal, is its organic nature; it is not issued by any central authority, so it is theoretically immune to government interference or management. Crypto currencies have their advantages and disadvantages. The article covers various aspects of crypto currencies, starting with its early development, challenges and risks, opportunities, advantages and disadvantages, and its future. In addition, the post addressed issues related to the practical and technical function of crypto currencies. It was concluded that it is not easy to predict the future of crypto-currencies, as a lot needs to be done especially in the area of formal regulations. However, banks and other financial institutions should see and consider crypto currencies as an alternative for financial transactions in the future.

Crypto currency has been widely adopted as an investment asset with the rise of many well-known crypto currency exchanges. Practitioners and enthusiasts have started promoting crypto currency as a means of payment in the sharing economy. This new trend has also gained attention in academia, especially among information systems (IS) professionals. Thus, the purpose of this paper is to consolidate the knowledge of crypto currencies in the field of IS through a systematic literature review and provide insights for researchers to seek opportunities for crypto currencies research in the context of the sharing economy.

Crypto currency is a digital currency based primarily on block chain technology. Currencies are issued and regulated by the country's central bank and government to combat inflationary and deflationary situations. Today, many countries in the world are focusing on digital currency and transactions. Even someone does not want to regulate their currencies and transactions. This brought further innovation in the new currency that is crypto currency, one of the most advanced, ambiguous regulations of a simple currency. In this article I have tried to study crypto currency and its development and future prospects in India.

## **A BIRD'S EYE VIEW ON BITCOIN IN CRYPTOCURRENCY**

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### **ABSTRACT:**

Since its creation in 2009 by an unnamed person known only as Satoshi Nakamoto, Bitcoin has transformed the financial landscape. It functions via a decentralized ledger known as the blockchain, which securely and transparently logs every transaction and does not require middlemen like banks. One of the main characteristics of Bitcoin is its decentralized structure, which gives users more power over their money by doing away with the requirement for a central authority to monitor transactions. A distinguishing feature of Bitcoin is its restricted availability. Because there will only ever be 21 million bitcoins, the asset is deflationary. By using a procedure known as mining, the protocol incorporates this scarcity. In exchange for freshly created bitcoins, miners validate and secure transactions on the blockchain by using powerful computers to solve challenging mathematical puzzles. However, the difficulty of mining grows as more bitcoins are mined, making it more demanding and resource-intensive over time.

Investors have found both intrigue and cause for alarm in the price volatility of bitcoin. Its value is subject to sudden and large fluctuations based on a variety of factors, including macroeconomic trends, regulatory changes, and market sentiment. Because of its volatility, which can offer both chances and hazards for profit, Bitcoin is a very speculative asset. Bitcoin has become widely accepted as a store of value and a medium of trade despite its volatility. Big businesses that have accepted Bitcoin include Tesla and PayPal, enabling users to purchase, sell, and retain the money. Institutional investors have also begun to allocate money to Bitcoin as a diversification and inflation hedge, including asset managers and hedge funds.

Blockchain, the underlying technology underpinning bitcoin, has spurred innovation outside of the financial sector as well. It is appropriate for a variety of applications, such as supply chain management, voting systems, and identity verification, due to its transparent and unchangeable nature. But there are obstacles facing Bitcoin, such as scalability problems, environmental hazards brought on by energy-intensive mining operations, and regulatory scrutiny from countries across the globe. Bitcoin's robustness and adaptability will be put to the test as the cryptocurrency ecosystem develops, determining its future course in the global economy.

**Keyword:** Bitcoin, Speculative asset, Investors, Market sentiment, Mathematical Puzzles

## **ROLE OF MARKETING IN ECOMMERCE**

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### **ABSTRACT**

With the increasing popularity of online shopping, ecommerce has become a highly competitive market. To succeed, ecommerce businesses must have a strong digital marketing strategy in place. Digital marketing is crucial for ecommerce businesses as it helps them reach a wider audience, increase visibility, and drive more sales. The various aspects of digital marketing, including search engine optimization (SEO), pay-per-click advertising (PPC), email marketing, social media marketing, and content marketing. In this article, we will discuss the **role of digital marketing in the ecommerce**, scope of digital marketing, benefits of digital marketing for ecommerce, implementing digital marketing for e-commerce business and provide to help create an effective digital marketing strategy and better understanding of how to leverage digital marketing to grow ecommerce business.

**Keywords:** Digital marketing, E-Commerce, Social Media, Strategies

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## **“UNLEASHING THE DIGITAL REVOLUTION: EXPLORING THE IMPACT OF DIGI MARKETING”**

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### **ABSTRACT**

Digital marketing has transformed the landscape of business operations, customer engagement, and brand management in the modern era. This article provides a comprehensive overview of the impact of digital marketing, examining its evolution, reach, targeting capabilities, customer engagement techniques, data-driven decision making, brand awareness strategies, cost-effectiveness, global market expansion, influence on traditional marketing, future trends, and innovations. Through a detailed exploration of these key areas, this article highlights the profound impact of digital marketing on businesses of all sizes and industries. By leveraging the power of digital channels, businesses can reach a wider audience, engage with customers in meaningful ways, and drive growth in today's dynamic marketplace.

**Keywords:** Business, Digital marketing, traditional marketing, Decision making, Customer

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# **DIGITAL MARKETING AND ITS ANALYSIS**

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## **ABSTRACT**

This piece of research work aims at understanding the preferred emerging media options used for marketing. In the Internet age many new methods used for product promotion and marketing. “Desk research” has been turned into “online research”, now in the online, market research has become possible. Many Indian companies are using digital marketing for competitive advantage. Social Media has quickly gained prominence as it provides people with the opportunity to communicate and share posts and topics. The development of information technology, followed by the advancement of digital communication tools, has encouraged businesses to change the way of communicating the product. Digital Marketing communications strategy is a strategy of using digital communication media. The purpose of the undertaken study is to examine the effectiveness of online digital media advertising and also about emerging media options used for marketing. This paper mainly studies the development history of digital marketing and existing significance including the difference and contact between digital marketing and traditional advertising and also the relationship between digital marketing and the Internet industry. This paper helps small businesses such as start-ups to successfully adopt and implement digital marketing as a strategy in their business plan and to recognize the usefulness of digital marketing in the competitive market.

**Keywords:** SEO, AdSense, AdWords, Pay Per Click, Google Analytics, Google Search Console, Digital Communication.

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# **ANALYSIS ON DIGITAL MARKETING AND ITS STRATEGIES FOR PROMOTING PRODUCTS IN TODAY'S SCENARIO: A CONCEPTUAL STUDY**

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## **ABSTRACT**

Digital marketing plays a vital role in today market. The digital marketing involves promoting products or services through digital channels. The digital marketing has so many strategies like social media, content, SEO and paid advertising. The digital marketing planning has three important terms in marketing management they are opportunities, strategy and action. The main objectives of this study were to analyze the strategies for promoting the products through online. To increases brand awareness and to make audience engagement. To examine the various advantage of digital marketing. The methodology was used in this study was descriptive qualitative using interview and participant observation. This study was concluded that promoting a product through digital marketing is cost effective and also measurable way to connect with customers in day today life. It's also became an essential aspect of any business marketing strategy in today digital age.

Keywords Digital marketing, strategies, audience, promoting and products.

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## **DIGITAL MARKETING: SUCCESS TO BUSINESS**

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### **ABSTRACT:**

The newest approach to selling goods online is known as “digital marketing,” and it makes use of digital technologies. The foundation of digital marketing is the internet, which uses multiple digital networks to generate and transfer brand value from producer to potential customer. The practice of using cutting-edge channels to demonstrate allusions to promotions like emails, mobile applications, and online entertainment is known as digital marketing. In India, digital marketing is growing at a very fast. Digital marketing is being used by various Indian businesses to generate competitive leads. The world is shifting from analog to digital and marketing is no exception. As technology development is increasing, the use of digital marketing is also increasing. The Aim of this paper is to Study the significance of digital marketing and how it benefits both customers and Business.

Keywords: Digital Marketing, Target Audience, Strategy, Marketing of Business, Social Media Platforms, Attracting Customers, Branding of Business

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## **DIGITAL MARKETING**

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### **ABSTRACT**

This research endeavour seeks to comprehend the evolving landscape of media options preferred for marketing purposes. In the era of the Internet, numerous novel methods have emerged for promoting and marketing products. Traditional “desk research” has transitioned into “online research,” facilitating market analysis in the digital realm. Many Indian enterprises are leveraging digital marketing to gain a competitive edge. Social media platforms have swiftly risen in prominence, offering individuals avenues for communication and content sharing. The evolution of information technology, coupled with advancements in digital communication tools, has spurred businesses to rethink their product communication strategies. Digital marketing communication strategies entail leveraging digital media for communication purposes. The primary aim of this study is to evaluate the efficacy of online digital media advertising and explore emerging media options in marketing. This paper delves into the developmental trajectory of digital marketing, delineates its current significance, elucidates distinctions between digital marketing and traditional advertising, and elucidates its relationship with the Internet industry. Furthermore, it serves as a resource for small businesses, including startups, aiding them in effectively adopting and implementing digital marketing strategies within their business plans and recognizing its utility in a competitive market environment.

**Keywords:** SEO, AdSense, AdWords, Pay Per Click, Google Analytics, Google Search Console, Digital Communication

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## **EXPLORING THE EFFECTIVENESS OF ONLINE MARKETING - DOES DIGITAL MARKETING HELP COMPANIES BUILD CUSTOMER LOYALTY?**

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### **ABSTRACT**

The importance of digital marketing in building client loyalty has become a key concern for companies looking to expand sustainably in the fast-paced business environment of today. This study explores how well digital marketing techniques may build long-lasting relationships with consumers. This research synthesizes information about the effectiveness of various internet marketing methods through a thorough analysis of the current literature. The results highlight how important digital marketing is for fostering client loyalty. Techniques including email marketing, social media interaction, targeted advertising, and tailored content have become effective means of fostering continued relationships with customers. Furthermore, the interactive quality of digital platforms makes it easier to gather priceless information on customer behaviour, which helps companies better target their marketing campaigns. However, a number of important variables affect how well digital marketing works to foster client loyalty. These consist of the caliber and regularity of interaction, the congruence of messaging with consumer inclinations, and the total customer experience. The research also recognizes the difficulties that come with digital marketing, such as the need for genuine communication, privacy issues, and information overload. This study sheds light on the complex link that exists between client loyalty and digital marketing methods. As a result, it provides useful advice for companies that want to use online channels to improve customer relations and maintain growth. The results highlight the value of a comprehensive strategy for digital marketing and the necessity of well-thought-out tactics that put the needs and involvement of customers first. This research adds to the growing body of knowledge on the efficacy of digital marketing by defining the effects it has on client loyalty. It also suggests directions for further study to clarify this dynamic connection and its consequences for companies in the digital era.

**Keywords:** Consumer behaviour, data collection, customer experience, information overload, privacy concerns, genuine communication, sustainable growth.

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## **PAPER ON DIGITAL MARKETING**

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### **ABSTRACT**

The rapidly emerging digital economy is challenging the relevance of existing marketing practices, and a radical redesign of the marketing curriculum consistent with the business needs of the 21 century is required. To reach maximum customers in the globe it is necessary to market by using the technology or electronically. Digital marketing is an umbrella term for marketing using digital technologies ie, internet mobile phones, display advertising and any other digital medium Marketing in today's environment performs a curriculum audit of existing digital marketing initiatives and then details a new curriculum reflective of marketing in the digital age and an approach to implement it. The specific challenges associated with the new age of marketing and suggestions to overcome it .This research paper describes a framework for research in digital marketing that highlights the strategies in the marketing process as well as the effectiveness of the marketing process and impact of different technological tools and social media platforms. Using the framework, we have organized the research methods about the elements and review the research literature in the broadly defined digital marketing space. The purpose of the research paper is to examine the effectiveness of digital media marketing strategies and different social media options used for marketing. This paper mainly studies significance of digital marketing and differences between digital marketing and offline marketing and the effectiveness of technological tools and social media platforms on success of digital advertising methods. This research paper has been edited to help small business to integrate digital advertising in their business models and to recognize the usefulness of social media marketing over traditional advertising strategies.”Desk research “ has been turned into “online research” now in the online,market research has become possible.This paper helps small business such as start-ups to successfully adopt and implement digital marketing as a strategy in their business plan.

## **ARTIFICIAL INTELLIGENCE RESHAPING THE FUTURE DIGITAL MARKETING TERRAIN**

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### **ABSTRACT**

Artificial Intelligence (AI) is revolutionizing the digital landscape at a rapid pace. The digital marketing terrain is currently being taken over by AI leading to the dawn of a new era in the field of marketing according to Christos Ziakis and Maro Vlachopoulou (2023). The manner in which marketers are going to engage with the customers utilizing AI will envisage noticeable changes which would reveal the endless potential of AI states, Dr. Amol Murgai (2018). This paper brings to the fore, various AI marketing strategies that are being employed, how it improves customer experience and how this serves as building blocks for the future marketing terrain.

In addition to this, a detailed discussion on how AI is transforming digital marketing through virtual assistance which provides human like conversation and support thereby increasing customer satisfaction, data analysis that aids in informed decision-making and the development of highly targeted marketing strategies, predictive analysis for proactive actions, customised marketing that enhances user experience, automation of routine jobs and voice search, SEO to appear at the top during search, content creation according to the taste and preference of the users, NLP, Semantics to interpret inputs and targeting advertisements to impress audience, as mentioned in sproutsocial.com(2024) has been presented in the paper.

The integration of AI in marketing, empowers marketers to have an advantageous position, to stay competitive in the dynamic digital platforms. As evident from the extensive literature review, embracing AI will definitely help marketers to navigate the future business arena successfully.

**Keywords:** Artificial Intelligence, Automation, Digital Marketing, Data Analytics

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## **A STUDY ON FOREIGN DIRECT INVESTMENT IN INDIA**

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### **ABSTRACT**

Foreign Direct Investment (FDI) is an investment made by a company or an individual in one country into another country. As far as India is concerned, FDI increased hugely since 1991 through LPG strategy. During the year 2019, India was one of the top ten FDI receiver country. As per a UN report it was totally \$49 billion inflows. This is a 16% increase from 2018. FDI brings new technology, skill and knowledge from other country. It creates employment opportunity and also it creates more competitive environment in the country. Therefore, it is very essential for the economic growth of a nation. Keeping these aspects in the mind that Government introduced new schemes like production-linked incentive (PLI) scheme in 2020 for electronics manufacturing to attract foreign investments. In 2019, the amendment of FDI Policy 2017 by the government, to permit 100% FDI under automatic route in coal mining activities enhanced FDI inflow. This paper is an attempt to analyse the Foreign Direct Investment in India.

Keywords: FDI, LPG, PLI

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## **AN ANALYSIS ON THE EMPLOYEE ENGAGEMENT IN THE NLC INDIA LIMITED**

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### **ABSTRACT**

Employee engagement is a fundamental concept in the effort to understand and describe, both qualitatively and quantitatively, the nature of the relationship between an organization and its employees. An “engaged employee” is defined as one who is fully absorbed by and enthusiastic about their work and so takes positive action to further the organization’s reputation and interests. An engaged employee has a positive attitude towards the organization and its values. In contrast, a disengaged employee may range from someone doing the bare minimum at work (aka ‘coasting’), up to an employee who is actively damaging the company’s work output and reputation. An organization with “high” employee engagement might therefore be expected to outperform those with “low” employee engagement. Employee engagement has emerged as a pivotal factor influencing organizational performance and success. This abstract explores the concept of employee engagement, its significance in modern workplaces, and strategies to enhance it. Defined as the emotional commitment employees have towards their organization and its goals, engagement goes beyond mere job satisfaction, encompassing aspects such as motivation, loyalty, and discretionary effort. Engaged employees are more productive, innovative, and resilient, leading to improved business outcomes. Key drivers of engagement include effective leadership, clear communication, opportunities for growth and development, recognition and rewards, and a positive work culture. Organizations can cultivate engagement through various initiatives, such as regular feedback mechanisms, fostering a sense of belonging, promoting work-life balance, and aligning individual goals with organizational objectives. By prioritizing employee engagement, organizations can create a thriving workforce poised for continuous growth and success in today’s competitive landscape.

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## **A STUDY ON DIGITAL MARKETING AND ITS IMPACT ON BUSINESS WITH DIGITAL TOOLS**

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### **ABSTRACT**

With the ever growing development in technology, the use of Digital Marketing, Social Media Marketing and Search Engine Marketing is also growing. Digital Marketing is used by the marketers to promote the goods and services to the business. Digital Marketing places an important part in growing the deals of goods and services. The purpose of this exploration is to study the impact of Digital Marketing, how it's an important tool for both marketers and consumers. We've also studied the impact of Digital Marketing and its influence on consumer buying behavior. This exploration was done on base of a structured questionnaire for primary data and the sample size is 110 repliers.

**Keywords:** Development, Technology, Digital Marketing, Media Marketing, Search Engine Marketing, consumers, buying behavior

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## **DYNAMIC RELATIONSHIP BETWEEN SPOT AND FUTURE PRICES OF SELECTED AGRICULTURE COMMODITIES IN INDIA**

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### **ABSTRACT:**

Purpose- Commodity derivative plays an indispensable role in the financial market. The first organized futures commodity trading started in the 17th century in Japan by the samurais called Daimyos. This study shows that the commodity market has an ancient history compared to other markets like Equity. This study analyses the price behaviour and price effect in Indian Agriculture Commodity market. The review of the study found that agricultural commodity market in India has witnessed an extraordinary growth and has a great scope in the future. The commodity market is an unstable market due to its volatility nature and homogeneous products are traded in this market. The reason for the price effects can be numerous such as unexpected natural disasters, exploitation of upcoming resources, national and global political effect, change in the economy and change in industry policies etc. This review provokes the researcher to find the answer to the following question. The study has considered the following hypotheses. There is no cointegration between futures and spot price for selected agriculture commodities. The Spot price does not Granger cause futures price for selected agriculture commodities. The main objective of this paper was to examine the lead-lag relationship for returns between spot and futures prices of two agriculture commodities. The data considered for the present study are daily spot and futures price of Mustard seed and Jeera trading on National Commodity and Derivative Market (NCDEX) during 2015 – 2022.

Methodology- To examine the data by using Augmented Dickey fuller test to check the stationarity of the series. Johansen cointegration test and Granger causality test is applied to satisfy the objectives as mentioned above.

Findings- The study shows that Mustard seed spot and futures market price Granger causes each other, this shows that there is a bidirectional causality in the series. Jeera Spot price does not Granger causes Jeera Futures market price, but futures market price Granger causes the spot price, so there is a Unidirectional causality in the series of Jeera.

The result suggests that Mustard seed and Jeera can be used in forecasting spot and futures prices. The backwardation and contango helps in identifying the hedging opportunities to the traders in the commodity market. The research field taken for the study is Indian Agriculture Commodity Market. Keywords: Agriculture Commodity, Derivative Market, Financial market, Futures price, Spot price.



## **E- RETAIL PAYMENT HABITS IN METROCITY OF CHENNAI**

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### **ABSTRACT:**

In the era of digital transformation, the financial transactions landscape has experienced a notable shift towards digital payments, leading to rapid growth in the banking industry. The utilization of e-retail payment methods such as UPI, IMPS, Rupay cards, NFS, etc., has become an integral aspect of our daily lives. Because it offers a win-win strategy advantage to all its participants, including policy makers, bankers, customers, and retail marketers. And it is an effective and the most viable tool for increasing market share and creating customer value in retail market. This is a descriptive study that deals with the e-retail payment habits of people living in metro city of Chennai. The purpose of this paper is to examine customers' adoption towards e-retail payment and its relationship with selected demographic factors. By uncovering these insights, businesses and policymakers can develop strategies to enhance the adoption and utilization of digital payment platforms, ultimately fostering a more efficient and inclusive financial ecosystem. After developing a structured questionnaire, a survey was conducted among 150 e-retail payment users, and assumptions about the population were tested with ANOVA. The implications of the study are to provide recommendations for improving the service quality of e-retail banking services, while also highlighting the scope for future research in this area.

Keywords: E- retail payments Adoption, UPI, Metro City of Chennai,

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## **EMERGING TRENDS IN ENTREPRENEURSHIP STYLES IN THE DIGITAL ERA**

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### **ABSTRACT:**

In the world of rapid technological advancements, shifting consumer preferences, and evolving global dynamics, the landscape of entrepreneurship is undergoing an intense transformation. As we peer into the future, it becomes evident that the traditional ideas of entrepreneurship styles are giving way to a dynamic, interconnected, and innovative ecosystem. Technology has completely changed how we interact with one another, live, and work. It has also had a profound impact on entrepreneurship, providing new opportunities for entrepreneurs to start and grow businesses, reach customers, and streamline operations.

The term “digital entrepreneurship” refers to business ventures developed and carried out using digital channels, communication and technological platforms. Entrepreneurs are leveraging technology to create innovative products, services, and business models. E-commerce platforms and online marketplaces has democratized access to entrepreneurship. Gig Economy enables entrepreneurs offer specialized skills and services on a project basis, leveraging online platforms and marketplaces to connect with clients and customers. Entrepreneurs are innovating in the financial technology (FinTech) sector, creating digital solutions for banking, payments, lending, and investing.

It covers business pursuits in areas such as artificial intelligence, block-chain, internet of things, and augmented reality among others whether applied in a small business, corporate or even a non-profit setting, typically requires seizing the right opportunity at the right time. Implementing technology, innovation, and new business models, entrepreneurs can capitalize on the digital revolution to create successful and impactful ventures in a rapidly evolving landscape. The emerging trend entrepreneurship styles will help the researchers to explore the future opportunities in the digital era.

Keywords: digital entrepreneurship, Gig Economy, Financial Technology, AI, Augmented reality

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**“EMPOWERING CAREER DEVELOPMENT: AN INVESTIGATION OF STARTUP DYNAMICS AND EMPLOYMENT PROSPECTS IN EMERGING INDUSTRIES IN INDIA”**

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**ABSTRACT:**

In the dynamic landscape of India's economy, the role of startups in fostering innovation and job creation has become increasingly pronounced. This research endeavours to delve into the intricate relationship between startup dynamics and employment prospects within the burgeoning context of emerging industries, particularly focusing on the student populace of Delhi Skill and Entrepreneurship University in New Delhi.

Employing a comprehensive mixed research methodology, this study seeks to unravel the multifaceted dimensions of career development among university students in the backdrop of evolving economic paradigms. Through a judicious combination of qualitative interviews and quantitative surveys, a nuanced understanding of the factors influencing career pathways and the impact of startup engagement on job opportunities is pursued. Key hypotheses posited include the assertion of a positive correlation between exposure to startup environments and the prospects of career development (H1), as well as the contention that emerging industries offer a more diverse and lucrative array of job opportunities compared to traditional sectors (H2). The sample, comprising 112 students from Delhi Skill and Entrepreneurship University, New Delhi, was meticulously selected through purposive sampling techniques, ensuring representation across gender demographics. Subsequent data analysis, employing statistical tools such as descriptive statistics, correlation analysis, and regression analysis, facilitated a robust examination of the relationships between variables. Findings from this study illuminate the pivotal role of startups in shaping the career trajectories of university students, underscoring the imperative of fostering entrepreneurial ecosystems within educational institutions. Furthermore, insights gleaned shed light on gender disparities in career preferences, signalling the need for targeted interventions to promote inclusivity within the entrepreneurial landscape.

This research contributes to a deeper understanding of the dynamics between startups and employment prospects, offering valuable insights for educators, policymakers, and stakeholders alike. Recommendations for future research include longitudinal studies to track career trajectories over time and comparative analyses across demographic cohorts to inform more nuanced policy interventions in the realm of career development within emerging industries.

**Keywords:** Startup dynamics, Employment prospects, Emerging industries, Career development, Mixed research, Regression analysis, India

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## ENHANCING STUDENT EMPLOYABILITY THROUGH COLLABORATION BETWEEN UNIVERSITIES AND INDUSTRY

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### ABSTRACT

In developed countries, collaboration between universities and industry has always proven beneficial from both an industry and academia perspective. Universities want to collaborate with industry not only for impactful research but also to expand their research and commercialize their knowledge base. Industries, especially financially strapped ones, are also turning to science to solve research and development problems to remain competitive nationally and globally. The active participation of industry professionals in academia and the exposure of students and scientists to the industrial environment through internships and training contribute to the development of skills in line with modern requirements. University-industry linkages encompass a range of collaborative initiatives, including internships, research partnerships, cooperative programs, and industry-sponsored projects. These interactions provide students with valuable opportunities to bridge the gap between theoretical learning and practical applications, fostering a deeper understanding of industry-specific requirements and expectations. Moreover, these collaborations enable students to develop diverse skill sets that align with current industry trends, making them more attractive to potential employers.

Keywords: Innovation, Knowledge transfer, Employability, Skill, Internship

## **EXPLORING THE PROBLEM OF WORK-LIFE BALANCE IN BANK SECTOR**

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### **ABSTRACT**

Banks serves as the backbone to the financial sector, which facilitates the proper utilization of financial resources of a country. Banking sector is also facing various ups and downs but its contribution is always counted for the economy. Being the backbone of economy it should always endeavor for delivering the best value. This paper attempts to discuss the issues related with managing professional and personal life of employees in banking sector and also endeavors to explore the challenges associated with Work – life balance of employees of the banking sector.

**Key Words:** Work-Life balance, Banking Sector, Personal life.

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**“DEFINE EXPORT & ANALYSIS THE FACTORS  
CONTRIBUTE TO EXPORT COMPETITIVENESS”**

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**ABSTRACT**

Selling products or services made in one nation to customers in another is referred to as exporting. It entails the export or import of goods for consumption or usage in the receiving nation across international borders. A vital part of global trade, exporting contributes significantly to the expansion and prosperity of national economies.

A nation's capacity to manufacture and offer goods and services on global markets at costs and standards of quality that either match or exceed those of other nations is referred to as export competitiveness. A country that has a high level of export competitiveness may successfully compete with other nations in international markets, gaining market share and making money from exports. The ability of a nation to create and sell goods and services in foreign markets at costs and standards of quality that allow it to gain market share and make money is referred to as export competitiveness. Numerous elements, including as cost effectiveness, technological innovation, high-quality infrastructure, trade regulations, exchange rates, market accessibility, worker competencies, and government assistance, all have an impact on this competitiveness. Export competitiveness is important because it promotes economic expansion, job development, and the decrease of poverty. Export-oriented nations can take advantage of their comparative advantages to increase their market share abroad and promote innovation, industrial growth, and productivity gains.

Export competitiveness is determined by a combination of external and internal factors. A nation's internal variables, including productivity, infrastructure, and institutional quality, are critical in determining its export competitiveness. A country's ability to effectively compete in international markets is also influenced externally by trade dynamics, market access, and global economic conditions.

A dynamic and multidimensional term, export competitiveness is crucial to economic progress in a world growing more interrelated by the day. Countries hoping to prosper in the global economy and attain sustained prosperity must comprehend its factors and provide an environment that supports export-oriented industries.

Here, we categorise the numerous crucial aspects of export competitiveness.

Keyword:- Infrastructure, Competitiveness

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## **FDI IMPACT ON ORGANIZED RETAIL: AN ANALYTICAL APPROACH TO GROWTH AND MARKET DYNAMICS**

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### **ABSTRACT**

This study investigates the impact of Foreign Direct Investment (FDI) on the growth and market dynamics of the organized retail sector. The objectives include examining FDI inflows into organized retail across regions and time periods, and analyzing market dynamics such as pricing strategies, supply chain management, and consumer preferences influenced by FDI. The hypotheses tested include the relationships between FDI inflows and the growth of organized retail, as well as their effects on market dynamics. Data analysis reveals significant relationships between FDI inflows and the growth of organized retail, supporting the hypothesis that FDI positively influences market share and revenue. Additionally, findings indicate that FDI in organized retail significantly affects market dynamics, including pricing strategies and supply chain management practices. Based on these results, suggestions are made for policymakers to further encourage FDI inflows into the organized retail sector and for retailers to adapt their strategies to capitalize on the opportunities presented by foreign investment. Overall, this study contributes to understanding the complex interplay between FDI and the organized retail sector, providing valuable insights for stakeholders in the retail industry and policymakers alike.

**Keywords:** *FDI, Retail, Market, Dynamics, Organized retail.*

## **THE BENEFITS OF GLOBALIZATION FOR THE INDIAN ECONOMY IN DIGITAL MARKETING**

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### **ABSTRACT**

India got a new paradigm in 1991 with the changes to globalization, privatization, and liberalization. It began as a hub for productive laborers and as a productive marketplace. Technologies and talents have advanced as a result of globalization. Technology not only raised production levels but also created a favorable environment for the manufacturing and service industries (such as IT hubs). The expansion of research and development as well as improvements to the educational system both contributed to the rise in technological proficiency. The central authority's hierarchy was divided into the center and periphery (state, district level management, local governments, Zillah parishad, and gram panchayat), altering the governance and structure of the government and offering a framework for the effective execution of active programs. The market for commodities grew as well. The population boom that India was going through at the time was a major factor in the expansion of the commodities market. From 1994 onward, when the government began to encourage more foreign direct investments (FDI) and foreign institutional investment (FII), the benefits of globalization were greatly felt.

As a result, this gave rise to the establishment of multinational corporations (MNCs). The simplest definition of a multinational company (MNC) is an organization or business that manages and conducts productive operations across multiple nations. Although they are significant forces behind global economic activity, their interactions with various regulations that uphold labor standards are not entirely clear-cut in the swift internationalization of trade. Thus, by enacting a significant alteration to the economic policies, this resulted in a decrease in poverty. The economy was fundamentally reshaped by this amount of foreign investment. During the five years of globalization following the reforms, India's economy grew at a 6.7% annual pace, making it one of the fastest rising countries and giving it more confidence in the global market. As a result, this essay offers guidelines for discussing all the advantages of globalization for the Indian economy.

**Keywords:** FDI, FII, CSR, Globalization, Trade, Reform, Growth, R&D



## **“NAVIGATING THE WAVES OF GLOBALIZATION: A COMPREHENSIVE ANALYSIS OF ITS TYPES»**

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### **ABSTRACT**

This thorough examination explores the various facets of globalization and their complex interactions in our globally interconnected world. This book navigates the waves of globalization, from economic globalization, where markets smoothly transcend borders, to cultural globalization, which promotes the flow of ideas and customs, and technical globalization, which propels innovation worldwide. The combination of three major factors—drastically improving and cheaper communications, including the emergence of the Internet in the mid-1990s; falling transportation costs and more effective logistics; and increasingly accommodating policy regimes, particularly following the fall of the Soviet Union—enabled this extraordinary dynamic. A strong consensus regarding the «rightness» and apparent inevitable nature of globalization emerged in the domains of policy, economics, and business, despite growing resistance to its effects in some quarters, particularly in relation to accusations of growing inequality and the exploitation of people and the environment. However, pertinent and valid issues about the direction of globalization are being asked once more these days. Joachim Fels, the highly esteemed chief international economist of Morgan Stanley, has proposed a «tentative thesis» suggesting that 2013 could be comparable to 1913 in certain aspects. He cites the Western monetary policies that drove the flood of capital into emerging economies following the 2008 financial crisis, a trend that is now obviously reversing, and the mounting evidence in recent years that many Western businesses are repatriating portions of their production processes.<sup>2</sup> These, however, are not the only arguments against globalization as it exists now.

We provide a nuanced perspective on the changing dynamics forming our globalized society by carefully examining each kind and revealing its intricacies, opportunities, and challenges. Come along on a journey to comprehend the intricate web of globalization and its significant effects on people, societies, and economies around the globe.

## **“GREEN MARKETING IN INDIA: A COMPREHENSIVE SURVEY”**

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### **ABSTRACT**

The evolution of green marketing from eco-labeling to a more sophisticated focus on sustainability and customer well-being has been driven by the dynamic interactions among environmental consciousness, governmental interventions, and business tactics.

A legal framework has been developed by proactive government initiatives like the prohibition of single-use plastics and the promotion of renewable energy, which have fostered a rising synergy between environmental responsibility and profitability. In response, companies launch programs ranging from energy-efficient appliances to recyclable packaging, helping to create a more sustainable future. Obstacles such as greenwashing, higher prices, and lower customer awareness present chances for creativity and uniqueness. By overcoming these obstacles, you can guarantee brand loyalty and make a big impact on a sustainable future.

The article highlights the significant impact of green marketing on India's economic landscape and offers recommendations for improved legislative frameworks, industry collaboration, educational efforts, and incentives for innovation. In an era where sustainability is a shared responsibility, it is vital that firms adopt green marketing as a potent instrument for success.

Keywords: Green Marketing; Sustainability; Environmental Consciousness; Regulatory Framework; Consumer Behaviour; Eco-Friendly Practices.

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## **GREEN START-UPS: PAVING THE WAY TOWARDS A GREENER FUTURE**

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“Being an ecopreneur is what it is all about today.”

John Ivanko

With the emergence of awareness about sustainable development the people have been attracted towards all sustainable businesses, so the green start-ups have been the need of the hour. This has been the case to maintain a more balanced ecosystem along with creating profits as a business. The scenario of Indian market has been driving towards green entrepreneurship along with it, the existing start-ups are moving towards green finance and government is being supportive towards such plans and initiatives. Green start-ups have been generally headed towards the sustainable way of doing existing business in order to bring carbon neutrality. This study focuses on the latest trends of green startups in India and the problems they face and also the other aspect of the study is to focus on the concept of green financing for the green startups or the existing ones that have been converting into sustainable ways for betterment of the climate and environment. This has also helped them in gaining the attention from the government to help them in multiple ways including both financially and non- financially. One of the major concerns for these start ups is the cost factor because being a start up already they have limited resources in a wide spread market and then green changes or environment friendly options cost more of a dime than the regular ones. The implementation cost and the management cost are the toughest to deal with in such start-ups. In addition to earning money, they can gain social recognition in the community. “Green entrepreneurship” can be characterized as a new kind of business that prioritizes both profit and the environment and has the potential to address environmental issues as it conducts business.

# **HARNESSING GLOBALIZATION: COMPARATIVE ANALYSIS OF INDIA AND SOUTH KOREA'S DIPLOMATIC APPROACHES AND INDUSTRIAL PARTNERSHIPS**

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## **ABSTRACT:**

In today's interconnected world, India's ascendancy across industrial, cultural, political, technological, and diplomatic domains has captured global attention. With a target of achieving a \$5 trillion economy by 2025, forging significant diplomatic ties with South Korea becomes imperative. Both nations, having gained independence in close succession in 1947 and 1948 respectively, seek to capitalize on economic opportunities, foster strategic partnerships, engage in technological collaborations, promote cultural exchange, and strengthen diaspora connections. This research conducts a comparative analysis of the post-independence globalization impacts on India and South Korea, spanning economic, social, environmental, political, cultural, and diplomatic dimensions with the help of pre-existing statistical data and historical facts from open sources like International Monetary Fund(IMF), World Bank, Indian Government Service Portal, Korean Statistical Information Service(KOSIS), Organization for Economic Co-operation and Development, etc.,in accordance with the current foreign policies of each country.

It examines the evolution of policy framework in response to these impacts and assesses the diplomatic approaches employed by both countries towards each other. Furthermore, the study delves into the significance of India and South Korea's ties to each other in terms of their respective developments on enhanced economic diplomacy, increased partnership in multilateral forums, soft power projection and educational collaborations post-globalization.

By exploring the depth of their engagements and mutual dependencies, the research aims to illuminate the dynamics shaping their bilateral relationship and its implications on the broader global landscape with growing advancements.

Keywords: Globalization, India, South Korea, Diplomacy, approaches, Diaspora, Mutual dependencies, soft power.

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**HOW HAS THE GREEN HUMAN RESOURCE  
MANAGEMENT (GRHM) AND JOB PERFORMANCE  
BEEN AFFECTED BY THE GREEN LIFESTYLE AS A  
MODERATOR VARIABLE?**

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**ABSTRACT**

The cause of this takes a look at is to check the effect of an inexperienced lifestyle as a variable moderator on GRHM and process performance. Green lifestyle is so much less carried out inside the painting surroundings via way of means of personnel in a few companies. Not all groups put in force area in making use of an inexperienced way of life, at the same time as an inexperienced way of life and GRHM also can deliver have an effect on to worker activity performance. This study implemented a quantitative method with the regression method. The samples on this look had been personnel elderly among 18-forty years old. The samples studied have been human beings of efficient age. The data analysis technique used was regression using the SPSS application. The effects display that the inexperienced lifestyle no longer has an effect on GRHM on task overall performance directly. A green lifestyle impacts activity performance, at the same time as GRHM has a massive effect on inexperienced lifestyle and activity performance.

Keywords: Green Lifestyle, Green Human Resource Management (GRHM), Job Performance

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## **THE IMPORTANCE OF HR ANALYTICS IN GLOBALIZATION - A LITERATURE BASED REVIEW.**

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### **ABSTRACT**

In the era of globalization, businesses face unprecedented challenges and opportunities in managing their human capital across diverse geographies, cultures, and regulatory environments. HR analytics emerges as a critical tool to navigate these complexities and harness the full potential of a global workforce. This study explores the compelling need for HR analytics in the context of globalization. Globalization has transformed the traditional workplace landscape, necessitating a paradigm shift in HR management practices. HR professionals are tasked with managing diverse teams, attracting top talent, and ensuring compliance with local regulations. HR analytics offers a data-driven approach to address these challenges effectively. HR analytics enables organizations to gain insights into the unique needs and preferences of employees in different regions. By analyzing demographic data, engagement surveys, and performance metrics, HR professionals can tailor their strategies to engage and retain a diverse global workforce. HR analytics supports talent acquisition and retention efforts by providing insights into recruitment effectiveness, candidate sourcing channels, and factors influencing employee turnover. Organizations can develop targeted recruitment strategies and implement retention initiatives tailored to the needs of employees. HR analytics facilitates performance management and development initiatives across global teams. Tracking performance metrics, identifying high-potential employees, and assessing training needs helps HR professionals design personalized development plans and foster a culture of continuous learning and improvement. Monitoring compliance metrics and mitigating legal risks focuses organizations to maintain consistency in HR policies and practices worldwide. HR analytics is essential for organizations operating in a globalized world to effectively manage their diverse workforce, attract and retain top talent, optimize performance and development initiatives, ensure compliance with local regulations, and make strategic decisions aligned with business objectives. The power of data analytics can make Human Resource Management productive. HR professionals can navigate the complexities of globalization and drive sustainable growth and success for their organizations.

Keywords: Globalization, HR Analytics, HR Professionals, Human Resource Management, HR policies.

## **AN OVERVIEW OF ARTIFICIAL INTELLIGENCE ON DIGITAL MARKETING**

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### **ABSTRACT**

This article looks at the exciting and emerging trends linking digital marketing and artificial intelligence (AI). Even while proposing, the techniques of AI engagement in developing app. As a true branch of marketing science, digital marketing has managed to add value to businesses and improve contact with customers through electronic services. The advent of technology has created a new competitive arena for digital marketing and brought about rapid changes in digitalization. Marketing companies around the world are using digital technology to improve the efficiency of their services to their customers. In marketing, artificial intelligence is playing a crucial role through smarter search engines, smarter ads, refined content delivery, the use of bots, continuous learning, fraud and data breach prevention, image and voice recognition, sales forecasting, voice recognition, predictive customer service, customer segmentation, etc. Artificial intelligence enables companies to gain a clear and precise understanding of their customers' needs and thus increase their sales and earnings.

Keyword: Marketing, Digitalization, Artificial Intelligence, Customer efficiency and electronic services.

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# **ANALYSIS OF THE PSYCHOLOGICAL STATE OF COLLEGE STUDENTS IN THE POST-PANDEMIC PERIOD**

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## **ABSTRACT**

The COVID-19 pandemic has profoundly impacted higher education in many ways: College students have been greatly affected by the pandemic environment. In the post-pandemic era, college students have some new psychological characteristics: depression and anxiety, awakening and confusion, fragmented learning, networked socialization, and some of them have negative emotions and psychological problems such as panic, anger, and rebellion. Along with the resumption of university lectures, higher education has entered the post-pandemic period, but the impact of COVID-19 on college students is irreversible. This research aims to investigate the behaviour of students in higher education, in a post-pandemic world. Through an online survey this study explores and describes students' behaviour, after they got back in physical classes, when lockdown period was finished and students got back to the offline classes.

**WATCHWORDS:** Post pandemic students behaviour, challenges and positive impact.

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## **ILL EFFECTS OF GLOBALIZATION ON TRADITIONAL CULTURE OF VILLAGES**

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### **ABSTRACT**

The concept of globalization is one of the most popular concepts. Globalization takes place on many levels. The most important of them can be distinguished as economic, social and cultural levels. Globalization changes have affected all aspects of traditional societies. Under the influence of globalization, openness, information coming from the media and contact with other cultures, traditional values are changing. The globalization processes also affect local communities with their traditional values. Globalization has led to the loss of traditional culture in many Indian villages. This is because the villagers are exposed to new ideas and values from other countries. While globalization has introduced diversity, it has also threatened the fabric of traditional village life. The influx of foreign cultures has sometimes led to the erosion of indigenous values and practices, creating a cultural void that is hard to fill. The loss of local languages and art forms is a testament to the cultural impact of globalization on Indian villages. Paper analyzes degradation of few values in society.

Keywords: culture, communities, values

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## **IMPACT OF DIGITAL MARKETING ON START-UPS IN INDIA**

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### **ABSTRACT:**

In numerous aspects of digital marketing usage, India is among the top two countries in the world. Almost all businesses currently use digital marketing. Thousands of start-up businesses with new ideas strive to break into the corporate sector every year. Unless they have a good marketing plan, start-ups will be unable to compete with established and lucrative organizations. One of the leading causes of business failure is a lack of a comprehensive digital marketing strategy. However, not all of the tools available to a digital marketer are equally productive. The barrier between the “haves” and the “have nots” is narrowing as technology interventions become more widely available. Some digital marketing methods succeed, while others fail. These new media earn the public’s trust by developing a stronger relationship with the public. Currently, digital marketing has become the latest norm for many firms. Digital marketing is a vital tool for start-ups, since it helps them expand their audience, increase brand recognition, and yield business revenue. In today’s dynamic business environment, it has become arduous for businesses and start-ups to gauge consumer’s taste and preferences that change frequently. Social Media Marketing (SMM) offers a great medium for collecting real-time data accounting for different search habits of people, leading to their wants and ultimate purchases. Digital marketing has completely changed the focus of business marketing strategies and has helped start-ups to communicate about their products, or services to target their audience appropriately. The objective of the study is to understand the growth of digital marketing and their impact on start-ups, facilitating sustained expansion and growth in India.

**Keywords:** *Digital Marketing, Start-Ups, Marketing plan, Business strategies, Sustainability.*

## **IMPACT OF SOCIAL MEDIA ON CONSUMER BUYING BEHAVIOUR**

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### **ABSTRACT**

This study examines the purchasing process that consumers go through while making complex purchases, with a focus on the ways in which social media use affects this process. In this context, the term “complex buying behavior” refers to the consumer’s occasional but highly involved purchases that significantly impact brand differentiation. A new trend is emerging: social media. User-generated web technologies, such as blogs, social networks, and social media websites, have been rapidly expanding on the World Wide Web in the past ten years. All things considered, social media and these technologies are the real causes behind the global community of user-generated content’s expansion. The rise of social media has led to the social media sites where users may interact, communicate, and exchange ideas and content include Facebook, Instagram, YouTube, and Twitter. The social media revolution has made it possible to learn more about products and services in new ways. Strangers on social media have the power to dominate a single customer’s view and comments on goods and services, which then affects opinions offline as well. However, social media has unquestionably given consumers more power because they can now create content only through online chats, meaning that customers have a significant say in whether a brand succeeds or fails. Marketers attempt to comprehend how customers use social media and how they make decisions based on The information displayed there has the power to alter their decision-making. The study also looks at how a wealth of user-generated content and information might alter customers’ purchasing habits. The EBM model, which consists of six steps in the consumer decision process, has been applied. Additionally, research has been conducted to determine the model’s applicability to social media usage. To investigate the various facets of the customer decision-making process, a quantitative survey has been conducted.

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## **IMPACT OF WORK LIFE CONFLICT WITH WORK-LIFE BALANCE AMONG IT WOMEN EMPLOYEES**

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### **ABSTRACT**

It is of the utmost importance to find a way to maintain a healthy equilibrium between one's job life and their personal lives, despite the fact that doing so calls for a significant time investment and a multitude of modifications. In most cases, a lack of sufficient time to handle one's job commitments in addition to one's family and personal duties is the root cause of an unhealthy work-life balance. Not only is it hard to try to meet the competing demands of work and family, but it may also be stressful. Stress is a major contributor to illness and absenteeism, both of which have a negative impact on an individual's ability to be productive. This paper is an attempt to analyze and assess WLC with WLB and other factors that affecting work-life balance of women in IT sector.

**Keyword** conflicts, balance, women, stress, life, IT

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## **IMPLICATIONS OF CUSTOMER SERVICE IN COMMERCIAL BANKS - AN EMPIRICAL STUDY**

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### **ABSTRACT**

Excellent customer service plays a crucial role in retaining existing customers. When customers receive prompt, efficient, and personalized service, they are more likely to stay loyal to the bank and continue using its products and services over the long term. Today's Banks are constantly evolving their customer service strategies and technologies to adapt to changing customer needs and preferences. This may involve leveraging artificial intelligence, data analytics, and other innovative solutions to enhance the customer experience. A focus on delivering excellent customer service can boost employee morale and job satisfaction. Happy employees who feel valued and supported are more motivated to deliver exceptional service, leading to increased productivity and efficiency. This study highlights and measures the Implications of customer services by Indian commercial banks. strong reputation for excellent customer service can be a powerful marketing tool, leading to increased customer acquisition and market share. The Indian Banking Sector is characterized by stiff competition for the customer's satisfaction and profits war between different banking groups. This study is Understanding the multi-dimensional construct of customer service its implications of today's competitive world. There is no significant difference in opinion among the customers about confidence building and technology expansion aspect of Customer service. It is concluded that the Implications of customers are more satisfied than the customers of Indian commercial banks and there is a strong oppression between expectations, level of fulfilment and customer faithfulness in banking sector.

**Keywords:** Customer services, public sector banks, private sector banks Foreign banks, commercial banks and Banking services.

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## **INTELLECTUAL PROPERTY RIGHTS: GROWTH AND IMPORTANCE IN INDIAN CONTEXT**

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### **ABSTRACT**

In the earlier era, the creations and inventions by man fell in a public domain. These were the common properties. Anybody could use and copy these creations and inventions without any restriction, reservation or payment. However, with the passage of times, the importance and value of these creations was realized. By the end of twentieth century, the things created and invented by brain or human mind were recognized as an intellectual property of the owner. The owner's right over these properties was accepted and is known as an Intellectual property Right (IPR). Intellectual property refers to creations of the mind: inventions, literary, artistic works, symbols, names, images, Geographical Indicators and designs used in commerce. In addition the Govt. of India has taken several measures to streamline and strengthen the intellectual property administration system in the country. The present study an attempt has been made to show the growth of IPR's in last 5 years.

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## **INTELLECTUAL PROPERTY RIGHTS & ITS SIGNIFICANCE ON E - COMMERCE**

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### **ABSTRACT**

Intellectual property rights refer to the property rights which are granted to an author or creator of a new invention or intangible asset. The concept of intellectual property was developed in the 18th century, with the first federal statute on patents being passed in 1790. Intellectual property rights are the legal protection granted to individuals who have invented something new or created something original that is capable of being physically reproduced or transmitted. The scope of intellectual property rights varies from country to country, but generally any form of expression that falls within the jurisdiction of copyright law and patent law is protected as intellectual property (see section 20(1)(b) of the Copyright Act 1957). More than other business models, e-commerce frequently involves the sale of goods and services that are dependent on IP and its licensing. Through e-commerce, you may exchange things like software, designs, training materials, systems, and more, with the IP serving as the major source of value. Because valuable commodities traded online must be safeguarded by technological security measures and IP laws, or entire firms risk being ruined by theft or piracy. This paper studies the history of IPR, Its types and role of IPR in e-commerce. The protection for any creative work such as music, text, software code, graphic design etc. cannot be revoked by anyone at all as it is not owned by anyone in particular. IP rights protect intellectual property in a wide variety of ways, covering protection of inventions and designs, protection for data and software, as well as protection for literary material like books and films. Additionally, IP plays a role in facilitating smoother E-Commerce transactions.

Keywords : Intellectual Property Rights – E Commerce – Legal Protection – Business – License

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## **INTERNATIONAL BUSINESS AND TRADE**

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### **ABSTRACT**

International business encompasses all commercial activities that take place to promote the transfer of goods, services, resources, people, ideas, and technologies across national borders. International business occurs in many different forms, the movement of goods from one country to another (exporting, importing, trade), contractual agreements that allow foreign firms to use products, services, and processes from other nations (licensing, franchising), the formation and operations of sales, manufacturing, research and development, and distribution facilities in foreign markets. International trade is the exchange of capital, goods, and services across international borders or territories. It is the exchange of goods and services among nations of the world. All countries need goods and services to satisfy their people. Production of goods and services requires resources. Every country has limited resources; therefore, a country solely cannot produce all the goods and services that it requires. Required goods which cannot be produced or the amount is insufficient as required, need to be provided from other countries. Similarly, countries sell their products to others also when the production of goods comes in surplus quantities than demanded in the country.

The main focus of this review is on international trade and foreign direct investment when the institutions that provide the security of property rights and enforcement of contracts are imperfect. Some issues of national security related to poor governance of international transactions are also considered. The discussion organizes a selective overview of the literature and offers some suggestions for future research.

Keywords: international; trade; business; market.

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# **INVESTIGATING VOLATILITY PERSISTENCE IN SECTORAL INDICES OF NATIONAL STOCK EXCHANGE: AN EVALUATION USING GARCH MODELS**

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## **ABSTRACT**

Investors in the stock market always try to maximise their profit with a minimum risk. Identifying volatility in the stock market will help investors reduce their risk and create a healthy portfolio. A detailed analysis of volatility in the sectoral indices directs investors to the sector's strengths and weaknesses.

This study tries to investigate the presence of volatility in sectoral indices of the NSE with the help of GARCH (1,1) and GARCH in Mean Models. Daily closing prices of 11 major sectoral indices, ranging from 1 January 2014 to 29 March 2023, are taken for this study. The presence of the ARCH effect is proved with the returns of all sectoral indices using the ARCH LM test. GARCH (1,1) and GARCH-in-Mean models are applied to all these sectoral indices to predict the volatility persistence in returns. Our results proved that volatility persistence is present in all sectoral indices. The GARCH-in-Mean model states that only the increase in volatility of the Metal industry has the potential to generate high returns.

Keywords: GARCH, GARCH-in-Mean, Sectoral indices, Volatility, Volatility Clustering, Volatility Persistence

JEL Classification: G01, G02, G11, G12

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## **A STUDY ON OVERVIEW AND IMPACT OF IPR IN ECONOMIC GROWTH OF THE STARTUPS**

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### **ABSTRACT :**

Intellectual Property Rights are legal rights that protect creations and invention resulting from intellectual activity in the industrial, scientific, literary or artistic fields. The purpose of Intellectual property right is to encourage new creations, including technology, artwork and inventions, that might increase economic growth. Intellectual property right gives certain exclusive rights to the inventors or creators of that property to enable them to receive commercial benefits from their creative efforts. Intellectual property right is exclusive right granted by Government of India for protection originality of work of inventor. This concept paper examines the impact of IPR in economic growth of the startups.

**Keywords:** Intellectual property rights, inventors, rights, startups

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# **IMPACT OF ONLINE ADVERTISEMENT ON CONSUMER SATISFACTION OF E-COMMERCE WEBSITES**

**K.Keshav Kumar**

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## **ABSTRACT:**

The advent of the internet has revolutionized the way businesses interact with consumers, particularly in the realm of e-commerce. Online advertising has emerged as a crucial tool for businesses to attract and engage customers in the digital landscape. This study aims to investigate the impact of online advertisement on consumer satisfaction, with a special focus on e-commerce websites. Through a comprehensive review of existing literature, this research examines the theoretical underpinnings of online advertising and its influence on consumer behavior and satisfaction. Utilizing a mixed-method approach, including surveys and qualitative interviews, data will be collected from consumers who have interacted with various e-commerce websites. Key factors such as the content, format, and targeting strategies of online advertisements will be analyzed to understand their effectiveness in driving consumer satisfaction. Additionally, the role of trust, perceived value, and user experience in shaping consumer perceptions towards online advertisements and subsequent satisfaction with e-commerce platforms will be explored. Overall, this research contributes to the existing body of knowledge by shedding light on the intricate relationship between online advertising and consumer satisfaction in the context of e-commerce websites. It underscores the importance of adopting targeted and engaging advertising tactics to create positive consumer experiences and foster long-term relationships with customers in the digital era

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## **AN IMPACT OF MARKET RISK IN (GLOBAL FINANCIAL RISK)**

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### **ABSTRACT**

The term “Market risk” is the possibility of suffering a financial loss as a result of unfavorable changes in market values, which include those of stocks, bonds, currencies, and commodities. It results from a number of variables, including fluctuations in market liquidity and investor sentiment as well as changes in interest rates, exchange rates, and commodity prices. Interest rate risk, which results from changes in interest rates that impact the value of fixed-income instruments like bonds, is a major source of market risk. Bond prices usually decline when interest rates rise, which results in losses for bondholders. On the other hand, declining interest rates may raise bond values, producing profits. Currency risk, sometimes referred to as exchange rate risk, is another important aspect of market risk and is caused by fluctuations in the value of one currency in relation to another. Changes in exchange rates can have an effect on the international assets, liabilities, and cash flows of multinational corporations, which can have an effect on their profitability and financial stability. Another component of market risk is commodity price risk, which is especially important for companies that produce, use, or trade commodities like gold, oil, and agricultural items. Commodity price fluctuations can impact revenues, profit margins, and input costs, putting businesses at risk of unstable finances. In addition, macroeconomic variables, geopolitical developments, and regulatory changes can affect investor confidence and market stability, all of which have an impact on market risk. Examples of factors that can cause market volatility include political unrest, trade disputes, or unanticipated economic downturns. These factors can also affect asset values and investment returns. Financial institutions and investors use a variety of risk management strategies, including as diversification, hedging, and derivatives like options and futures contracts, to efficiently control market risk. Furthermore, advanced methods of measuring and modeling risk, such value-at-risk (VaR) and stress testing, aid in evaluating and reducing possible losses in various market conditions. In summary, market risk involves the uncertainty and potential financial loss resulting from changes in market prices and conditions. Understanding and managing market risk is critical for investors, businesses and financial institutions to protect capital, optimize returns and ensure long-term financial stability..

Key words: global financial risk

# **ANALYSIS OF FACTORS THAT INFLUENCING THE USAGE OF MOBILE BANKING APPLICATIONS AND THEIR IMPACT ON USER EXPERIENCE WITH SPECIAL REFERENCE TO MILLENNIALS IN THIRUVALLUR DISTRICT**

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## **ABSTRACT**

In the dynamic environment of banking and finance, the advent of mobile banking applications has revolutionized the way individuals manage their finances. Particularly among Millennials, who are known for their affinity towards digital technologies, mobile banking applications have become indispensable tools for conducting various financial transactions conveniently and efficiently. This study endeavors to analyze the factors influencing the usage of mobile banking applications and their impact on User Experience among Millennials in the Thiruvallur district of Tamil Nadu State, India.

This study employs a descriptive and exploratory research design, integrating both qualitative and quantitative methodologies. It focuses on millennials who utilize mobile banking applications such as GPay and PhonePe, with a sample of 125 millennials from Thiruvallur District selected via convenience sampling. The researcher utilizes descriptive and inferential statistical techniques to analyze the collected data. The study found that Male millennial users have more perception on the various factors that contributing the usage of Mobile Banking Applications than their counter-part. Usage factors of Mobile Banking Applications have strong and positive relationship with Millennial Users' Experience towards Mobile Banking Applications. "Convenience" has strong influence and "Security & Privacy" has weaker influence on Millennial Users' Experience with respect to the usage of Mobile Banking Applications of commercial Banks. By prioritizing user-centric design, targeted marketing, and robust security measures, banks can foster positive user experiences, drive greater usage of mobile banking applications, and build lasting relationships with millennial users in an increasingly digital banking environment.

Keywords: Mobile Banking Applications, Millennials, User Experience, Ease of Use, Comparative Advantage, Convenience, Security & Privacy

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## **TITLE : CONSUMER BEHAVIOR PREDICTION AND ANALYSIS .**

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### **ABSTRACT**

Understanding consumer behavior is crucial for businesses seeking to thrive in today's competitive market landscape. With the advent of big data and advanced analytics techniques, predictive modeling has emerged as a powerful tool for anticipating consumer preferences, needs, and actions. This abstract provides an overview of the methods, challenges, and implications of consumer behavior prediction.

The methodology typically involves collecting vast amounts of data from various sources, including transaction histories, social media activity, demographic information, and browsing behavior. This data is then processed and analyzed using machine learning algorithms such as regression analysis, decision trees, neural networks, and clustering techniques. By identifying patterns and correlations within the data, predictive models can forecast future consumer behavior with remarkable accuracy.

However, several challenges must be addressed in the process. Data privacy concerns and ethical considerations are paramount, requiring businesses to ensure transparency and compliance with regulations such as GDPR. Moreover, the quality and relevance of data can significantly impact the effectiveness of predictive models, necessitating careful data collection and preprocessing strategies.

Despite these challenges, the benefits of consumer behavior prediction are profound. Businesses can gain valuable insights into customer preferences, enabling targeted marketing campaigns, personalized product recommendations, and optimized pricing strategies. Moreover, predictive modeling allows for proactive risk management by identifying potential churn, fraud, or market fluctuations.

Furthermore, the implications extend beyond marketing and sales. Predictive analytics can inform product development by highlighting emerging trends and identifying areas for innovation. It also facilitates inventory management and supply chain optimization, ensuring that businesses can meet demand efficiently.

In conclusion, predictive modeling of consumer behavior offers immense potential for businesses to gain a competitive edge in today's dynamic marketplace. By leveraging data-driven insights, organizations can anticipate customer needs, enhance decision-making, and drive sustainable growth. However, it is essential to address challenges such as data privacy and quality to realize the full benefits of predictive analytics.

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## **“SOCIO-ECONOMIC CONDITIONS AND CONSTRAINTS FACED BY GOAT FARMERS IN NAMAKKAL DISTRICT”**

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### **ABSTRACT**

The goal of the present research effort was to evaluate the obstacles that the goat farmers in Namakkal District had to overcome. A well crafted survey was given to fifty goat farmers who were specifically chosen from the Namakkal District. The purpose of this study was to examine the socio economic status of goat farmers and to pinpoint the major obstacles that they must overcome. According to data, most goat farmers were female, middle-aged, and literate. Their experience is less than a year. They were dealing with a number of issues pertaining to marketing, feeding, breeding, and health care.

**Keywords:** Breeding, Economic status of goat farming, Goat farming performance, Feeding, Health Care.

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## **CONCEPTUAL FRAMEWORK OF RISK MANAGEMENT IN PHARMACEUTICAL INDUSTRY**

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### **ABSTRACT**

This study explores the various obstacles that businesses in the dynamic pharmaceutical industry must overcome as it digs into the intricate world of risk management in this field. Through the utilization of a multifaceted analytical framework, we evaluate the many risks associated with medication development, supply chain logistics, regulatory compliance, and market dynamics. A comprehensive approach to risk management that includes identification, assessment and mitigation. The importance of regulatory frameworks, cross-functional cooperation, and technology breakthroughs in bolstering resilience against uncertainty is emphasized. The purpose of this study is to give pharmaceutical stakeholders useful information so that they may better manage risk and achieve long-term success in a dynamic environment.

Keywords: Risk Management, Pharmaceutical Industry

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## **PATIENT SATISFACTION OF APOLLO HOSPITAL FACILITIES**

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### **ABSTRACT**

Patient satisfaction means that a person's expectations are met or fulfilled by a service. This is an assessment of the hospital's patient care services from the viewpoint of the patient, taking into account their needs and desires. Every healthcare facility now needs to assess patient satisfaction levels in order to continue operating in a competitive market and providing high quality services. A survey has been carried out at Apollo Hospital as part of the ongoing process of enhancement of quality to evaluate patient satisfaction with both the quality and quantity of the hospital's service. The analysis approach involved giving a questionnaire with defined dimensions based on literature to a sample of 261 patients and asking them to rate their answers on a five-point scale. The study founded that most respondents were satisfied with the staff's attitude and, the promptness of the services, and their encounters with the doctor. Majority of the patients who responded to the study thought highly of the hospital services overall good.

Keywords: Patient Satisfaction, Expectation, Quality of care, Patient centered Health care

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## **PAPER ON DIGITAL MARKETING**

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### **ABSTRACT**

The rapidly emerging digital economy is challenging the relevance of existing marketing practices, and a radical redesign of the marketing curriculum consistent with the business needs of the 21 century is required. To reach maximum customers in the globe it is necessary to market by using the technology or electronically. Digital marketing is an umbrella term for marketing using digital technologies ie, internet mobile phones, display advertising and any other digital medium Marketing in today's environment performs a curriculum audit of existing digital marketing initiatives and then details a new curriculum reflective of marketing in the digital age and an approach to implement it. The specific challenges associated with the new age of marketing and suggestions to overcome it .This research paper describes a framework for research in digital marketing that highlights the strategies in the marketing process as well as the effectiveness of the marketing process and impact of different technological tools and social media platforms. Using the framework, we have organized the research methods about the elements and review the research literature in the broadly defined digital marketing space. The purpose of the research paper is to examine the effectiveness of digital media marketing strategies and different social media options used for marketing. This paper mainly studies significance of digital marketing and differences between digital marketing and offline marketing and the effectiveness of technological tools and social media platforms on success of digital advertising methods. This research paper has been edited to help small business to integrate digital advertising in their business models and to recognize the usefulness of social media marketing over traditional advertising strategies.”Desk research “ has been turned into “online research”now in the online,market research has become possible.This paper helps small business such as start-ups to successfully adopt and implement digital marketing as a strategy in their business plan.

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## **IMPACT ON AI IN E-COMMERCE**

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### **ABSTRACTS**

This study provides a comprehensive glimpse into the landscape of Indian trade and commerce, focusing specifically on the transformative impact of Artificial Intelligence (AI) in the realm of E-Commerce. With the rapid growth of internet penetration and smartphone usage, the e-commerce sector has witnessed significant expansion in India. As India undergoes digitization and embraces the digital marketplace, the infusion of AI technologies is reshaping traditional commerce structures. The research delves into the multifaceted ways in which AI is influencing and revolutionizing various facets of E-Commerce. Through an examination of current trends, challenges, opportunities multifaceted roles of AI in shaping and enhancing the landscape of online commerce in the Indian market. The study aims to illuminate the evolving dynamics of Indian trade and commerce driven by the integration of AI in E-Commerce.

Keywords: Artificial intelligence- E-Commerce-Current Trend -Opportunities-Role-Challenges

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## **USER'S PREFERENCE IN HEALTH MONITORING ON SMARTWATCH**

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### **ABSTRACT:**

Smart watches are mini wearable computerised devices; they have a lot of health features which monitor the health and provide the data in graphs or bar charts. The purpose of this study is to identify the user's preference of smart watch and ascertain that data are accurate which are provided for the health of users. The factors used for the study were user preference, general features and health monitoring features. The study is done with primary data where 252 responses were collected from the users of smart watches through structured questionnaire. The study concluded that users preferred smartwatches due its features and some features provide accurate data for health.

Keywords: Smart watch, General features, Health monitoring and User preference.

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# **AN EMPIRICAL STUDY ON EXPLORING THE FINANCIAL PERFORMANCE OF BRITANNIA INDUSTRIES**

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**Dr. N. Manivannan**

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## **ABSTRACT**

The Britannia Industries Limited, a major participant in India's Fast-Moving Consumer Goods (FMCG) industry, has experienced substantial expansion. In-depth empirical research of Britannia's financial performance is conducted in this study, which looks at important indicators including operational effectiveness, profitability ratios, and revenue growth. The research uses a number of financial methods and approaches to evaluate the company's strengths and shortcomings using data from a certain era (2018 – 2023). The financial ratios that reveal information about a company's operational effectiveness and financial risk management include return on assets, debt-to-equity, and current ratio.

A comprehensive picture of the company's situation is said to be provided by taking into account the effect of external factors like industry developments and economic conditions. For investors, analysts, and other stakeholders, the study's conclusions are important since they provide practical information on Britannia Industries' financial future. The results' trustworthiness is enhanced by the approach used, which guarantees the analysis's robustness. A knowledge of Britannia's financial performance is essential for strategic decision-making and market positioning as the food and beverage industry experiences rapid changes. This study adds to the body of information already in existence and serves as a useful resource for further studies in industry analysis and corporate finance.

Keywords: Market Dynamics, Industry Analysis, Investor Sentiment, Britannia Industries, Financial Performance, Empirical Study, And Key Performance Indicators.

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## **PROBLEMS ASSOCIATED WITH DIGITAL TECHNOLOGY IN THE MINING SECTOR**

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### **ABSTRACT**

The value chain of the mining sector is progressively evolving to improve the management of present assets and increase output. Despite fluctuations in the sector over the years, the nature of mining has remained rather same. A paradigm shift in productivity and performance requires a reevaluation of the mining sector. An overview of the importance of digital transformation in the mining industry is reviewed, with a focus on increased productivity, safety, environmental sustainability, and fewer mining accidents, in light of the significant challenges that digital transformation must overcome to be successfully implemented in hazardous mine environments. The utilization of digital technology suggests that technical advancements have increased mine production by streamlining procedures and lowering human error. Overall, the advancements in technology have led to a reduction in risks and hazards in working areas in the mining industry, as this article highlights the numerous improvements that have occurred over time.

Keywords: Mining, Re-evaluation, Mine environment

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## **RACING TOWARD A DIGITAL FUTURE IN METALS AND MINING**

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### **ABSTRACT**

Metals and mining companies are investing in digital technologies across the value chain, from operations to procurement to sales and marketing. Unfortunately, many of these investments have fallen far short of their potential: according to BCG's Digital Acceleration Index (DAI), the metals and mining industry is roughly 30% to 40% less digitally mature than comparable industries, such as automotive or chemicals.

Key word: Metal, Mining, DAI

## **REHABILITATING AN ENTREPRENEUR'S BUSINESS IN DIGITAL MODE**

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### **ABSTRACT**

Digitization should play an important role in the transition to progress through initiative. It is surprising that the energy sector has been decarbonized without a change in computerisation. Computer technology provides the equipment and tools to increase energy efficiency and to do large-scale planning and use carbonless generators. Lead entrepreneurs should prioritize open development and collaboration with partners who can contribute knowledge, knowledge and assets. Shell is committed to working with a variety of partners from academia, consumers, suppliers, start-ups and the open community for a greater cause.

Keywords: Entrepreneur,development,economy,business, digital, etc.,

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## **ROLE OF ARTIFICIAL INTELLIGENCE IN MARKETING**

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### **ABSTRACT:**

AI marketing tools are platforms or software that assist in making automated decisions based on gathered and processed data, and they have made the process of predicting consumer behaviour much easier. Human assistance is not required in most cases. Massive volumes of data can be processed by AI from a variety of sources, including social media and email. AI not only saves tremendous amounts of money and effort, but it also goes beyond the common understanding that data is essential to marketing. Since employees are no longer required to fulfil these responsibilities, they can be employed in other critical areas of the company. This study examines the role of artificial intelligence (AI) in marketing and its challenges.

**Keywords:** Artificial Intelligence, Machine Learning, Audience segmentation, Chatbots and virtual assistants

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## **A STUDY ON EFFECTIVENESS OF FACEBOOK AS A MARKETING TOOL**

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### **ABSTRACT:**

In the rapidly changing virtual landscape, Facebook comes out as a vital platform for marketing, offering unique opportunities for businesses to reach and engage with a global audience. In this study, take a look at the historical development of Facebook as a marketing platform that focuses on its transformation from a social networking site to a powerful marketing platform. In conclusion, this study presents a complete overview of Facebook as a crucial marketing tool and provides valuable insights for businesses to utilize its potential. Key words: Facebook Marketing, Brand, Awareness, Marketing Trends and Advertising.

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## **A CASE STUDY OF DIGITAL MARKETING ON HUBSPOT COMPANY**

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### **ABSTRACT**

This case study examines the digital marketing strategy of HubSpot, a prominent provider of inbound marketing and sales software. HubSpot's approach is connected on inbound marketing principles, identify the creation of valuable content to attract, engage, and delight customers. Through an integrated mix of content marketing, social media, email, SEO, and paid advertising, HubSpot aims to achieve objectives such as increasing brand awareness, generating high-quality leads, educating customers. The study highlights the effectiveness of HubSpot's digital marketing efforts in enhancing brand visibility, lead generation, customer engagement, and return on investment. Overall, HubSpot's strategic approach to digital marketing serves as a compelling example of successful inbound marketing practices in the modern digital landscape.

**KEYWORDS:** Hubspot, inbound marketing, sales software, brand awareness, effectiveness, customer engagement, modern digital landscape.

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## **A STUDY ON ONLINE MARKETING IN FMCG PRODUCTS**

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### **ABSTRACT**

This paper explores the multifaceted realm of digital marketing, examining its dynamic landscape shaped by technological advancements and shifting consumer behaviours. Digital marketing strategies are growing highly in the contemporary world. Various business models are exposed to manage the market. People now days are engaged on digital platforms and are minimizing their time by making online purchases. Traditional marketing have lost its scope, as people prefer digital platforms safe to manage their needs. Many of the FMCG companies also prefer selling their products to the consumers in digital way. It is found that in this way, it becomes easier for the companies to sell their products at a very rapid rate, by minimizing the cost of retail and related capital. The labor cost has reduced in a considerable way by use of digital media. At the same time FMCG companies like ITC, HUL, P&G, Patanjali, etc. are making their products available for 24\*7. Thus, the present study focuses on the impact of digital marketing of FMCG products on Consumer Behaviour. Through a comprehensive analysis, this paper aims to provide insights into crafting effective digital marketing strategies that resonate with the contemporary digital-savvy audience.

**KEYWORDS:** Digital advertisement, technology, consumer. Retail.

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## **CRYPTO CURRENCY**

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### **ABSTRACT**

Cryptocurrencies were initially promoted on their ability to operate in a fair and equitable manner free from financial institutions and governments. This paper evaluates sustainability issues facing cryptocurrencies in their functions as a form of private money. Specifically, we focus on their claims around inequality and poverty reduction using the United Nations Sustainability Development Goals framework. Our findings suggest that although the technologists believed they produced suitable alternatives to traditional money, there are a number of issues in regards to the sustainability of this form of finance. The major areas of the shortfall are around an energy usage perspective, the reward system for transactors to those with access to greater computer power (inequality) and issues over loss sharing when exchanges or user nodes are hacked and digital wallets are lost.

**Keywords:** Cryptocurrencies, BitCoin, Blockchain, Sustainability, Private Money

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## **GLOBALIZATION, E-COMMERCE, AND SUSTAINABLE DEVELOPMENT GOALS: A CRITICAL ANALYSIS**

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### **ABSTRACT**

The international trade and commerce landscape has been reconfigured due to globalisation and the rapid advancement of digital technologies, resulting in the widespread adoption of e-commerce platforms. The influence of e-commerce on sustainable development remains a topic of conversation, in spite of the fact that it provides unparalleled opportunities for economic growth and global connectivity. This paper deeply investigates the complex interaction between globalisation, e-commerce, and the Sustainable Development Goals (SDGs) established by the United Nations. Drawing upon existing literature and empirical evidence, this paper delves into the potential synergies and tensions between e-commerce and the SDGs across various dimensions. Through a comprehensive methodology, the paper identifies opportunities for utilising e-commerce to further sustainable development objectives. Nevertheless, it also highlights substantial challenges and risks linked to e-commerce. By incorporating perspectives from diverse sources, this paper offers practical recommendations for policymakers, businesses, and other stakeholders to leverage the potential of e-commerce in line with the principles of sustainable development. Ultimately, the research underscores the importance of a well-rounded and all-encompassing approach to globalisation and e-commerce that prioritises financial well-being and socio-environmental durability in pursuing the SDGs.

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## **AN ANALYSIS ON THE EMPLOYEE ENGAGEMENT IN THE NLC INDIA LIMITED**

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### **ABSTRACT**

Employee engagement is a fundamental concept in the effort to understand and describe, both qualitatively and quantitatively, the nature of the relationship between an organization and its employees. An “engaged employee” is defined as one who is fully absorbed by and enthusiastic about their work and so takes positive action to further the organization’s reputation and interests. An engaged employee has a positive attitude towards the organization and its values. In contrast, a disengaged employee may range from someone doing the bare minimum at work (aka ‘coasting’), up to an employee who is actively damaging the company’s work output and reputation. An organization with “high” employee engagement might therefore be expected to outperform those with “low” employee engagement. Employee engagement has emerged as a pivotal factor influencing organizational performance and success. This abstract explores the concept of employee engagement, its significance in modern workplaces, and strategies to enhance it. Defined as the emotional commitment employees have towards their organization and its goals, engagement goes beyond mere job satisfaction, encompassing aspects such as motivation, loyalty, and discretionary effort. Engaged employees are more productive, innovative, and resilient, leading to improved business outcomes. Key drivers of engagement include effective leadership, clear communication, opportunities for growth and development, recognition and rewards, and a positive work culture. Organizations can cultivate engagement through various initiatives, such as regular feedback mechanisms, fostering a sense of belonging, promoting work-life balance, and aligning individual goals with organizational objectives. By prioritizing employee engagement, organizations can create a thriving workforce poised for continuous growth and success in today’s competitive landscape.

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# **TITLE: A CRITICAL STUDY ON PRESENT STATUS OF RURAL WOMEN ENTREPRENEURS IN NORTH-EAST INDIA**

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## **ABSTRACT:**

Entrepreneurship is the key word to Innovation, Creativity and Motivation. Entrepreneurship is critical to the economic growth and social development of a country. An entrepreneur encourages capital production and wealth creation in society. In the developing country like India successful small business are the primary engines of job creation and poverty reduction.

The North Eastern Region of India (NER) is unique in terms of growth opportunities because it has the potential to become India's economic powerhouse, with a thriving source of energy, oil, natural gas, coal, and limestone as well as the world's largest perennial water system in the Brahmaputra and its tributaries. The NER's limitless tourism options, distinct performing arts, and diverse food and handicrafts give the ideal environment for its growth trade and commerce hub with India's eastern neighbours, while also encouraging entrepreneurship. It has become decisive aspect of change in the region, empowering individuals to seek new opportunities.

Rural entrepreneurship is not only important as a means of generating employment opportunities in rural areas with low cost and raising the real income of the people but also it contributes to the development of agriculture and urban industries. Rural entrepreneurship can be considered as solution to reduce poverty, migration, economic disparity, unemployment and develops rural areas. Women entrepreneurship is gaining attention and importance in light of the evidence of the importance of new business creation for economic growth and development in NER.

Emerging entrepreneurial scenario demands the need for a qualitative/quantitative study on the involvement women and different contributors towards entrepreneurship development in the north-east region. This research paper will attempt to investigate the performance and challenges of Assam's and NER Rural Entrepreneurs and economic relevance of women entrepreneurship.

Keywords: Entrepreneurship, Economic Development, Opportunities of Women Entrepreneurship and Challenges.

# STUDY OF ONLINE MARKETING PATTERNS: A LITERATURE REVIEW

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## ABSTRACT

In the digital era, using web-based platforms to advertise a business's name, goods, or services to potential clients is known as online marketing. Businesses looking to succeed in cutthroat industries must comprehend internet marketing trends. This study examines the intricate dynamics of internet marketing, drawing on current research to shed light on recurring themes and strategies. It includes a wide variety of scholarly articles and publications, giving readers a thorough understanding of how the field of internet marketing is evolving. The study looks at how big data and artificial intelligence affect internet marketing tactics. It emphasises the need to have an all-encompassing online marketing strategy that adapts to changing customer preferences and makes technical improvements across a variety of media. Additionally, the study requests greater investigation into overcoming knowledge gaps.

**Keywords:** *Online marketing, Consumer behavior, Digital commerce.*

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# **THE EFFECT OF DIGITAL MARKETING TRANSFORMATION TRENDS ON CONSUMER'S PURCHASE INTENTION IN B2B BUSINESSES : THE MODERATING ROLE OF BRAND AWARENESS**

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## **ABSTRACT**

Digital marketing transformation is one of the important elements in a business's long-term plan. Furthermore, choosing the most optimizing and suitable marketing strategy is not really simple with B2B enterprise. Based on the theory of planned behavior and the theory of consumer behavior, this study aims to explain the effects digital marketing forms on customer attitudes toward digital marketing and purchase intention. Research sample with a size of 210 potential customers, from the important people in the B2B purchasing chain at the enterprise. After being tested through partial least squares structural equation modelling techniques, resulted in 3 out of 4 digital marketing forms were rated as important and appropriate. Furthermore, the study also explored that brand awareness only moderates the relationship between attitude toward digital marketing and customer purchase intention. The results would help managers have the right direction for the business strategy to adapt and develop the business despite any difficult circumstances. Subjects: Internet/ Digital Marketing/e-Marketing; Marketing Management; Relationship Marketing Keywords: Digital marketing; customers attitude; purchase intention; brand awareness; B2B enterprises1. Introduction These days, digital marketing has become part of people's daily lives around the world. As of January 2021, there were 4.66 billion internet users worldwide—59.5% of the global population (Statista, 2021). Vietnam alone has 70.3% of the population using the Internet, an increase of 0.8% over the same period last year. In addition, people are spending more and more time on the PUBLIC INTEREST STATEMENT Digital Marketing is increasingly showing its important role in the business strategy of businesses, especially B2B enterprises. This study provides corroboration that it is digital marketing practices that have a significant impact on customer attitudes towards digital marketing and customer purchase intention. Customers' attitudes towards digital marketing are the mediators between digital marketing strategies and purchase intentions. Moreover, in addition to digital marketing strategies, brand awareness also plays an important role in this relationship .

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# START-UPS AND ENTREPRENEURSHIP CULTURE IN INDIA

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## ABSTRACT

Startup entrepreneurs in India are consistently making it to the front page of daily news media. India has now become a new hub for startups. This paper traces the path leading to the new wave of entrepreneurship in India. It will examine the socio-political financial factors related to the emergence of new entrepreneurs in India. I argue that entrepreneurship in the form of startups is critical to India's future journey towards becoming a global superpower. Entrepreneurs must be supported by additional, concrete government policy.

**Key words:** Start-ups, Entrepreneurship, Culture.

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## **UNDERSTANDING THE ROLE OF INTELLECTUAL PROPERTY RIGHTS WITH SPECIAL REFERENCE TO GEOGRAPHICAL INDICATIONS**

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### **ABSTRACT:**

In the contemporary global economy, intellectual property rights (IPRs) play a crucial role in protecting various forms of intangible assets, including inventions, literary and artistic works, designs, and symbols. Among the diverse categories of intellectual property, geographical indications (GIs) have gained increasing recognition for their significance in safeguarding the unique qualities and reputation of products originating from specific geographic regions. This article explores the role of intellectual property rights, particularly focusing on geographical indications, in promoting economic development, preserving cultural heritage, and fostering innovation.

**Key Words:-** Intellectual Property Rights , Geographical Indications , Economic Development , Cultural Heritage , Innovation

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# **UNPACKING THE TOURIST MIND: A META-ANALYSIS OF TRAVEL DESTINATION CHOICE FACTORS**

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## **ABSTRACT**

The idea of tourism invokes a feeling of intrigue among mankind, instilling a sense of ease. The process of selecting a travel destination is both exciting and challenging, necessitating a significant investment of time. Typically, individuals consider a multitude of factors before ultimately deciding on their preferred destination. Numerous research studies have been conducted on the topic of tourism, which have identified several crucial elements that impact the decision-making process in selecting a travel destination. The present review research strictly adhered to the guidelines outlined in the Preferred Reporting Items for Systematic Review (PRISMA), and thoroughly examined 38 relevant articles from various reputable journals, including Proquest, ResearchGate, and Google Scholar. The findings of this analysis demonstrated that numerous variables, such as attitude, perceived behavioural control, destination image, and behavioural intention, profoundly influence the behaviour of travellers when making decisions about which destination to visit.

**Key words:** *Travel destination, Destination image, Attitude, Perceived behavioural control, PRISMA*

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## **WORK LIFE BALANCE PRACTICES - AN EMPIRICAL STUDY**

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### **ABSTRACT**

A 'work life' balance refers to an employee's ability to maintain a healthy balance between their work roles, their personal responsibilities, and family life. Companies are increasingly recognizing the importance of helping their employees to achieve this balance as more staff are experiencing conflict between their work and personal roles. In this concern the researcher find out the perception of teachers about the work and family life satisfaction and to analyze the work life balance practices of college teachers working self-finance colleges southern districts in Tamilnadu.

**KEYWORDS:** Working environment, employee satisfaction, WLB practices

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## **CONCEPTUAL FRAMEWORK OF INVENTORY MANAGEMENT**

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### **ABSTRACT**

Inventory refers to the inventory of goods that a company has in stock as well as the individual parts that make up those goods. Therefore, the stock of raw materials, goods-in-process, and completed goods, inventory and spare parts. Manufacturing companies now have enormous inventories, and a significant share of working capital is invested in these assets. By enforcing regulatory mechanisms and minimizing transportation delays, among other issues, industrialized nations have effectively eliminated uncertainty. As a result, time lags have been significantly reduced, and inventories have decreased. There are several countries where organizations maintain zero inventory levels because they have confidence that the products they have ordered will arrive at the manufacturer on schedule. They were expected to. But it will still take time for such a mechanism to exist in Indian contexts, and it's likely that we will always need to stockpile until we can fend off uncertainty, just as they did in developed nations. The purpose of this paper is to give readers enough information to enable them to comprehend the topic at hand. A summary and presentation of the theories, methods, and key ideas of inventory management have been attempted.

**KEYWORDS:** - Evaluation of Stocks, Tracking inventory, ABC analysis, EOQ, Inventory ratio analysis, Inventory control.

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# INDIAN TOURISM, THE DOMESTIC AND INBOUND VISITORS, POLICIES, CHALLENGES, AND OPPORTUNITIES

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## ABSTRACT

India has emerged as tourism powerhouse over the recent years and has contributed well in terms of supporting the Indian Economy to build on the contractions of pandemic. The number of foreign tourists who arrived in India during January-June, 2023 stood at 43.80 lakhs, which is 106 percent higher than the figure (21.24 lakh) for the corresponding period in 2022, whilst the Domestic travellers metric stood at 677 million in 2021 and grew to 1,731 million in 2022.

The Government of India, Ministry of Tourism too promoted the schemes of Swadesh Darshan, where a support mechanism was put in place to engage with the Domestic holidaymakers better and ensure traction in the tourism, travel, and hospitality (TTH) business. The Government realised that no doubt the Forest Tourist Arrivals (FTA) (also referred to as inbound visitors) do contribute to the economy, the traction in the TTH space is better in the Domestic segment.

The TTH business, the tourism administrators, and academic world in India, today discuss the facet of tourism promotion as two sub-sets, viz., Domestic, and Inbound with policies and administrative mechanisms being oriented to ensure success but more from a Domestic traveller expansion. The Chambers of Commerce in the TTH segment have seen it as a challenge, a challenge that the tourism system of India needs to evolve and evolve quickly to ensure for the Tourism Economics. Much has been said about the Indian Tourism Product, and the Government wants to ensure that the various segments are tapped to ensure the challenges are overcome, and opportunities considered for growth. The policies too are being designed in a way to engage the domestic holiday makers better and support in the tourism economics of India.

**Keywords** Domestic Tourism, Inbound, Policies, TTH (290 words)

## **A STUDY ON "MARKETING STRATEGY OF INDIA POST PAYMENTS BANK**

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### **ABSTRACT**

India Post Payments Bank (IPPB) has emerged as a significant player in the Indian financial landscape, aiming to bridge the gap between traditional banking and modern digital financial services. This study delves into the marketing strategy adopted by IPPB, focusing on its key components, effectiveness, and impact on the banking sector. The marketing strategy of IPPB is characterized by a multifaceted approach encompassing various channels, including digital platforms, traditional media, and grassroots outreach. Leveraging the extensive reach of India Post, IPPB has capitalized on its vast network of post offices to penetrate remote and under served areas, thereby expanding financial inclusion. Through strategic partnerships with government entities, financial institutions, and technology firms, IPPB has enhanced its service offerings and strengthened its market presence. The effectiveness of IPPB's marketing strategy is evidenced by its rapid customer acquisition and widespread brand recognition. By targeting diverse customer segments, including rural populations, small businesses, and urban consumers, IPPB has established itself as a preferred banking option for millions of Indians. Furthermore, its innovative product offerings, such as savings accounts, remittance services, and digital payment solutions, have resonated with customers seeking accessible and convenient financial solutions. The impact of IPPB's marketing strategy extends beyond business metrics, contributing to socioeconomic development and financial empowerment. By fostering financial literacy programs and promoting digital literacy initiatives, IPPB has empowered individuals and communities to make informed financial decisions and embrace digital banking technologies. Moreover, by facilitating access to affordable banking services, IPPB has catalyzed economic growth and inclusive development across India, the study highlights the significance of IPPB's marketing strategy in revolutionizing the Indian banking sector and advancing financial inclusion objectives. Through its innovative approach, strategic partnerships, and customer-centric initiatives, IPPB has positioned itself as a trans-formative force in the financial services landscape, driving positive change and empowering millions of Indians with access to affordable and inclusive banking solutions.

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**A STUDY ON FACTORS INFLUENCING BRANDING ON CONSUMER  
PURCHASE INTENTION OF ELECTRONIC PRODUCTS WITH  
REFERENCE TO CHENNAI CITY**

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**Abstract:**

In the ever-evolving landscape of consumer behavior, branding plays a pivotal role in influencing purchase decisions, particularly in the realm of electronic products. This study investigates the multifaceted factors that impact consumer purchase intention concerning electronic products, with a focus on the dynamic market of Chennai City. Through a comprehensive review of existing literature and empirical analysis, this research aims to shed light on the intricate relationship between brand and consumer behavior in the electronic products sector. The study employs a mixed-methods approach, utilizing both quantitative and qualitative research. In this study, a convenient sampling method was used and the sample size was 120. Questionnaires have been given out to 120 members in Chennai city. The findings of this study are anticipated to provide valuable insights for marketers and practitioners operating in the electronic products industry, enabling them to formulate more effective branding strategies tailored to the preferences and perceptions of consumers in Chennai City. By understanding the determinants of consumer purchase intention, businesses can enhance their competitiveness and sustain long-term success in a rapidly evolving marketplace. Moreover, this research contributes to the academic literature by expanding the knowledge base on consumer behavior and branding within the context of electronic products, particularly in the unique socio-cultural setting of Chennai City.

## **A STUDY ON MEASUREMENT OF PUMA SPORTS EQUIPMENT-BRAND AWARENESS AND BRAND PERCEPTION IN INDIA.**

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### **ABSTRACT:**

This research focuses on the measurement of brand awareness and brand perception of Puma sports equipment in the Indian market. Puma, a globally recognized sports brand, has made significant strides in the Indian sporting goods industry. Understanding how consumers perceive and are aware of the Puma brand in the context of sports equipment is crucial for the brand's strategic positioning and market success. The study employs a comprehensive research framework to gather insights into the factors influencing brand awareness and perception, thereby contributing valuable knowledge to both academia and industry practitioners.

Keywords: Examine factors influencing, Consumer awareness, Consumer perception on brand , marketing strategies and recommendations for enhancing.

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## **IMPACT OF BRANDING ON CONSUMER BUYING BEHAVIOUR ON SMART PHONES WITH SPECIAL REFERENCE TO CHENNAI**

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### **ABSTRACT**

In today's highly competitive smartphone market, branding plays a crucial role in influencing consumer buying behaviour. This study investigates the impact of branding on consumer purchasing decisions regarding smartphones. By employing a mixed-methods approach, both qualitative and quantitative data were gathered to analyse the relationship between branding elements and consumer behaviour. The qualitative phase involved interviews and focus group discussions to explore consumers' perceptions, attitudes, and preferences towards smartphone brands. These discussions provided insights into the significance of brand image, brand reputation, brand loyalty, and brand association in shaping consumer behaviour. Subsequently, a quantitative survey was conducted among a diverse sample of smartphone users to quantify the influence of branding on their purchasing decisions. The survey instrument measured various factors such as brand awareness, perceived quality, brand loyalty, and purchase intentions. The findings indicate that branding significantly impacts consumer buying behaviour in the smartphone market. Brand image emerged as a key determinant, with consumers showing a strong inclination towards brands that project desirable attributes such as innovation, reliability, and prestige. Additionally, brand loyalty and brand association were found to foster repeat purchases and influence brand switching behaviour. Understanding the implications of branding on consumer behaviour provides valuable insights for smartphone manufacturers and marketers to devise effective branding strategies.

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Keywords: Branding, Preferences and Decisions, Purchasing behaviour, Market dynamics, Consumer behaviour, Smartphone, Brand perception.

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**A STUDY ON MOTIVATIONAL FACTORS FOR EMPLOYEES IN SBI BANK WITH SPECIAL REFERENCE TO CHENNAI CITY**

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**ABSTRACT:**

The current study aims at motivational factors for employees at SBI bank in Chennai city. This study also sheds light on the opinion of the employees on factors which motivate them within the selected bank. The current study also aims to contribute to the literature in the field of motivation for employees. Every job has an employment contract between employer and employee. The employment contract acts as the basis of the relationship of employer and employee. As per the employment contracts, the employer pays its employees in the form of monetary and non-monetary benefits in return to the services rendered by the employee. Compensation may be said as a vital reason to work, people work to earn and have better living standards. Hiring the right talent requires an understanding of the labour market and providing competitive packages to attract the right talent. The current study targets the SBI bank employees. An attempt has been made to understand the factors motivating the employees of the bank. The study is based on primary data collected from selected branches of State Bank of India.

**KEYWORDS:**

Financial Institution, Human Resource, motivation, employees, public sector, compensation, benefits, packages, settlements, perquisites, salary, retirement, monetary, non-monetary, leadership, work life balance, job satisfaction, working conditions.

**RESEARCH ON IMPACT OF STARTUP'S AND  
FINANCIAL IMPROVISATION OF WOMEN  
ENTREPRENEURS IN CHENNAI CITY**

**ROHIT R ,SURESHBABU T ,RANJEETH S ,JAYASURYA , ROSHAN KUMAR**

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**ABSTRACT**

This study is based on the impact of Start's and financial improvisation of women entrepreneurs in Chennai city. The sixth economic census by the ministry of statistics and programme implementation shows that only 13.76% of total entrepreneurs are women out of 58.5 million entrepreneurs, it is only 8.05 million women entrepreneurs in India. Through there are a number of financial schemes is less in India. Hence this study made an attempt to find hindrances of women entrepreneurs in small and medium enterprises with 182 numbers of respondents in Chennai city. The study has considered variables such as availability of government schemes, risk bearing capacity, etc the study found that there are many constraints for women entrepreneurs on the aspects of financial, family and business. Further the study identifies family support, societal background, government schemes, etc helps the women entrepreneur to uplift their socio-economic development of our nation.

**Keywords:** Women enterprises, constraints, SME's

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# **A STUDY ON CUSTOMER PERCEPTION TOWARDS DIGITAL PAYMENT WITH SPECIAL REFERENCE TO VADAPALANI**

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## **ABSTRACT:**

In recent years, the landscape of financial transactions has undergone a significant transformation with the widespread adoption of digital payment services. Understanding consumer attitudes towards these services is crucial for shaping policies, designing user-friendly platforms, and fostering greater adoption. This study focuses on investigating customer perception towards digital payment methods within the locality of Vadapalani, Chennai. The research aims to understand the factors influencing residents' and visitors' adoption and usage of digital payments.

A mixed-methods approach was employed to collect and analyze data. Quantitative data were gathered through surveys distributed to residents of Vadapalani. The study examined various factors influencing consumer attitudes, including perceived benefits, concerns, usage patterns, and preferences regarding different digital payment methods. The findings of this study contribute to the understanding of consumer behaviour towards digital payment services in urban Indian contexts, particularly in rapidly evolving areas like Vadapalani. Insights gained from this research can inform policymakers, financial institutions, and service providers in developing strategies to address consumer concerns, improve service offerings, and promote financial inclusion.

Keywords: Digital Payment, Customer Perception, Financial transactions, Consumer Attitudes etc.

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## **STUDY ON CONSUMER AWARENESS ON CREDIT CARDS IN CHENNAI CITY**

**SARAN KUMAR, PRAVEEN KUMAR, SANTHOSH A L , MATHUMEETHA,  
SANTHOSH P N**

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### **ABSTRACT**

This study is based on the financial literacy and consumer awareness about the credit card feature provided by the commercial banks. Financial literacy is the ability to understand and effectively use various financial skills, including personal financial management, budgeting, and investing.

A credit card is a thin rectangular piece of plastic or metal issued by a bank or financial services company that allows cardholders to borrow funds with which to pay for goods and services with merchants that accept cards for payment. Credit cards impose the condition that cardholders pay back the borrowed money, plus any applicable interest, as well as any additional agreed-upon charges, either in full by the billing date or over time. In addition to the standard credit line, the credit card issuer may also grant a separate cash line of credit to cardholders, enabling them to borrow money in the form of cash advances that can be accessed through bank tellers, ATMs, or credit card convenience checks. Such cash advances typically have different terms, such as no grace period and higher interest rates, compared with those transactions that access the main credit line. Issuers customarily preset borrowing limits based on an individual's credit rating. A vast majority of businesses let the customer make purchases with credit cards, which remain one of today's most popular payment methodologies for buying consumer goods and services. Credit cards typically charge a higher annual percentage rate APR vs. other forms of consumer loans. Interest charges on any unpaid balances charged to the card are typically imposed approximately one month after a purchase is made except in cases where there is a 0% APR introductory offer in place for an initial period of time after account opening, unless previous unpaid balances had been carried forward from a previous month in which case there is no grace period granted for new charges.

**KEYWORDS** Financial Literacy, Credit limits , Card summary, consumer awareness

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## **STUDY ON ONLINE PURCHASE BEHAVIOUR OF COLLEGE STUDENTS WITH SPECIAL REFERENCE TO SRMIST RAMAPURAM**

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### **ABSTRACT**

This study delves into the intricate realm of online purchase behaviour among college students, focusing specifically on the demographic at SRM Institute of Science and Technology (SRMIST) Ramapuram campus. With the exponential growth of e-commerce platforms, understanding the nuances of consumer behaviour in this digital landscape becomes imperative. Through a comprehensive analysis encompassing factors such as preferred platforms, motivations, concerns, and frequency of online purchases, this research aims to provide valuable insights into the shopping habits of college students. Employing a mixed-method approach involving surveys and interviews, this study unravels the underlying drivers shaping online purchase decisions among college students. By examining the intricate interplay of factors influencing their buying behaviours, this research contributes to a deeper understanding of consumer preferences and trends in the digital marketplace. The findings of this study hold significant implications for marketers, e-commerce platforms, and retailers seeking to tap into the burgeoning market of college students. By understanding the unique needs, preferences, and concerns of this demographic, businesses can tailor their strategies to effectively cater to their target audience, thereby enhancing customer satisfaction and loyalty.

**KEY WORDS:** Online shopping, E-commerce, College students, Online purchase behaviour, Consumer behaviour, Digital commerce, Internet shopping, Online consumer psychology, Millennials, Generation Z, Online retailing, Online shopping habits, Purchase decision-making, Online shopping trends, Technology adoption, Mobile commerce, Social media influence, Shopping preferences, Online shopping experience, Consumer preferences

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## **ANALYSING THE IMPACT OF INDIAN GOVERNMENT SUBSIDIES ON AGRICULTURE SECTOR GROWTH**

**Shakthi Prasath, Shreeya, Shyam Sunder, Adarsh, Shivesh**

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### **ABSTRACT**

This study is based on the impact of Indian government subsidies on agriculture sector growth. Indian Government play vital role in agriculture sector development. The agriculture subsidies are integral part of the farmer's life in India. The agriculture subsidies play very important role in agriculture sector in every country. Every year's government of India spends lot of money in various agriculture subsidies for growth of agriculture sector. The total arable & permanent cropland is 169,700 thousand hectares in India. This paper basically focuses on overview of agriculture subsidies in India with help of provisions of funds for agriculture in five years plans and annual budget. The authors also study types of agriculture subsidies and distribution criteria in India. Last few years the percent investment in agriculture sector is increases & percent of agriculture subsidies is decreases in India. To know the percentage agriculture subsidies in developed countries and developing countries, also number of dependent on agriculture sector

**KEY WORDS** Agriculture, Annual budget, five years plan, Investment & Subsidies, Developed countries

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# **FACTORS INFLUENCING FAST MOVING CONSUMER GOODS ON FOOD PRODUCT SPECIAL REFERENCE TO POONAMALLEE**

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## **ABSTRACT**

This study is concentrate on the consumer demographics and behaviour on food product category of FMCG in poonamallee. Fast-Moving Consumer Goods (FMCG) are products that are sold quickly and at relatively low cost. Examples include non-durable goods and soft drinks, processed and other consumable. The study mainly addressed the performance related issues about what extent is the factors influencing in terms of consumers' purchasing decision in FMCG (Fast Moving Consumer Goods) sector in Poonamallee. The framework designed based on the literature review and hence ten hypotheses were developed. The samples were selected by convenience sampling technique. Data were collected from 150 customers under different categories through questionnaires. The questionnaire developed by exploratory research which were used to measure consumer buying behaviour. Data were analyzed by using SPSS. The result of the analysis showed that there is a significant relationship between dependent variable (Consumers' purchasing decision) and independent variables ( Product Variety, Product Quality, Product satisfaction, Income level). The findings of the study showed that nine out of ten variables were positively related to consumers' purchasing decision but individual personality of respondents has no significant effect on purchasing decision. Therefore, the results of the study definitely play a vital role and leave an everlasting impact to use in decision making by consumers and the entire FMCG Company. Moreover, this study can be used as a reference for the future studies to understand the behaviour and opinions of the consumers.

**KEY WORDS:**Consumer Demographics, FMCG ( Fast-Moving Consumer Goods ), Non-durable goods, Influencing, Consumers' Purchasing Decisions, Hypothesis, Questionaries, Exploiratory research.

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## **A STUDY ON CUSTOMER PERCEPTION TOWARDS DIGITAL PAYMENT WITH SPECIAL REFERENCE TO VADAPALANI**

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### **ABSTRACT:**

In recent years, the landscape of financial transactions has undergone a significant transformation with the widespread adoption of digital payment services. Understanding consumer attitudes towards these services is crucial for shaping policies, designing user-friendly platforms, and fostering greater adoption. This study focuses on investigating customer perception towards digital payment methods within the locality of Vadapalani, Chennai. The research aims to understand the factors influencing residents' and visitors' adoption and usage of digital payments.

A mixed-methods approach was employed to collect and analyze data. Quantitative data were gathered through surveys distributed to residents of Vadapalani. The study examined various factors influencing consumer attitudes, including perceived benefits, concerns, usage patterns, and preferences regarding different digital payment methods. The findings of this study contribute to the understanding of consumer behaviour towards digital payment services in urban Indian contexts, particularly in rapidly evolving areas like Vadapalani. Insights gained from this research can inform policymakers, financial institutions, and service providers in developing strategies to address consumer concerns, improve service offerings, and promote financial inclusion.

Keywords: Digital Payment, Customer Perception, Financial transactions, Consumer Attitudes etc.

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## **ASTUDYONCONSUMERBUYINGBEHAVIOURONHOME APPLIANCES IN VASANTH & CO ( PORUR BRANCH)**

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### **ABSTRACT:**

Research in the common man's language refers to a search for knowledge. One can also define research as a scientific and systematic search for pertinent information on a specific topic, in fact research is an art of scientific investigation. Research is done to gain familiarity with a phenomenon/event / product / service or to determine the frequency with which something occurs, with which it is associated with something else: or to test a hypothesis of casual relationship between variables. In short, customer perception research is the objective and formal process of systematically obtaining, analyzing and interpreting the data for actionable decision making in customer perception and consumer behaviour towards an organization (Vasanth & Co, in my Study). The basic objective of this study is to analyze the consumer buying behaviour of home appliances towards Vasanth & Co in Porur, Chennai. Research was carried out for Porur customers who were main targets for this study. Customers were asked about their perception towards Vasanth & Co.

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## **ASTUDYONCOMPARITIVEANALYSISBET WEENONLINEANDOFFLINEADVERTISING INTHEINSURANCESECTOR**

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### **ABSTRACT:**

The insurance industry has traditionally relied heavily on offline advertising channels such as print media, television, and direct mail to reach potential customers. However, with the advent of digital technology and the growing popularity of the internet, insurance companies have started allocating a significant portion of their marketing budgets to online advertising channels, including search engine marketing, social media advertising, and targeted displays. This research aims to conduct a comprehensive comparative analysis of insurance companies' online and offline advertising strategies, evaluating their effectiveness, reach, and return on investment. The study findings will provide insurance organizations with valuable insights to refine their advertising tactics, allocate resources effectively, and enhance customer acquisition and retention efforts. Additionally, the research will contribute to the broader understanding of the interplay between traditional and digital marketing channels in the insurance sector, informing future marketing decisions and strategies.

Keywords: Insurance Industry, comparative analysis, online and offline advertising, traditional and digital marketing channels.

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## **ASTUDYONCONSUMERPERCEPTIONTOWARDS CASH LESS TRANSACTIONS WITH SPECIALREFERENCE TO DIGITAL WALLETS IN SOUTHCHENNAI**

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### **ABSTRACT**

Various initiatives by the Government of India such as 'Digital India' have increased the usage of smartphones. Digital data costs have been falling by around 95% since around 2013, therefore India will now see an increase in the number of smartphone users by 40% by 2023, according to a McKinsey report. India is one of the fastest growing markets with around 560 million internet subscribers in 2018. In the current scenario, there has been a substantial increase in the number of people using digital wallets which has eased the buying experience of the consumers and has led to a shift towards a cashless economy. The perception of consumers plays a major role in the adoption of digital wallets. This study is an attempt to study and understand the consumer perception towards digital wallets. A structured questionnaire was used to collect primary data after which certain inferences were drawn.

**Keywords:** Consumer Perception, Cashless Transactions, Digital Wallets.

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# IS LOGO AND SYMBOL A MAJOR FACTOR IN SELECTING A BRAND PRODUCT

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## ABSTRACT

This research explores how logo and symbol impact the decisions of the consumer, when choosing a brand. This research examines how these logo and symbol affect our recognition of brands and why they matter so much in the market. By understanding how logos and symbols influence the emotion of the consumers, we can get a better idea of their role in purchasing a product. This article also shows us how culture and trends shape logo design and discusses the ethical consideration in this field. This research shows us how logo and symbol provide a visual insight which helps the brand to stand out in the market.

This study helps us to understand how logos and symbols make us feel and what we think about brands can help us make better choices. This study also examines how logos and symbols of different brands influence the consumer preference towards them over their competitors.

This research study looks at how much logos and symbols influence people's choices when selecting which brand product to buy. The study explores how different design elements of logos, like colors, shapes, and symbolism, affect how consumers perceive and feel about brands.

**Keywords:** logo, brand recognition, trends

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## **STUDY ON CONSUMER PREFERENCES AND THE INFLUENCE OF APPLE IPHONES IN SPECIAL REFERENCE TO CHENNAI**

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### **ABSTRACT**

Smartphones are popular among young generation especially college students. Majority of the students have smart phones in their hand. This study aims to find out the preference of Apple iPhones among college students in Chennai city. The study aims to provide valuable insights into consumer behaviour, market dynamics, and the competitive landscape of the smartphone market in Chennai, with a specific focus on the influence of Apple iPhones. The population for this research was college students in the Chennai city and according to the convenience of the researcher to reach the students convenience sampling method was adopted. A constructive questionnaire was framed and variables such as demographic, technical attributes, features in the smart phones were included. This was used to collect the primary data from the respondents and secondary data were also used for this study. Statistical tools such as descriptive analysis and chi-square test were used.

**KEYWORDS:** Brand preference, Brand Loyalty, Features, Marketing strategies, Satisfaction.

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# **ASTUDYONEFFECTIVENESSOHEMPLOYEE RETENTION TECHNIQUES**

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## **ABSTRACT:**

Employee retention is a major challenge for organisations seeking to remain competitive and sustainable in today's dynamic business environment. This abstract examines the many tactics and strategies used by organisations to improve employee retention. It looks into the various aspects of retention, including organisational culture, professional development possibilities, work-life balance programmes, compensation and benefits, and effective communication methods. This abstract emphasises the importance of creating a supportive and inclusive work environment that values employee well-being and professional development based on a thorough study of existing literature and industry practices. It also looks at creative ways including mentorship programmes, flexible work arrangements, recognition and incentive systems, and constant feedback mechanisms, all of which play important roles in keeping top talent.

**KEYWORDS:** Employee retention, Employee retention strategies, supportive work environment, employees well-being.

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## **A STUDY ON CONSUMER PREFERENCE TOWARDS SMALL SCALE BUSINESS IN SOUTH CHENNAI**

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### **ABSTRACT:**

This study investigates consumer preferences towards small-scale businesses in the South Chennai region, aiming to understand the factors influencing consumer behavior and choices in patronizing such enterprises. Small-scale businesses play a crucial role in the socio-economic landscape, contributing to local employment, fostering community cohesion, and offering unique products and services. However, despite their significance, there is a dearth of research focusing specifically on consumer preferences towards these establishments, particularly in the context of South Chennai. Additionally, understanding consumer preferences can empower small-scale businesses to tailor their offerings and marketing strategies effectively, fostering sustainable growth and community development

Keywords: Consumer preferences, Small-scale businesses, South Chennai, Mixed-methods approach, Local economy, Community engagement

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## **ASTUDYONENTREPRENEURIALINTENTIONSAMONG COLLEGE STUDENTS**

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### **ABSTRACT:**

The purpose of this study is to investigate the ambition among college students to become an entrepreneur and the factors that impact their choice to pursue entrepreneurship as a career. This study is mostly done through the surveys to obtain in-depth information about college student aspirations for entrepreneurship. The purpose of the questionnaire is to evaluate a number of factors, such as sociodemographic traits, perceived hurdles, past entrepreneurial experience, and attitude towards entrepreneurship. The goal of the research is to determine the factors that influence college students' ambitions to become entrepreneurs through statistical analysis and qualitative interpretation of the data gathered. Analysis will be done to determine how various factors like personality qualities, educational background, perceived opportunities and threats affect the desires of entrepreneurs.

**Keywords:** Ambition, College student, Entrepreneur

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## **A STUDY ON CONSUMER PREFERENCES TOWARDS METRO RAIL IN SOUTH CHENNAI.**

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### **ABSTRACT:**

Transportation contributes to a country's growth and reflects its residents' social and cultural lives. The current transportation system has an impact on people's educational, employment, and health statuses. A well-managed public transportation infrastructure is crucial for cities to meet future problems and operate efficiently. This study navigates consumer preferences towards the metro rail system in South Chennai, aiming to discern the factors influencing individuals' decisions regarding its usage. The research employs a mixed-methods approach, combining qualitative and quantitative techniques to gather insights from residents in the area. Data collection involves surveys and interviews, ensuring a diverse sample to capture a broad spectrum of opinions. Analysis of the data reveals significant trends and patterns in consumer preferences, highlighting key factors such as convenience, safety, cost, comfort, and environmental concerns. The findings provide valuable insights for policymakers, urban planners, and metro rail authorities, offering actionable recommendations to enhance the system's attractiveness and sustainability. This study underscores the importance of understanding consumer preferences for the continued development and improvement of metro rail systems in urban areas.

Keywords: Public transportation, Metro rail, Consumer preferences.

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## **A STUDY ON CROSS - CULTURAL MARKETING STRATEGIES FOR ADAPTING CAMPAIGNS TO GLOBAL AUDIENCES.**

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### **ABSTRACT:**

This study examines cross-cultural marketing strategies, emphasising their importance in resonating with diverse global audiences. It analyses factors like cultural norms, values, communication styles, and consumer behaviours, drawing insights from case studies and scholarly research. Successful multinational corporations employ various techniques to tailor campaigns to specific cultural contexts while preserving brand authenticity. Ultimately, this research highlights the significance of cultural sensitivity in crafting marketing messages that engage global consumers, thereby contributing to the success of international campaigns.

Keywords: Cross-cultural marketing strategies, global audiences, cultural norms, values, communication styles, consumer behaviours, case studies, scholarly research, multinational corporations, campaign adaptation, brand authenticity, cultural sensitivity, global consumer engagement, international campaigns.

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## **A STUDY ON CONSUMER PREFERENCE ON TATA NEXON EV IN SOUTH CHENNAI**

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### **ABSTRACT:**

The purpose of this research is to understand the level of satisfaction that a consumer has gained on Tata Nexon [EV] within South Chennai. The purpose of this survey is to identify the reason for purchasing Tata Nexon and to analyze the level of awareness within the consumer and to examine how Tata Nexon promotes environmental sustainability by using electric vehicles and reducing fuel usage.

**Key words:** Consumer awareness, ECO friendly, Consumer perception

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## **A STUDY ON MOBILE COMMERCE IN INDIA**

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### **ABSTRACT**

M-commerce (mobile commerce) is the buying and selling of goods and services using wireless mobile devices such as mobile phones and PDAs. Known as the next generation of e-commerce, m-commerce allows users to access the Internet without finding a network connection point. M-commerce and E-commerce have made it possible for people to transfer money, make purchases and make offers without ever visiting a store. Shopping on the Internet is done through laptops, desktop computers using the Internet, while M-commerce is done through mobile phones through the Internet. M-commerce is electronic commerce with mobile phones. E-commerce launched anytime online shopping and M-commerce anytime anywhere online transactions. The presence, accessibility, mobility and flexibility features of M-commerce have increased the number of mobile users and mobile internet subscribers in India. The potential and growth rate of the Indian mobile commerce market points to an exciting future. The market size is about 3% of non-US retail sales (\$560 billion). In the United States, the number of retailers outside the United States is growing by 13.2%. Currently, only metros dominate online sales in India. As of 2015, there were 220 million smartphone users in India, a 23 percent increase. It has been predicted that by 2020, India will overtake the US as the second largest smartphone market after China. This article highlights M-commerce, its advantages, disadvantages and future growth of M-commerce in India.

**Keyword:** M-commerce

## **A STUDY ON CHALLENGES FACED BY STREET VENDORS IN POONAMALLEE**

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### **ABSTRACT**

Street vending is a major component of the urban economy in India and provides employment and livelihoods to millions. However, Street vendors face numerous issues due to their lack of legal recognition, limited access to public space and infrastructure, and social stigma. This qualitative study seeks to understand the difficulties street vendors in the Poonamallee metropolitan area experience, focusing on these “invisible entrepreneurs” who exist on the fringes of the formal economy. The objective is to recognize and analyse the main challenges faced by street vendors, such as pertaining to public spaces, infrastructure, legal recognition and social stigma. Also investigate what coping strategies these vendors utilize in order to address them.

With this research, the hope is that it will help generate recommendations for policy and practice which can support street vendors' livelihoods and well-being. This research aims to contribute to a greater comprehension of the informal economy's role in urban development, as well as informing policies for improved outcomes for both vendors and their communities. The various initiatives undertaken by the government of India to bring street vendors under the formal system are also studied. They also have a right to earn their livelihood in a respectable manner.

**Keywords:** Street vendors, Livelihood, Health issues

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## **A STUDY ON EMPLOYEE GRIEVANCE REDRESSAL MECHANISM IN SEAKNOTS PVT LTD WITH SPECIAL REFERENCE TO SEAKNOTS PVT LTD.**

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### **ABSTRACT:**

For maintaining employee satisfaction and organizational productivity in any organisation including IT companies, effective grievance redressal mechanism are crucial. The research investigates this process at Seaknots Pvt Ltd with a focus on understanding the challenges faced and strategies employed to address employee grievances to create positive work environment. Through a combination of quantitative and qualitative analysis of interviews with HR personnel and employees along with review of company policies and procedures, this study identifies key components of Seaknots' grievance redressal system including channels for reporting grievances, resolution timelines and mechanisms for feedback and improvement. The findings provide insights into best practices for managing employee grievances in the IT sector offering valuable lessons for HR professionals and organizational leaders seeking to optimize grievance handling strategies to foster a positive work environment and enhance employee engagement and retention.

**Key words:** Grievance redressal mechanism, positive work environment, quantitative and analysis, HR personnel, Company policies and procedures, Channels for reporting grievances, Resolution timelines, Mechanisms for feedback and improvement, Employee engagement, Retention

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## **ASTUDYONCONSUMERAWARENESSANDPERCEPTIO NTOWARDSECO-FRIENDLYPRODUCTSINCHENNAI.**

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### **ABSTRACT:**

Nowadays consumers are more concerned about the environmental changes which have a harmful effect on their health, lifestyle and their standard of living. As a result, they tend to change their lifestyle and standard of living to protect the environment. Hence, they want to invest in eco-friendly products as they are manufactured in an environmentally friendly manner. And consumers are ready to pay higher prices to purchase eco-friendly products. The main aim of this Study is to know about consumer awareness, the source of awareness of eco-friendly products, to know about consumer perception about eco-friendly products and to know about the usage of eco-friendly products in their day-to-day activities.

**Key words:** Consumer awareness, Consumer perception, environment friendly, willingness to pay higher prices

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## **THE PSYCHOLOGY OF PRICING: A STUDY ON HOW PRICING STRATEGIES INFLUENCE CONSUMER PERCEPTIONS AND PURCHASE DECISIONS.**

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<sup>4</sup>L.Nirmal, <sup>5</sup>S.Anirudh Kumar,<sup>6</sup>B.Adhithya Charan**

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### **ABSTRACT:**

Pricing Strategies and consumer behaviour aim to elucidate the intricate relationship between pricing strategies, consumer perceptions, and purchase decisions by synthesizing existing research findings and theoretical frameworks. The study examines how different pricing strategies, including penetration pricing, skimming pricing, premium pricing, and value-based pricing, shape consumer perceptions and subsequent purchase intentions. It delves into the psychological underpinnings of pricing, such as perceived value, price fairness, and price-quality inference, which play pivotal roles in consumer decision-making processes. It investigates the moderating effect of factors such as product characteristics, consumer demographics, and market dynamics on the efficacy of pricing strategies. It also explores the role of pricing transparency, promotional tactics, and competitive pricing dynamics in influencing consumer perceptions and purchase behaviours. It emphasizes the importance of aligning pricing strategies with consumer preferences, market conditions, and business objectives to enhance competitiveness and profitability. It underscores the need for pricing dynamics to effectively navigate complex consumer landscapes and capitalize on emerging opportunities.

Overall, this provides valuable insights into the multifaceted interplay between pricing strategies, consumer perceptions, and purchase decisions, offering implications for practitioners, policymakers, and scholars seeking to enhance their understanding of pricing dynamics in contemporary markets.

**Keywords:** Pricing strategies, Pricing behaviour, Consumer perceptions, Competitiveness, profitability, Purchase behaviour

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## **A STUDY ON CUSTOMER BUYING BEHAVIOUR TOWARDS PUMA FOOTWEARS WITH SPECIAL REFERENCE TO CHENNAI CITY**

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### **ABSTRACT**

The markets for footwears are most turbulent today due to increased competition and changing customer brand preferences. The aim of this study is to analyze the buying behaviour of people while purchasing footwear in Puma and influence technology to the users. This study is to find out the process of decision making of the customer while choosing and purchasing products with respect to their current satisfaction level on that particular brand. From the below study, we can conclude that a high level of brand awareness and satisfaction is an important aspect with regard to influencing buying behaviour. Majority of the people believe that branded products will have good quality and it creates a positive impact among them. This study clearly reveals that Puma is a popular brand and its Brand loyalty enhances the sales of the products.

**KEYWORDS:** Customer buying behaviour, Brand preference, Puma foot wears, Sales, Awareness

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## **A STUDY ON STRESS MANAGEMENT IN IT EMPLOYEES**

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### **ABSTRACT**

Stress is a universal phenomenon that essentially manifests itself in humans as a result of pressure projecting from challenging situations. Delay in job completion, deterioration of the power of organization and planning, increase in error rate during manipulative and cognitive tasks, depression and feelings of helplessness and over sensitivity are the major impact of stress on the productivity of professionals.

In the growing field of IT, professionals often encounter high-pressure work environments, tight deadlines, and continuous skill upgrades. The goal of study is identifying and recognising the challenges faced by the IT employees and to determine effective stress management measures that can contribute to improved job satisfaction, and overall productivity among IT employees.

**Keywords:** Stress, Stress Management, Industries, Workplace, Factors

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## **A STUDY ON CUSTOMER SATISFACTION TOWARDS VIVO MOBILES IN REFERENCE TO SOUTH CHENNAI**

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### **ABSTRACT:**

This study aims to examine the level of customer satisfaction towards Vivo mobile phones. As Vivo continues to gain prominence in the highly competitive smartphone market, understanding customer perceptions and satisfaction is crucial for sustaining and expanding market share. A mixed-methods approach incorporating both qualitative and quantitative methodologies will be employed. The study will collect data through surveys, interviews, and online reviews to gain insights into factors influencing customer satisfaction, including product quality, design, features, performance, after-sales service, and brand perception. Statistical analysis will be conducted to identify correlations between various factors and overall customer satisfaction. The findings of this study will provide valuable insights for Vivo and other smartphone manufacturers to improve product offerings and enhance customer satisfaction, thereby contributing to long-term success in the mobile phone industry.

Keywords: Customer satisfaction , customer preference , Value of product , Goodwill of product

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## **A STUDY ON CONSUMER PREFERENCES AND SATISFACTION TOWARDS SHOPPING MALL IN CHENNAI.**

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### **ABSTRACT:**

From the studies on consumer preferences and satisfaction with shopping centers could be emphasized in the abstract. It may discuss elements like location, store selection, cleanliness, parking availability, facilities, and overall shopping experience that affect customer happiness. It might also go over how important it is to comprehend these preferences in order to boost customer satisfaction and mall management. Based on extensive study findings, the abstract provides a summary of consumer preferences and satisfaction with shopping malls. A levels of satisfaction, encompassing, but not restricted to, the physical location, variety and caliber of stores, standards of cleanliness and upkeep, ease of entry and parking, availability of amenities like food courts and entertainment venues, and the general shopping experience. In order to maintain high levels of consumer happiness and ensure good mall management, it is imperative to recognize and accommodate these preferences. will eventually increase the success and competitiveness of shopping destinations in the current retail landscape thorough analysis of consumer preferences and satisfaction with malls, combining results from other research projects. It examines the complex interactions between different elements that influence customer satisfaction, including accessibility and geographic closeness, the variety and quality of retail options, the atmosphere and cleanliness of shopping centers, the ease of parking, the availability of leisure and entertainment centers, and the winlitunf mintamar anning and nine-all shopping excursion. Strategic mall management requires an understanding of these preferences' subtleties in order to facilitate targeted interventions that will increase consumer happiness and loyalty. Furthermore, it is even more crucial for the long-term survival and development of oping destinations to comprehend and adjust to consumer preferences in the dynamic retail market where internet shopping competes with traditional brick-and-mortar experiences.

**KEYWORDS:** consumer preferences, consumer satisfaction , shopping centers, location, store selection, cleanliness, parking availability, facilities, overall shopping experience, customer happiness, mall management, retail landscape, accessibility.

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## **“A STUDY ON THE IMPACT OF GREEN RECRUITMENT PROCESS OF HUMAN RESOURCE IN IT SECTOR WITH SPECIAL REFERENCE TO CHENNAI CITY”**

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### **ABSTRACT:**

Recruiting is the main function of a human resource department. Recruitment is the process of inducing short listing, hiring best qualified candidates and engaging that candidates for job opening, within an organisation .It involves examining the new job requirements, creates interest of the employees to that particular job, screening and choosing the applicants, hiring and integrate the new employee to the company. Emerging trends in recruitment process companies are highly using environment friendly practices to maximize their recruitment within terms of “green recruitment”. Companies should not forget that if they do their present business with past technology will lose their future presence in the business. Nowadays IT companies are facing the biggest issue is “war for top talent”. So, the company wants to gain competitive advantage in their business then they will implement automation in recruitment process. This study seeks to find out the need of the requirement of human resource in green recruitment process among the HR, Executives in IT sector. Data was collected from 50 HR Executives. Respondents results shows on a 5 point likert scale with the range of impact on green recruitment over the requirement of human resource has understood. Statistical tools were applied to quantify, the data and results were discussed in this paper. Majority of the HR Executives said that green recruitment paves a way for getting right-fit of right job.

**Key words:** Green recruitment, Human Resource, Automation Process.

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## **ANALYSIS OF SUSTAINABLE INVESTMENTS IN THE AUTOMOTIVE VERTICAL USING ANALYTICS IN THE INDIAN CONTEXT**

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### **ABSTRACT**

This project delves into the intricate relationship between financial variables and Environmental, Social, and Governance (ESG) scores among top automobile manufacturers in India. The study focuses on Maruti Suzuki India Limited, Tata Motors Limited, Mahindra & Mahindra Limited, and Eicher Motors Limited, aiming to decipher the factors influencing their ESG scores. Leveraging financial data from the Bloomberg terminal at CHRIST (Deemed University, Bengaluru) and ESG scores from CRISIL, an S&P Global Company, a comprehensive analysis is conducted. Employing a methodology combining fundamental financial analysis and regression analysis, the study scrutinizes key financial variables such as Revenue, Earnings per Share, Historical Market Cap, Net Income, Dividends per Share, Price Earnings Ratio, Return on Capital Employed, Inventory Turnover, Net Fixed Asset Turnover, and Free Cash Flow. The findings provide insights into the performance of the selected companies and reveal the impact of financial metrics on their ESG scores. Practical implications of the study include tailored recommendations for B2B companies, shareholders of the analysed firms, institutional investors, and other stakeholders interested in investment opportunities within the automotive sector. These insights are poised to guide investment decisions and foster a deeper understanding of ESG-informed investing strategies. This study addresses an existing gap in research by shedding light on the intricate interplay between financial performance and ESG metrics within the automotive industry. Providing valuable insights and recommendations contributes to advancing sustainable investment practices and fostering corporate responsibility. Key terms such as Annual Reports, Integrated Reports, ESG, CRISIL, Bloomberg, regression, and financial analysis encapsulate the essence of this pioneering research endeavour. Expanding upon these findings, future research endeavours could explore additional factors influencing ESG scores, delve deeper into specific industry sectors, or expand the geographic scope to include global comparisons, thus enriching the understanding of sustainable investment dynamics and corporate governance practices on a broader scale.

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**4<sup>th</sup> INTERNATIONAL  
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