

ISBN: 978-81-19980-55-0



BOOK OF ABSTRACTS



International Conference on

**“Leveraging Contemporary Management Practices
for Sustainable Development”
(LCMSD 2023)**

Organized by

**Department of Management Studies
Dayananda Sagar College of Engineering**

22nd December 2023

Associate Partners

MCX
METAL & ENERGY
Trade with Trust
Multi Commodity
Exchange In India



**Analytics
Society of India**

LCMSD- 2023

Book of Abstracts

International Conference

on

“Leveraging Contemporary Management
Practices for Sustainable Development”

(LCMSD - 2023)

22nd December, 2023

Associate Partners



Organized by

Department of Management Studies

Dayananda Sagar College of Engineering

Kumaraswamy Layout, Bengaluru, Karnataka, India

www.dsce.edu.in

The book contains the abstract of selected papers of International Conference on “Leveraging Contemporary Management Practices for Sustainable Development” (LCMSD - 2023) held on 22nd December 2023.

Published: 2023

Edited and Published by

Department of Management Studies, Dayananda Sagar College of Engineering,
Bengaluru, Karnataka, India

Publishing Partner

SK Research Group of Companies

Faculty Editorial Committee

Dr. K. G. Hemalatha, Chief Editor

Dr. Anuradha Yadav, Associate Editor

Dr. Nithya S. M., Associate Editor

Student Editorial Committee

Mr. Darshan Khurpe

Mr. Nithish Kulkarni

Ms. Vanshika Malwadkar

Mr. Nitish Gowda M

Mr. Avishkar U Achar

Mr. Akash C. Hadagali

Mr. Bibek Sarkar

About the Conference

We are living through transformational times. A general development or change in a situation will affect many countries of the world. The road to the future has become a lot more uncertain. Leveraging Contemporary Management Practices examines the way of thinking that is needed to address issues as they emerge especially like pandemic situations across the globe. Contemporary issues have arisen as a result of past and current thinking and the practices we follow. Similarly, future issues will emerge as a result of current thinking and practices relevant to sustainable business development. As we know sustainable development is defined in terms of meeting the needs of the present without compromising the ability of future generations to meet their own needs that has now become the only option for all businesses for their survival. As the pandemic affected major work trends, corporates must rethink and revamp the business strategies to respond such situations amidst disruptions.

Management for a sustainable development appears as a process from which organizations try to use all its resources as well as improve its organization and technological development in order to answer not only to the present but also to future human and social needs. For any business enterprise sustainable development is nothing but adopting business strategies and activities that meet the needs of the enterprise and its stakeholders today while protecting, sustaining and enhancing the human and natural resources that will be needed in the future.

Our international conference aims to connect the academia and the corporate world with an objective of creation of linkage between the both for the benefit of all stakeholders in Education, Industry and the Corporate World. Our conference also aims to stimulate the discussion on Innovation, Technology and emerging issues in contemporary management practices for sustainable development.

About the Institution

Dayananda Sagar College of Engineering (DSCE) was started in 1979, by Sri R. Dayananda Sagar, a great visionary, under the aegis of Mahatma Gandhi Vidya Peeta Trust. DSCE is an autonomous institute affiliated to Visvesvaraya Technological University (VTU). It is approved by AICTE, is ISO 9001:2015 certified, and is accredited by the National Assessment and Accreditation Council (NAAC) with an 'A' grade. It has the widest choice of engineering branches and offers 18 Undergraduate courses & and 6 Post Graduate courses. It has 20 Research centres in different branches of Engineering, Science, and Management catering to research scholars for obtaining Ph.D. under VTU.

About the Department

Established in 2006, the department's flagship program is a two-year MBA affiliated to VTU (AICTE approved). Crafted to guide the students through a period of self-discovery, the pedagogy takes the students on an exploratory journey. The program empowers the students with a unique dual - specialization – a combination that instils in them multiple perspectives to launch a corporate career. Students can 'deep-dive' into the areas of their preference with the department offering specializations in Business Analytics, Finance, Human Resources (HR), Operations, Marketing and Real Estate. The department has an established research center under VTU and offers a Ph.D. program.

Preface

We stand at the precipice of a new era, one characterized by unprecedented change and uncertainty. Global challenges, such as climate change, resource scarcity, and social inequality, demand innovative solutions and a paradigm shift in how we manage organizations. In this context, the International Conference on “Leveraging Contemporary Management Practices for Sustainable Development” presents a crucial platform for academics, industry leaders, and policymakers to come together, share knowledge, and forge a path towards a brighter future.

International Conference on “Leveraging Contemporary Management Practices for Sustainable Development (LCMSD - 2023)” is set to be hosted by the Department of Management Studies at the Dayananda Sagar College of Engineering, Bengaluru, Karnataka, India, on 22nd December 2023. This pivotal event is poised to serve as a vibrant hub for the convergence of ground-breaking ideas from researchers worldwide, steering our cities and societies towards greater intelligence and integration. The “LCMSD - 2023” is dedicated to fostering innovation and collaboration across diverse yet interconnected Management and technology domains, acknowledging that each field contributes vital to the betterment of society. To this end, the call for papers was crafted to encourage a substantial pool of contributions, attracting more than 100 submissions from various relevant fields. Out of this rich array of scholarly contributions, around 70 high-caliber submissions have been chosen to feature in the conference, a selection made possible through a stringent and impartial peer-review process. This review system encompassed the expertise and insights of a distinguished panel of experienced researchers, advisory members, and the technical and program committee of “LCMSD - 2023”. The selection criteria were grounded in the significance of the contributions made by the authors, as well as the technical depth, originality, and alignment with the conference's central themes. It is worth noting that every stage of the peer-review process was facilitated seamlessly through an electronic system, ensuring efficiency and transparency.

The keynote address is a pivotal segment in any conference, facilitating the dissemination of research findings and insights before an audience of experts, researchers and academicians from various disciplines and backgrounds. Acknowledging this, the organizers of "LCMSD - 2023" have exerted considerable effort to coordinate a series of keynote speeches that align perfectly with the conference's thematic focus. Furthermore, the assembly of author presentations has been meticulously orchestrated to highlight the significance and interconnectedness of the different pieces while resonating with the foundational philosophy and driving forces behind the conference. In light of this, we extend our heartfelt appreciation to the authors for choosing "LCMSD - 2023" as the platform to share the fruits of their research endeavor. Moreover, we are profoundly thankful for the invaluable assistance rendered by each individual reviewer and the members of the Program Committee, whose contributions to the peer-review process have been instrumental in elevating the quality and substance of the conference.

The conference recognizes the undeniable impact of present actions on future generations. Sustainable business development is no longer a mere suggestion, but a fundamental imperative for the survival and prosperity of our planet. We must move beyond conventional approaches and embrace contemporary management practices that prioritize both present needs and long-term sustainability.

This conference serves as a testament to the vital role that contemporary management plays in achieving sustainable development. By examining the evolving landscape of management practices, exploring the potential of innovation and technology, and fostering collaboration across various sectors, we aim to:

- **Identify and address key challenges:** The conference delves into emerging issues in contemporary management, focusing on their impact on sustainable development goals.

- **Unleash the power of innovation:** We explore the role of disruptive technologies and innovative business models in driving sustainable practices.
- **Bridge the knowledge gap:** Through engaging discussions and collaborative workshops, the conference facilitates the exchange of knowledge and best practices between academia and the corporate world.
- **Inspire collective action:** We aim to empower stakeholders from diverse backgrounds to contribute towards a more sustainable future.

This Book of Abstracts encapsulates the collective wisdom and insights shared during the conference. It serves as a valuable resource for practitioners, researchers, and students seeking to understand the intersection of contemporary management and sustainable development. We believe that the ideas presented in these pages hold the potential to shape a future where business and sustainability thrive together.

We invite you to embark on this transformational journey with us. Together, let us leverage the power of contemporary management practices to build a more equitable and sustainable tomorrow.

Acknowledgement

The editors are honored to have facilitated the presentation of pivotal proposals and highlights of the “LCMSD - 2023” Conference. This event has garnered the attention and enthusiasm of academics and researchers worldwide, establishing itself as an optimal platform to unveil a myriad of innovative research discoveries. The submissions spanned various disciplines, including Management, Technology, Artificial Intelligence, and Entrepreneurship.

We wish to express our heartfelt appreciation to all the authors who have amplified the value of the conference with their precious contributions, dedicating their time, expertise, and insightful research submissions. The seamless execution of pre- and post-conference activities and deliberations was made possible through our national and international advisory committees' timely and informed support and guidance. We convey our profound gratitude to all committee members for their invaluable input. Furthermore, we would like to acknowledge the remarkable efforts of our robust team of reviewers, who conducted thorough and critical evaluations of all submissions, offering feedback and suggestions that were vital in maintaining the high standard and quality of the conference proceedings.

A special note of thanks goes to all organizing committee members, whose relentless efforts were pivotal in making this event a resounding success. We also extend our deepest gratitude to the editorial team at **Empirical Economic Letter Journal** for their exceptional work in crafting the articles in an innovative and intellectually stimulating manner. The LCMSD - 2023 conference and its proceedings stand to receive well-deserved accolades in front of a vast assembly of attendees.

Finally, our heartfelt thanks to the Management of Dayananda Sagar College of Engineering, Bengaluru, Karnataka, India, and to the faculty members of the Department of Management Studies for their continued support and encouragement to make the conference a huge success.

Message from the Leadership Deck

Dr. D. Hemachandra Sagar, M.B.B.S., M.S.
Chairman, DSI



Message

I am happy to know that the Department of Management Studies is organizing International Conference on “Leveraging Contemporary Management Practices for Sustainable Development (LCMSD - 2023)” on 22nd December, 2023 at Dayananda Sagar College of Engineering, Bengaluru, India.

In the present-day scenario, the development of innovative sustainable technologies for leveraging contemporary Management and Entrepreneurial practices holds significant importance. Establishing an international forum to exchange ideas and showcase the most recent research breakthroughs and findings has the potential to pave the way for sustainable progress. I also believe our students will immensely benefit from this forum as it will help them become industry-ready.

I wish the International Conference “LCMSD - 2023” a grand success.

Dr. D. Hemachandra Sagar, M.B.B.S., M.S.
Chairman, DSI

Dr. D. Premachandra Sagar

Vice Chairman, DSI



Message

Dayananda Sagar Institutions have consistently been at the forefront of enhancing and fostering an educational system enriched with a culture of research. I'm delighted to know that the Department of Management Studies is hosting the International Conference on "Leveraging Contemporary Management Practices for Sustainable Development (LCMSD - 2023)" at Dayananda Sagar College of Engineering in Bengaluru, India, on 22nd December, 2023.

"LCMSD – 2023" offers a global forum for research scholars, practitioners, academicians, and students to engage in discussions and showcase the most recent research advancements and findings in the realm of contemporary management practices for sustainable development. This is a pertinent and highly essential area of concentration at this moment. I hope this forum leads to new collaborations with various research scholars and industry leaders for the latest innovations.

I extend a warm welcome to all the delegates and wish the event a great success.

Dr. D. Premachandra Sagar

Vice Chairman, DSI

Shri Galiswamy
Secretary, DSI



Message

I am pleased to know that the Department of Management Studies of DSCE is organizing the International Conference on “Leveraging Contemporary Management Practices for Sustainable Development (LCMSD - 2023)” on 22nd December 2023 at Dayananda Sagar College of Engineering, Bengaluru, India.

DSCE stands as a premier educational institution known for its regular hosting of conferences, and this conference will provide an opportunity for researchers and young minds to collaborate and share their knowledge on a common platform, thereby benefiting all involved. Through these forums we aim to inspire and encourage our students to reach greater heights in their careers.

I extend my best wishes for the great success of the International Conference “LCMSD – 2023”.

Shri Galiswamy
Secretary, DSI

Dr. B.G. Prasad
Principal, DSCE



Message

It is remarkable to witness the International Conference on “Leveraging Contemporary Management Practices for Sustainable Development (LCMSD - 2023)” by the Department of Management Studies on 22nd December 2023 at Dayananda Sagar College of Engineering, Bengaluru, India.

This conference is focused on various contemporary management practices for sustainable development of businesses and society which is crucial as it facilitates the progression of knowledge, encourages innovation, and encourages collaboration among various stakeholders.

This initiative plays a central role in propelling the development of sustainable business practices. I encourage all the delegates to make the most of this opportunity and interact with one another to get enriched with the latest technological developments as solutions.

I applaud the organizing committee for their dedicated efforts and extend my best wishes for a resounding success to all the participating delegates and research scholars.

Dr. B.G. Prasad
Principal, DSCE

Dr. K. G. Hemalatha
Conference Chairperson
LCMSD – 2023



Message

The International Conference on “Leveraging Contemporary Management Practices for Sustainable Development (LCMSD - 2023)” offers a global forum for research scholars, practitioners, academicians, and students to engage in discussions and showcase the most recent research advancements and findings in the realm of sustainable development.

I would like to express my appreciation to all the esteemed delegates of the International Conference “Leveraging Contemporary Management Practices for Sustainable Development (LCMSD - 2023)” who have enriched and elevated this event through their participation and active engagement.

I also would like to thank the organizing committee (my faculty and staff) who made this event possible with their time and effort. We, the Department of Management Studies continuously strive to create a better learning environment for our students.

I have confidence that this conference will produce valuable results that will benefit all participants, and we hope to organize more such events in future.

Dr. K. G. Hemalatha
Conference Chairperson
LCMSD - 2023

Keynote Speakers

1	Dr. Ashutosh Misra , Strategic Consultant (Cognitive/AI/Analytics), IBM, Bengaluru, India.
2	Mr. B.S. Prakash , Head-Corporate Sustainability, Titan Company Limited.
3	Dr. M. Affan Badar , Professor & Ph.D., Technology Management Director, Indiana State University, USA.
4	Mr. Robin Van Oirbeek , Senior Data Scientist, Belgium.

Session Chairs

Track	Chair	Co-Chair
Track 1 (Offline) Finance & General Management	Dr. Deepak R Associate Professor, MS Ramaiah Institute of Technology, Bengaluru	Dr. Ganesh K. S. Assistant Professor, Dayananda Sagar College of Engineering, Bengaluru
Track 2: Finance & HR (Online)	Dr. Praveen Kumar Associate Professor, Christ University, Kengeri Campus, Bengaluru	Dr. Nithya S. M. Assistant Professor, Dayananda Sagar College of Engineering, Bengaluru
Track 3: Analytics & General Management (Online)	Dr. Raja Sankaran Professor, Jain CMS Business School, Bengaluru	Prof. Roopa U. Assistant Professor, Dayananda Sagar College of Engineering, Bengaluru
Track 4: HR and Operations (Online)	Dr. Vijaya Kumar Professor, Indian Institute of Plantation Management, Bengaluru.	Dr. Anuradha Yadav Assistant Professor, Dayananda Sagar College of Engineering, Bengaluru

CONFERENCE COMMITTEE PATRONS

- **Dr. D. Hemachandra Sagar, Chairman, DSI**
- **Dr. D. Premachandra Sagar, Vice-Chairman, DSI**
- **Shri. Galiswamy, Secretary, DSI**
- **Ms. Tintisha H Sagar, Joint Secretary, DSI**
- **Ms. Natasha H Sagar, Joint Secretary, DSI**
- **Mr. Rohan P Sagar, Joint Secretary, DSI**
- **Mr. Nishan H Sagar, Joint Secretary, DSI**
- **Dr. B. G. Prasad, Principal, DSCE**

ADVISORY COMMITTEE

- **Dr. Ashutosh Misra**
Strategic Consultant (Cognitive/AI/Analytics), IBM, Bengaluru
- **Dr. M. H. Balasubramanya**
Professor, IISc, Bengaluru
- **Dr. M. Affan Badar**
Ph.D., CPEM, IEOM Fellow Professor & Technology Management Director,
Bailey College of Engineering and Technology, Indiana State University, USA
- **Dr. U. Dinesh Kumar**
Professor, IIM-Bengaluru
- **Mr. K V Ganesh**
Professor in Practice, CFO, Dansk IT, Bengaluru
- **Mr. Gopalan Philipian**
Head, AI Centre of Excellence, Intel Corporation, Bengaluru
- **Mr. Robin Van Oirbeek**
Senior Data Scientist, Belgium
- **Mr. Paramasivam Mahalingam**
Head for Technology, Media & Telecom Vertical, Citibank, Bengaluru

- **Mr. Pranab Chakraborty**
Author, L&D Expert, Cryptologist, Wipro Ltd., Bengaluru
- **Dr. Sankarshan Basu**
Professor, IIM-Bengaluru
- **Dr. Vijay Paraguarí, Ph.D.**
Toronto School of Management, Toronto, Ontario, Canada
- **Mr. Srinivas Pradeep**
Principal Data Scientist, Glencore, Netherland
- **Mr. Sumanth Sood**
Head-Innovations, Titan Company Ltd., Bengaluru
- **Dr. M. Mathirajan**
National President of ORSI, Chief Research Scientist & Professor-Management Studies, IISc, Bengaluru

CONFERENCE CONVENORS

- Dr. R. Sethumadhavan
- Dr. Karpagavalli G.

CONFERENCE CO-CONVENOR

- Dr. Ganesha K. S.

ORGANIZING COMMITTEE

- Prof. Roopa U.
- Prof. Ramya H. P.
- Dr. Anuradha Yadav
- Dr. Nithya S. M.
- Prof. Swati Sen

REGISTRATION/RECEPTION COMMITTEE

- Prof. Swati Sen
- Dr. Anuradha Yadav
- Mrs. Sujatha C. V. (Office Assistant)
- Mrs. Anuradha B.R. (Office Assistant)

MOC/STAGE COMMITTEE

- Prof. Roopa U.
- Prof. Ramya H. P.

PURCHASE COMMITTEE

- Dr. R. Sethumadhavan

REFRESHMENTS COMMITTEE

- Dr. Nithya S. M.
- Dr. Anuradha Yadav
- Mrs. Sujatha C. V. (Office Assistant)
- Mrs. Anuradha B.R. (Office Assistant)

CERTIFICATE, BANNER, INVITATION PRINTING

- Dr. Karpagavalli G.

GUEST RELATION COMMITTEE

- Dr. Karpagavalli G.
- Dr. R. Sethumadhavan

PHOTOGRAPH FOR THE ENTIRE EVENT

- Mr. RinuRaju
- Dr. Ganesha K. S.

TECHNICAL COMMITTEE & PROMOTIONS COMMITTEE

- Dr. Ganesha K. S.

CERTIFICATE DISTRIBUTION & DISPATCH COMMITTEE

- Prof. Roopa U.
- Prof. Swati Sen

CONFERENCE REPORT

- Dr. Anuradha Yadav

PROGRAMME SCHEDULE

Friday, 22nd December 2023

Venue: P.C Sagar Auditorium

Registration: 9.00 am	
Inauguration & Lamp Lighting: 9.30 am	
Welcome Speech :9.35am-9.40 am- Dr. Karpagavalli G [Conference Convenor]	
Conference Introductory: 9.40am-9.50am- Dr. K. G. Hemalatha [Conference Chairperson]	
Address by Guest of Honor: 9.50 am-10.00 am- Secretary / Joint Secretary, DSI Dr. B. G. Prasad Principal, DSCE	
Keynote Address: 10am- 10.45am	<ul style="list-style-type: none"> • Dr. Ashutosh Misra, Strategic Consultant (Cognitive/AI/Analytics), IBM, Bangalore. • Mr. B.S. Prakash, Head-Corporate Sustainability, Titan Company Limited • Dr. M. Affan Badar, Professor & PhD Technology Management Director, Indiana State University, USA • Mr. Robin Van Oirbeek Senior Data Scientist, Belgium
Releasing “The Book of Abstracts”	
Vote of Thanks-10.55am-11.00am-Dr. R Sethumadhavan [Conference Convenor]	
Tea Break: 11 am-11.30am	
Presentation Track 1[Offline] Time: 11.45 am-1.15 pm 2.00 pm -3.00 pm Venue: Building No.4,7th Floor,	Session Chair <ul style="list-style-type: none"> • Dr. Deepak R, Associate Professor, MS Ramaiah Institute of Technology, Bengaluru Co-Chair <ul style="list-style-type: none"> • Dr. Ganesha K. S Assistant Professor, Dayananda Sagar College of Engineering, Bengaluru

<p>Presentation Track 2[Online] Time: 11.45-1.15 pm 2.00 pm-3.00 pm</p>	<p>Session Chair</p> <ul style="list-style-type: none"> • Dr. Praveen Kumar Associate Professor, Christ University, Kengeri Campus, Bengaluru <p>Co-Chair</p> <ul style="list-style-type: none"> • Dr. Nithya S M Assistant Professor, Dayananda Sagar College of Engineering, Bengaluru
<p>Lunch: 1.15 pm to 2.00 pm Venue: P C Sagar Dining Hall</p>	
<p>Presentation Track 3[Online] Time: 11.45 am-1.15 pm 2.00 pm -3.00 pm</p>	<p>Session Chair</p> <ul style="list-style-type: none"> • Dr. Raja Sankaran Professor, Jain CMS Business School, Bengaluru <p>Co-Chair</p> <ul style="list-style-type: none"> • Prof. Roopa U Assistant Professor, Dayananda Sagar College of Engineering, Bengaluru
<p>Track 2 Presentation Track 4[Online] Time: 11.45 am-1.15 pm 2.00 pm -3.00 pm</p>	<p>Session Chair</p> <ul style="list-style-type: none"> • Dr. Vijaya Kumar Professor, Indian Institute of Plantation Management, Bengaluru <p>Co-Chair</p> <ul style="list-style-type: none"> • Dr. Anuradha Yadav Assistant Professor, Dayananda Sagar College of Engineering, Bengaluru
<p>Tea break: 3.00 pm-3.30 pm</p>	
<p>Valedictory Session at 3.30 pm</p>	
<p>Summary of Conference Report:3.30pm-3.45 pm- Dr. R Sethumadhavan[Conference Convenor]</p>	
<p>Certificate Distribution:3.45pm-4.00pm-Prof.Roopa U/ Prof. Swati Sen</p>	
<p>Vote of Thanks: 4.00 pm-4.10 pm: Dr. Ganesh K.S.[Conference Co-Convenor]</p>	
<p>Feedback from Participants:4.10pm-4.20pm</p>	
<p>Closing of Conference & National Anthem:4.30pm</p>	

ABSTRACTS

Table of Content

Sl.No	Title	Page No
1	A STUDY OF INVESTOR'S PERCEPTION AND DECISION MAKING TOWARDS GREEN FINANCE AND GREEN INVESTMENTS BASED ON INVESTING EXPERIENCE CS Swapnil Shenvi, Dr. Sneha Vaskar	1
2	AUGMENTED REALITY ON PURCHASE INTENTION IN SPORTS INDUSTRY: MEDIATING ROLE OF USER EXPERIENCE Mudita Sinha, Radha Yadav	2
3	IMPACT OF BEHAVIOURAL BIASES ON INVESTMENT DECISION MAKING Dr. Abdul Hameed A, Ms. Amrin Samar Sultana, Ms. Chandana Venkatesh AV	3
4	GREEN MARKETING'S EFFECT ON CUSTOMER SATISFACTION AND AWARENESS: AN EMPIRICAL STUDY Anusha H G	4
5	A STUDY ON FACTORS AFFECTING SUSTAINABLE ORGANIC AGRO FOOD PRODUCERS AND PROMOTIONAL STRATEGIES IN RAYALASEEMA REGION OF ANDHRA PRADESH, INDIA Mrs. S. Sreedevi, Dr. Jasti Katyayani	5
6	WOMEN ENTREPRENEURS IN BUSINESS INDIA-CHALLENGES AND SUCCESS STORY Mandeep Bhatia, Priya Dhawan	6
7	SERVICE INNOVATION IN BANKING: A SERVUCTION APPROACH Niveditha Anil Sumy, Gopika B Satheesh, Dr. Deepthi Sankar	7
8	THE ROLE OF CREDIT DERIVATIVES IN THE 2008 FINANCIAL CRISIS Vinay J L	8
9	MARKET TRENDS AND FUTURE PROSPECTS: GREEN MARKETING DYNAMICS IN INDIA Prof. K Sanjay	9
10	STUDY ON RURAL PLANNING FOR SUSTAINABLE DEVELOPMENT FROM THE CORPORATES THROUGH NGOS Prof. Sangeetha S Kumar, Rithika R	10
11	ORGANIZATIONAL CITIZENSHIP BEHAVIOR: A GENDER BASED STUDY Dr. R.Uma, Dr. R Sethumadhavan	11
12	ASSESSING THE ROLE MICROAGGRESSIONS ON EMPLOYEE WELLBEING OF IT SERVICE SECTOR IN BANGALORE. Aarohi Mehrotra, Radha Yadav	12

13	THE CONTRIBUTIONS OF SUSTAINABLE TALENT MANAGEMENT PRACTICES WITH RESPECT TO EMPLOYEE'S JOB SATISFACTION AND ITS EFFECT ON ORGANIZATIONAL CULTURE Nischita M Honakeri, Dr. Srikantamurthy M.R , Trupthi Ravishankar	13
14	ESTIMATING THE VOLATILITY IN AIRLINE STOCK PRICES: NAVIGATING THE IMPACT OF COVID-19 Mr. Saleem Patel	15
15	PRACTICAL APPLICATION OF PRIVATE EQUITY BENCHMARKS FOR ASSET OWNERS Sushma JS	16
16	PERCEPTION TOWARDS DERIVATIVES MARKET IN BANGALORE DISTRICT Tejashree B	17
17	A STUDY ON EFFECTIVE TAX RATES IN INDIA Chinmay Kotur	18
18	EMERGING TRENDS AND A PARADIGM SHIFT IN HUMAN RESOURCE MANAGEMENT: A PSYCHOLOGICAL PERSPECTIVE S. Gandhimathi, Parvathy Rag RG, Jennifer Nancy	19
19	HEUTAGOGY IN ACTION: DEVELOPING LEARNING AGILITY FOR RE-SKILLING WORKFORCES IN TIME AND COST SENSITIVE DIGITAL LEARNING ENVIRONMENTS. Ranganath Iyengar, Dr. Sindhu Shantha Nair	20
20	INDIA TO BECOME USD 5 TRILLION ECONOMY BY 2027 – A CRITICAL ANALYSIS FOR THIS MACROECONOMIC GOAL Dr. Narasaiah B, H. Ravilochanan	21
21	ISSUES & CHALLENGES FACED BY THE CUSTOMERS WHILE AVAILING THE CAB SERVICES THROUGH THE APP-BASED – A STUDY ON OLA & UBER APP BASED SERVICES Dr. P. Chakradhar, K. Arjun Goud	22
22	AN ANALYSIS OF THE ETHICAL IMPERATIVE OF AI IN HR: EMPHASIS ON BIAS AND TRANSPARENCY IN RECRUITMENT FOR INCLUSIVITY AMONG INDIAN IT FIRMS Dr. Shivani Naik Devrukhkar	23
23	PERCEPTION OF ENGINEERING GRADUATES TOWARDS SUSTAINABLE DIGITAL TRANSACTION R. Dhevi, Dr. N. Rajalingam, S. T. Suvaitharan	24
24	EXAMINING THE DOMAIN OF ORGANIZATIONAL AGILITY THROUGH BIBLIOMETRIC RESEARCH ANALYSIS OF YEARS (1997-2022): AN RETROSPECTIVE SCIENCE MAPPING ANALYSIS Dr. Shivani Sah, Dr. Dipi Verma	25
25	STUDY OF CONSOCIATION AMONGST CSFS OF GREEN IS APPROBATION IN INDIAN BANKING SECTOR Dr. Monika Singh	26

26	CONTEMPORARY MANAGEMENT PRACTICES OF SERVICE STARTUPS IN ADOPTING DIGITAL TECHNOLOGY V. Josili, Dr. N. Rajalingam	28
27	PERCEPTIONS OF MILLENNIALS ON MICROAGGRESSIONS IN INDIAN IT INDUSTRY: EXPLORING EMPLOYEE EXPERIENCES, ATTITUDES, AND COPING MECHANISMS Khushboo Gupta, Delma Thaliyan	29
28	EXPLORING PROSPECTS AND HURDLES IN THE WORLD OF MICROFINANCE: A COMPREHENSIVE ANALYSIS OF SMALL FINANCE BANKING Satya Prakash Yamijala, Dr. Madhava Rao Kothapalli	30
29	ATMANIRBHAR BHARAT AND WOMEN ENTREPRENEURSHIP – A CASE STUDY APPROACH Dr. Sahana A	31
30	UNRAVELING THE INVESTOR MINDSET: UNDERSTANDING THE FACTORS RESPONSIBLE FOR CONSUMER BEHAVIOR IN MUTUAL FUND INVESTMENTS Dr. Himani Grewal, Dr. Sapna Yadav, Ms. Aditi Vishnoi, Mr. Avinash Saxena, Dr. Sachin Bhardwaj	32
31	EXPORTS-LED GROWTH IN THAILAND: THE ROLE OF FDI Dr. Vijender Pal Saini, Ravinder, Poonam, Harsh Saini	33
32	A STUDY ON OCCUPATIONAL STRESS OF EMPLOYEES OF PRIVATE HEALTH CARE SECTOR IN MALAPPURAM Dr. M. Dhanabhakym, Sarath. M	34
33	ANALYZING THE POTENTIAL IMPACT OF CHANGE MANAGEMENT ON EMPLOYEE PERFORMANCE IN BANKING INDUSTRY IN KERALA Dr. M. Dhanabhakym, Fahad K.P	35
34	INFLUENCERS OF SUSTAINABLE CLOTHING DECISIONS AND CONTRIBUTING TO ECOLOGY Suneeta. Hegde, Deepti. Hegde	36
35	HARNESSING THE UTILITY OF SOCIAL MEDIA FOR STUDENTS; DERIVING IMPLICATIONS FOR MANAGEMENT EDUCATION Ms. Binnie Sharma	38
36	A STUDY ON COMPARING FIRM AND ENTERPRISE VALUE MULTIPLES ACROSS MAJOR COMPANIES IN THE STEEL SECTOR FOR LATEST 10 YEARS Usha GP	39
37	MULTIMODAL BIOMETRIC AUTHENTICATION SYSTEM FOR LOW CLASSIFICATION ERROR RATES USING FACE, FINGERPRINT AND VOICE Ms. Hemamalini.S, Dr. Om Prakesh Sharma	40
38	THE USE OF DERIVATIVES IN MANAGING FOREIGN DIRECT INVESTMENT RISK Niket Kalal	41

39	A STUDY ON EMPLOYEE PERCEPTION CONCERNING RETENTION STRATEGIES Dr. R. Sethumadhavan, Dr. Karpagavalli G, Ms. Radha Pavitra, Ms. Arpitha B. S	42
40	OPINION ANALYSIS AMONG THE IT EMPLOYEES ON FOUR DAY WORK WEEK AND ASSESSING ITS IMPACT ON ORGANIZATIONAL PRODUCTIVITY Dr. Karpagavalli G, Dr. R. Sethumadhavan, Hemalatha M, S Muthulakshmi	43
41	A STUDY ON CHANGING CUSTOMER BEHAVIOR TOWARDS NEW BANKING ERA: NEO BANKING Dr. Abdul Hameed A, Ms. Chandana Venkatesh A. V, Ms. Amrin Samar Sultana	44
42	IMPACT OF DERIVATIVES ON VALUATION OF PENSION FUNDS Adarsh U Grampurohit, Dr. Krishna Kumar	45
43	A COMPARATIVE STUDY ON THE PERFORMANCE OF SELECTED PUBLIC AND PRIVATE SECTOR BANKS POST DEMONETIZATION IN INDIA Ramya H P, Arjun A, Arun S	46
44	A COMPREHENSIVE ANALYSIS OF INVESTOR PERSPECTIVES AND COMPANY LISTING PROCEDURES IN IPOS Ms. Sangeetha B S, Prof. Roopa U	47
45	A COMPARATIVE ANALYSIS OF DECISION TREES AND NEURAL NETWORK FOR FORECASTING CAMPUS RECRUITMENT Bharath Kumar A S	48
46	FACTORS INFLUENCING THE PURCHASING DECISION OF SUVs IN INDIA Vaibhav G Jagannath	49
47	MOONLIGHTING THE FUTURE OF WORK: CRITICAL ANALYSIS OF LITERATURE WITH SPECIAL REFERENCE TO EMPLOYEE PERSPECTIVE Tanu Marwah, Dr. Sonal Pundhir	50
48	A STUDY ON EFFECTIVENESS AND LIMITATIONS OF DCF APPROACH OF CORPORATE VALUATION IN CEMENT SECTOR Shwetha S	51
49	CONTINGENCY BASED ACTION PLAN TO OPTIMIZE CUSTOMER SERVICE OPERATIONS Silky Sharma, Sunil Kumar Sharma	52
50	EFFECT OF BEHAVIORAL FACTORS ON INVESTMENT DECISION MAKING – A STUDY ON INVESTORS OF INDIAN STOCK EXCHANGES Mrs. Rajimol K P, Dr. K Soundararajan, Dr. Ajatashatru Samal	53
51	SUSTAINABLE HANDICRAFTS - A QUALITATIVE STUDY OF KINHAL CRAFTS Asha S., Dr. Sreeleakha Prabhakaran, Dr. S. Sai Ganesh	54
52	SUSTAINABLE MANUFACTURING THROUGH INDUSTRY 4.0: A FOCUS ON ENERGY EFFICIENCY Mr. Rajesh Bhat, Mr. V Sathiya Singh, Dr. Parul Tandan	55

53	CHARTING NEW HORIZONS THROUGH SOCIAL ENTREPRENEURSHIP Ms. Sowmini SK, Mr. Mukul Joshi, Ms. HariPriya Sivaramakrishnan, Dr. Parul Tandan	56
54	EFFECT OF SOCIAL MEDIA ON THE FEELINGS OF YOUTH Dr. Ganesha K S, Radha Pavitra Yalamarti, Dr. Vijay G Padaguri, Mr. Praveen S K	57
55	YOUTH PREFERENCES ABOUT BUYING SPORTS BIKES IN INDIA Vinay BN, Brijesh Singh	58
56	DECENTRALIZED INSURANCE IN THE ERA OF DEFI - A REVIEW AND RESEARCH AGENDA Dr. Anuradha Yadav, Dr. Vijaya Kittu Manda, Dr. FHA. Shibly	59
57	AN ANALYTICAL STUDY OF VOLATILE GOLD PRICES: WITH EFFECT OF GST N Surya, Dr. Nithya S.M., Sandeep Padasali	60
58	NAVIGATING SUSTAINABILITY: EXPLORING THE IMPACT OF GREEN HRM ON EMPLOYEE PERFORMANCE IN MANUFACTURING CONCERNS Dr. Sapna, Ms. Anjali Gupta	61
59	TRANSFORMING WINGS: A COMPREHENSIVE ANALYSIS OF DIGITALIZATION AND SOCIAL MEDIA'S IMPACT ON OPERATIONAL EFFICIENCY, CUSTOMER ENGAGEMENT, AND INNOVATION IN THE AVIATION INDUSTRY Prof. Kanchan G. Rajput, Pratham MR	62
60	GREEN FINANCE IN INDIA - FINANCING CLIMATE CHANGE MITIGATION AND SUSTAINABLE AGRICULTURE Dr. Sushma C, Suhana K	63
61	SUSTAINABILITY OF SMALL FARM HOLDERS IN INDIAN COFFEE SECTOR Dr. A. N. Vijayakumar	64
62	A STUDY ON STRATEGIC GROWTH OF FINANCIAL DERIVATIVES IN INDIA Dr. Rajashree Gurunayak	65
63	TAMING THE COMPLEXITY OF LARGE LANGUAGE MODELS WITH LLMOPS – ENABLING RESPONSIBLE AND EFFICIENT DEPLOYMENT Srinivas Pradeep, Dr. K G Hemalatha	66
64	ANALYSIS OF HOW NYKAA HAVE FOLLOWED AIDA MODEL OVER THE YEARS Monisha MS	67

1. A STUDY OF INVESTOR'S PERCEPTION AND DECISION MAKING TOWARDS GREEN FINANCE AND GREEN INVESTMENTS BASED ON INVESTING EXPERIENCE

CS Swapnil Shenvi¹, Dr. Sneha Vaskar²

¹Assistant Professor – Finance, Kirit P. Mehta School of Law, Narsee Monjee Institute of Management Studies (NMIMS) Deemed-to-be-University, Mumbai, India cs.swapnilshenvi@gmail.com

²Assistant Professor – Management, Department of Management Studies, SVKM's Narsee Monjee College of Commerce and Economics, Mumbai, India sneha.vaskar23@gmail.com

ABSTRACT

Companies cannot only target profitability but also have to now concentrate on sustainability. In order to remain relevant in the industry for a long time, SW financing options cannot be ignored by companies. This research paper targets the awareness about green finance amongst both young and experienced investors. This research paper understands the relationship between the investor's experience in investing and investments in green finance. The primary data collected has been analysed using various statistical tests like Two-Way Anova, Cronbach's Alpha, Kolmogorov-Smirnov Test, Mann-Whitney U Test and Spearman Rank Correlation. It has been concluded that there is a low level of positive correlation between investment experience and investment in green finance. Recommendations to the Statutory Organizations as also the investors have been given at the end to improve the current state of green financing so that the positive correlation between investor experience and investment patterns in green finance can improve further.

Keywords: *Green Finance, Sustainable Finance, Green Banks, Investor Experience*

2. AUGMENTED REALITY ON PURCHASE INTENTION IN SPORTS INDUSTRY: MEDIATING ROLE OF USER EXPERIENCE

Dr. Mudita Sinha¹, Dr. Radha Yadav²

¹Christ University, Bangalore-560068

²Christ University, Bangalore-560068

ABSTRACT

Advertising, marketing and business decisions are inherently shaped by the development of technology, as technological progress drives changes in business or marketing strategy. Therefore, in recent times, in pursuit of more innovative and unique efforts to catch consumers' attention, many companies have turned towards the capabilities of Augmented Reality (AR) to maximize the effect of their advertising activities. To study the impact of Augmented Reality (AR) advertisements on purchase intention in the sportswear industry through user experience and creation of curiosity and to determine the effectiveness of Augmented Reality advertisements and to understand the importance of the extent of User Experience and the consumer's curiosity in influencing purchase intention, in the specific context of sportswear. This study seeks to understand the importance of user experience in the context of AR advertisements, combined with the psychological factor of curiosity towards the advertisement, as curiosity and relevant information-seeking behavior would greatly determine the user experience in such an advertising context. Furthermore, this study seeks to develop a specific understanding of the effectiveness of AR advertisements at the micro-level in the sportswear industry. There is a dearth of such a research study in the existing academia. The study was conducted through the circulation of a structured questionnaire survey on a 5-point Likert Scale among residents of India across various age groups above the age of 18. The respondents were first shown an Augmented Reality advertisement created by Nike Inc., an American sportswear and sports equipment company, for its AirMax® line of Sneakers. The findings of this research paper suggest that augmented reality advertisements have a significant impact on purchase intention. The use of augmented reality technology enhances the advertising experience by allowing consumers to interact with products in a more immersive way, leading to increased engagement and a greater likelihood of making a purchase. Additionally, the results of this study indicate that augmented reality advertisements are particularly effective for products that are high in involvement, such as luxury items or technology products.

Keywords: *Advertisement, Augmented Reality, Purchase, Sportswear*

3. IMPACT OF BEHAVIOURAL BIASES ON INVESTMENT DECISION MAKING

Dr. Abdul Hameed A¹, Ms. Amrin Samar Sultana², Ms. Chandana Venkatesh AV³

¹ Associate Professor, Area Chair – Finance & Head of Academic Operations, Alliance School of Business, Alliance University, abdul.hameed@alliance.edu.in

² Research Scholar, Alliance School of Business, Alliance University, samrinPHD23@bus.alliance.edu.in

³ Research Scholar, Alliance School of Business, Alliance University, Chandana.venkatesh@alliance.edu.in

ABSTRACT

Investment decision-making is a complex process influenced not only by market fundamentals and economic factors that govern human behavior. This study explores the significant impact of behavioral biases on investment decisions and their subsequent implications for financial markets. Drawing from behavioral finance theories and empirical research, we analyze various biases such as overconfidence, loss aversion, anchoring, and herd behavior that tend to shape investor Behaviour. These biases can lead to deviations from rational decision-making and result in suboptimal investment choices. By examining real-world case studies and conducting surveys, we aim to quantify the extent to which behavioral biases influence investors across different demographics and market conditions. The objective of the study is to understand the impact of behavior biases of the investors. In this study, the respondents will be the retail investors whose response will be collected through a questionnaire. A questionnaire will be prepared and forwarded to the investors to analyze the importance of behavioral biases and its impact on the decision-making process of investors. It is estimated to collect at least 300 responses from the retail investors in the city of Bangalore. The study will analyze the impact of behavior on investment decision-making.

Keywords: *Behavioural Biases, Investment Decision-Making, Demographics and Market Conditions.*

4. GREEN MARKETING'S EFFECT ON CUSTOMER SATISFACTION AND AWARENESS: AN EMPIRICAL STUDY

Anusha H G¹

¹Lecturer, Department of Commerce Sri J C B M College, Sringeri. anusha17hg@gmail.com

ABSTRACT

Environmental sustainability has emerged as a major concern in today's corporate world. Governments are concerned about environmental issues. The term "green" has gained popularity in today's world. Green marketing refers to the strategy of endorsing goods or services that are friendly to the environment, contribute positively to the earth. It boosts a company's brand, preserve the ecosystem. A boost of companies to use eco-friendly procedures and the provision of more sustainable choices to customers are the two main objectives of green practices marketing.

The study go through with the objective to evaluate consumers' awareness of green marketing, to ascertain the pros and cons and obstacles of implementing green marketing and analyze the elements that induce a consumer to choose green sustainable goods, study is carried down with the locality respondents present around Chikkmagaluru district through the Forms and it concludes that Green marketing is a tool for preserving natural resources and safeguarding the environment for future generations, utilization of alternative energy sources to produce goods and services are ways to achieve sustainable growth. Green marketing has had a positive impact on the worldwide market equally.

Keyword: Sustainability, Packaging, Promotion, Eco-friendly

5. A STUDY ON FACTORS AFFECTING SUSTAINABLE ORGANIC AGRO FOOD PRODUCERS AND PROMOTIONAL STRATEGIES IN RAYALASEEMA REGION OF ANDHRA PRADESH, INDIA

Mrs. S. Sreedevi¹, Dr. Jasti Katyayani²

¹Asst.Professor, Sri Venkateswara College of Engineering, Tirupati and Research Scholar, Department of Business Management, Sri Padmavathi Mahila Visvavidyalayam, Tirupati, Andhra Pradesh, India.
sreedevireddy2@gmail.com

²Professor, Department of Business Management, Sri Padmavathi Mahila Visvavidyalayam, Tirupati, Andhra Pradesh, India

ABSTRACT

Although the organic sector is small, it has grown rapidly during the last decade. Concerned about health, targeted consumers tend to choose organic agro products instead of conventional ones. This paper aims to find the factors affecting organic agro food producers and promotional strategies to improve their business performance in Rayalaseema region of Andhra Pradesh state. The research methods are composed of quantitative methods that are the assessment of factors affecting and promotional strategies of organic agro food producers. The study applied the convenient sampling method to collect the primary data from 100 producers and the study has framed the two objectives to fill the research gap & examine the factors that affect the organic food production and promotion. The study applied the discriminant analysis and the result indicated that better living conditions and no chemicals are found to be more effective on the organic food demand. The study examined the impact of operational strategies of organic agro food producers with the help of statistical tools of structural equation model. The study result reveals that the promotional strategy factors "Pamphlets/ Advertisement in newspapers" ' having the higher impact and followed by the "Posters in supermarket/ public places". This research will be useful to the organic food producers to improve their business performance.

Keywords: Advertisement, Cost, Demand, Fertilizer, Producers and Organic Food

6. WOMEN ENTREPRENEURS IN BUSINESS INDIA-CHALLENGES AND SUCCESS STORY

Mandeep Bhatia¹, Priya Dhawan²

¹Research scholar, Guru Nanak Dev University, Amritsar, Punjab, India

²Research scholar, Guru Nanak Dev University, Amritsar, Punjab, India, priya.dhawan7@gmail.com

ABSTRACT

Business India is witnessing the steep rise of women in leadership roles. Gone are the days when Indian women used to be in veil. The corporate board rooms are now illuminated by the brilliant, radiant, wiser, compassionate and empathetic women leaders who are true leaders. But still the number of women entrepreneurs is very less in India. India scored one of the lowest ranks of 52 out of 57 countries in an index that captures number of women entrepreneurs (Master card index of women entrepreneurs, 2018) The research article captures the success stories of women as Indian leaders who have revolutionized the corporate arena creating a different world for the society. The article aims to bring forth the challenges faced while also throwing light on the path treaded by them. The major challenges faced by woman in workforce include gender stereotyping, discrimination, masculine work culture and work-life balance. The paper concludes by suggesting the changes required to develop an amiable environment for women to shine in workplace.

Keywords: *Women Entrepreneurs, Leaders, Business*

7. SERVICE INNOVATION IN BANKING: A SERVUCTION APPROACH

Niveditha Anil Sumy¹, Gopika B Satheesh², Dr. Deepthi Sankar³

¹MBA Student, Saintgits Institute of Management, Kottayam. nas.mba2224@saintgits.org

²MBA Student, Saintgits Institute of Management, Kottayam. gopika.mba2224@saintgits.org

³Associate Professor, Saintgits Institute of Management, Kottayam. deepthi.sankar@saintgits.org

ABSTRACT

This study explores into the complex setting of service delivery innovation in the banking sector, focusing on virtual banking in India. The study examines multiple factors impacting virtual financial services using the Servuction approach as its theoretical framework. It highlights the critical role of skilled service providers—virtual assistants and bank agents—in addressing customer inquiries, resolving issues, and leading clients through the digital banking arena. Furthermore, the research highlights the need of a well-designed digital interface, effective branding tactics, and efficient back-end operations in establishing trust, credibility, and strong consumer involvement. The findings state that ongoing skill enhancement for service providers, stronger branding tactics, extensive personnel training, and continued technological advancements. Finally, this research seeks to improve virtual banking services and raise service delivery standards in India's rapidly evolving digital banking ecosystem.

Keywords: *Servuction Approach, Virtual Banking, Physical Environment, Service Providers*

8. THE ROLE OF CREDIT DERIVATIVES IN THE 2008 FINANCIAL CRISIS

Vinay J L¹

¹Student, II MBA, PES University, 100 Feet Ring Road, BSK III Stage, Bangalore, vinayjlca@gmail.com

ABSTRACT

The study investigates the underlying causes of the current financial crisis. A thorough examination of the financial will show that the theoretical model is predicated on an implausible premise that is creating a significant issue with price mismatching in the sizable unregulated credit default swap market, which blows up in response to a catalytic increase in residential mortgage defaults. Previous scholarly investigations suggest a solution to the crisis that would be far less expensive than rescuing investors who have made bad financial decisions related to credit analysis.

Keywords: *Financial Crisis, Credit Defaults, Financial Market Stability, Systematic Risks*

9. MARKET TRENDS AND FUTURE PROSPECTS: GREEN MARKETING DYNAMICS IN INDIA

Prof. K Sanjay¹

¹Director - Corporate Relations, Dayananda Sagar Institutions, Bengaluru, India, sanjay.k@dsu.edu.in

ABSTRACT

Green marketing has evolved as a crucial phenomenon in the contemporary market, gaining particular significance. This concept facilitates the re-marketing and re-packaging of existing products to cater to this growing market segment. Moreover, it has created an avenue for companies to co-brand their products, emphasizing the environmental friendliness. These marketing techniques stem from shifts in consumer mindset, prompting businesses to target a new segment -environmentally conscious consumers.

This paper delves into the growing trend of businesses targeting green consumers who actively consider environmental concerns in their purchasing decisions. Identifying specific segments of green consumers, the paper explores the challenges and opportunities businesses encounter in green marketing In India. Additionally, it examines the current trends of green marketing in India, elucidating the reasons behind companies adopting this approach. The paper foresees continuous growth in both the practice and demand for green marketing, underlining its enduring significance.

Keywords: *Market Trends, Green Marketing, Dynamics*

10. STUDY ON RURAL PLANNING FOR SUSTAINABLE DEVELOPMENT FROM THE CORPORATES THROUGH NGOS

Prof. Sangeetha S Kumar¹, Rithika R²

¹Assistant Professor, FOMC Department of Commerce, PES University, RR Campus

²MBA Student, Department of Commerce, PES University, RR Campus

ABSTRACT

This paper draws attention to the environmental, educational and societal threats that the poor, rural and urban communities of India are facing. The rural communities are facing several challenges such as lack of water, poverty, famine, social and geographical isolation etc., especially in the developing countries from Asia, Africa. Management of land use is the main factor for development of rural areas and an optimum balance between agricultural and natural habitat and human made built-up areas according to researchers. Even if they cannot provide universal or global certainties, programmatic documents like the Agenda 2030 suggest a route that can result in excellent practices and trustworthy results. An agenda launched by the UN Summit aimed at ending not just poverty, but indeed all problems prevailing in society to bring about women empowerment and addressing the climate emergency. With reference to this Globally active NGO, United way, (Bengaluru) it is a need-based organization that is alert to community needs and responds to the. By bringing stakeholders together and ensuring financial transparency, strict compliance to accounting norms and statutory requirements, the organization has earned credibility of funders and communities. This report throws light on how corporations donate to NGOs for their CSR initiatives and how effective their approaches are, emphasizing on how the funds are allocated in developing communities of Bengaluru. Corporate donors recognize these strengths and partner consistently with UWB for their CSR initiatives. Identifying complex issues and breaking them into simpler forms and activities make it easier for communities and corporate entities to come together to make a difference. The works done in all verticals are studied in order to understand their workings and where the fund is put to use. Through this paper, the various verticals benefited from this NGO such as education of the underprivileged, environment, rural raising, health and disaster risk reduction, volunteering etc., are analyzed. A part of the profits of corporations can be utilized for this objective. This paper looks forward to providing an understanding about how corporate fund allocation is being used for rural development and how these funds effectively put to use in various verticals over the past years.

Keywords: *Rural Development, Rural Areas, Sustainability, Geographic Factor, Agricultural Factors, Corporate Fund Allocation, Agenda 2030, Initiatives*

11.ORGANIZATIONAL CITIZENSHIP BEHAVIOR: A GENDER BASED STUDY

Dr. R.Uma¹, Dr. R Sethumadhavan²

¹Assistant Professor, Department of Business Administration, NIFT TEA College of Knitwear Fashion, SIDCO, Mudalipalayam, Tiruppur (district) - 641606, Tamilnadu. uma.rajagopal1@gmail.com

²Assistant Professor, Department of Management Studies, Dayananda Sagar Engineering College, Bangalore. Madhavan1000jj@gmail.com

ABSTRACT

This research work has explored the impact of gender in eliciting organizational citizenship behavior among academic staff employed in private arts and science colleges. Gender is a socially identified construct with specific traits/ behaviors ascribed for each category (Masculine for male and feminine for female). The differences in the behavioral traits of male and female lead to individual differences in the display of citizenship behaviors (by reason of the individual being male or female). This work has explored if the attributed behavioral traits associated with gender becomes a cause for difference in the display of citizenship behaviors by men and women. The sample size for the study is 112. Data was analyzed by One Way Anova. The results have proven significant differences between the gender of the respondent and the display of organizational citizenship behavior. Female academic staff displayed high levels of citizenship behaviors in comparison with male staff.

Keywords: *Academicians, Femininity, Gender, Masculinity, Organizational Citizenship Behavior*

12.ASSESSING THE ROLE MICROAGGRESSIONS ON EMPLOYEE WELLBEING OF IT SERVICE SECTOR IN BANGALORE.

Dr. Aaroohi Mehrotra¹, Dr. Radha Yadav²

¹School of Business and Management, Christ University

²Assistant Professor, School of Business and Management, Christ University, radha.yadav@christuniversity.in

ABSTRACT

The workplace is a crucial environment for exploring the effects of micro-aggression and their impact on the employee psychological well-being. This study aims to identify the micro-aggressions impact on the employee well-being. Data will be collected by the survey and distributing the questionnaire in IT firms. Stratified random sampling will be used for this study. Data will be analyzed by the SPSS conducting the structural equation modelling to identify the path of the dependent and independent variables. The findings of this research suggest that employee well-being affects by the verbal and non-verbal micro aggression.

The study reveals that enduring gender micro-aggressions throughout one's career is associated with adverse physical and mental health outcomes, including heightened rates of depression, prolonged stress, and physical health issues like high blood pressure. The practical significance of these findings emphasizes the crucial need to raise awareness about gender micro-aggressions in the workplace, especially those that take on subtle forms. The practical implication of research shows that informing organizations, policymakers, and HR professionals about the imperative of addressing micro-aggressions to foster a healthier and more productive workforce.

Keywords: *Micro-aggression, Gender, IT, Employees*

13.THE CONTRIBUTIONS OF SUSTAINABLE TALENT MANAGEMENT PRACTICES WITH RESPECT TO EMPLOYEE’S JOB SATISFACTION AND ITS EFFECT ON ORGANIZATIONAL CULTURE

Nischita M Honakeri¹, Dr. Srikantamurthy M.R², Trupthi Ravishankar³

¹Second Semester MBA, Dayananda Sagar College of Arts, Science and Commerce.

nischitahonakeri508@gmail.com

²Professor, Dayananda Sagar College of Arts, Science and Commerce. srikanta67@gmail.com

³Second Semester MBA, Dayananda Sagar College of Arts, Science and Commerce.

trupthirshankar@gmail.com

ABSTRACT

In the contemporary business landscape, organizations are increasingly recognizing the critical role of sustainable talent management in enhancing employee job satisfaction and overall organizational success. This abstract explores the nexus between sustainable talent management practices and their influence on employees' job satisfaction. Sustainable talent management encompasses a comprehensive approach to attracting, developing, and retaining a diverse and skilled workforce, while considering the long-term environmental, social, and economic impacts. Central to this approach is the alignment of organizational values and goals with employees' individual aspirations, fostering a sense of purpose and engagement. By focusing on sustainable talent management, organizations can ensure the cultivation of a workforce that is equipped to address evolving challenges and opportunities while maintaining a positive work environment. One of the key drivers of employee job satisfaction is the implementation of effective recruitment and selection processes. Organizations that prioritize sustainability values during hiring not only bring in employees who resonate with these values but also create a culture of shared purpose, positively impacting job satisfaction. Moreover, sustainable talent development practices, including ongoing training and skill enhancement, not only contribute to improved job performance but also demonstrate an organization's commitment to employees' growth and career progression, thereby enhancing job satisfaction levels. Employee job satisfaction is further influenced by the presence of inclusive and diverse work environments. Sustainable talent management involves fostering inclusivity by valuing differences, providing equal opportunities, and ensuring fair treatment. Such practices not only promote a sense of belonging but also lead to higher job satisfaction, as employees feel respected and recognized for their individual

contributions. Additionally, sustainable talent management emphasizes employee well-being, recognizing that a healthy work-life balance and a supportive physical and mental work environment are crucial for job satisfaction. Organizations that prioritize employee well-being through initiatives such as flexible work arrangements, wellness programs, and stress management support are likely to experience higher levels of job satisfaction and lower turnover rates. In conclusion, the integration of sustainable talent management practices significantly influences employee job satisfaction. Through values-driven recruitment, continuous development opportunities, inclusive environments, and a focus on employee well-being, organizations can create a positive feedback loop where satisfied employees contribute to the achievement of sustainable organizational goals. This abstract underscores the need for organizations to adopt a holistic and forward-looking approach to talent management, ultimately leading to enhanced job satisfaction and a more resilient workforce.

Keywords: *Talent Management, Value Driven Recruitment, Competitive Advantage, Organizational Commitment.*

14. ESTIMATING THE VOLATILITY IN AIRLINE STOCK PRICES: NAVIGATING THE IMPACT OF COVID-19

Mr. Saleem Patel¹

¹MBA Student, PES University. saleempatel78@gmail.com

ABSTRACT

In this paper we have undertaken a detailed study of impact of COVID-19 and global economic instability on airline industry. There was lockdown and travel restriction all over the world, and many of the countries all over the world became conservative. This had majorly impacted the airline industry all over the world. In this research we try to analyze the volatility in the stock price of one of the airline companies i.e., Delta Airlines before and after the COVID-19 by taking the historical stock price data of the company. Due to the global lockdown the share prices of many companies were highly bearish. The same followed the Airline companies of the world. There was major impact of supply chain of essential goods all over the world which had led to increase in the prices of essential commodities all over the world. Later on, we see how this situation came back to the normal condition and forecast their volatility for a future period. This analysis can be used by the investors who are interested to invest in this sector. It provides them the range of fluctuations i.e. volatility of the stock market prices so that they can take informed decisions about their investments.

Keywords: COVID-19, Airline Industry, Delta Airlines, Supply Chain

15.PRACTICAL APPLICATION OF PRIVATE EQUITY BENCHMARKS FOR ASSET OWNERS

Sushma JS¹

¹ Student, PES University, Bengaluru, sushmajshampi@gmail.com

ABSTRACT

This research is conducted to analyze the private equity benchmarks for asset owners. Here the research has been done by analyzing the average annual rate of Apollo Global Management (a private equity firm). This paper covers the relationship between the average annual return of Apollo Global Management's private equity benchmark and the “average annual return of the S&P 500 Index”. The statistical tool used in this research is a Regression. The findings revealed a favorable relationship between both factors. This indicates that whenever the “average annual return of the S&P 500 Index” rises, so does the average annual return of the Apollo Global Management Private Equity Benchmark.

The R-squared value of 0.57 suggests that the predicted outcome pretty well matches the information at hand. Yet the independent variable failed to clarify all of the variance in the dependent variable. This could have been a result of a variety of variables, including Apollo Global Management's particular Money invested, the broader economic situation, and other considerations. But prior to deciding on any choices regarding investments, individuals ought to carefully evaluate all of the variables that might impact the outcome of the Apollo Global Management Private Equity Benchmark.

Keywords: *Private Equity Benchmarks, Apollo Global Management, S&P 500 Index, Investments.*

16.PERCEPTION TOWARDS DERIVATIVES MARKET IN BANGALORE DISTRICT

Tejashree B¹

¹Student, PES University, 4th Floor GJBC, Department of MBA, PES University Ring Road Campus, Banashankari 3rd Stage, Bangalore – 560085, Karnataka, India. tejashree8201@gmail.com

ABSTRACT

“Derivatives”, a financial instrument which is being traded on the “derivatives” market, a trading platform that facilitates investors to be involved in the trading activities (buying and selling of underlying assets), has its own benefits and drawbacks. Different investors possess a different opinion regarding the same. Hence this paper studies the perception of investors towards the “derivatives” market in Bangalore district. In particular the paper aims to determine the demographic and educational factors influencing the investors’ opinion, and the potential advantages and disadvantages perceived by the investors with regard to the “derivatives” market. For the purpose of analyzing the perception of investors a sample size of 100 responses is taken into consideration, of the people residing in Bangalore, Karnataka. The paper provides a small introduction to the subject matter of the study and reviews the work undertaken by other authors on the same topic, the research methodology specifies the data collection method, type, problem and scope of the research, findings and suggestion is based on the data analysis and interpretation of the collected information. In conclusion the paper provides the overall view of how the “derivatives” market is perceived by the investors in the district of Bangalore.

Keywords: *Derivatives, Bangalore, Perception, Investors, Risk*

17. A STUDY ON EFFECTIVE TAX RATES IN INDIA

Chinmay Kotur¹

¹PES University, Bengaluru, chinmay.vk12@gmail.com

ABSTRACT

This study delves into the evolution of the Indian tax system and its impact on effective tax rates (ETRs) for major corporations. Focusing on Reliance Industries Limited, Tata Consultancy Services (TCS), and Hindustan Unilever (HUL) from 2003 to 2019, the research employs a quantitative approach to analyze the relationship between Profit before Tax (PBT), Tax Expenses, and ETR. The objective is to understand how changes in the tax landscape, especially the introduction of the Goods and Services Tax (GST), have influenced corporate tax burdens. The findings reveal a significant decline in ETRs over the years, indicating a positive trend for businesses. Correlation analysis demonstrates a strong negative correlation between PBT and ETR, suggesting that companies employ deductions and tax planning strategies to efficiently manage tax burdens. The T-test results underscore the statistical significance of the data, supporting the rejection of the null hypothesis in favor of a meaningful relationship.

Keywords: *Profit before Tax, Tax Expenses, Effective Tax Rate*

18. EMERGING TRENDS AND A PARADIGM SHIFT IN HUMAN RESOURCE MANAGEMENT: A PSYCHOLOGICAL PERSPECTIVE

S. Gandhimathi¹, Parvathy Rag RG², Jennifer Nancy³

¹Assistant Professor, Department of Commerce and Management, Administrative Management College, Bangalore. sgandhimathimcs@gmail.com

²Assistant Professor, Department of Commerce and Management, Administrative Management College, Bangalore. Parvathysubin1994@gmail.com

³Assistant Professor, Department of Commerce and Management, Administrative Management College, Bangalore. Priyanka86188@gmail.com

ABSTRACT

Through a psychological lens, this research study examines the dynamic field of human resource management (HRM), highlighting rising trends and paradigm shifts that have transformed conventional HR practices. Organizations need to adapt in order to be competitive in a time of globalization, technology developments, and a workforce that is changing quickly. This study explores the psychological underpinnings of these changes and looks at how they affect organizational culture, employee well-being, and the general efficacy of HR initiatives. Human Resources is that part of management that involves planning for human resource needs, including recruitment and selection, training and development. It also includes welfare and safety, wage and salary administration, collective bargaining and dealing with most aspects of industrial relations. As a result, new paradigms are created, necessitating the invention of new game rules. Then, humanity emerges as both the objective and subjective driver behind all advancement. The organization's policies were the only thing that traditional HR developed. The current HR department needed to be sensitive to the demands of the employee focus on his professional development, and serve as a liaison between the employer and the worker. In the current situation, the HR department's role has become extremely tough. This paper aims to investigate the current state of developing trends in the HR profession and outlines the several obstacles in the evolving corporate environment and offers tactics to make human resource management (HRM) successful in the current context in order to address global concerns.

Keywords: *HR Practices, Managing People, Psychology, Management, Strategic Partner*

19. HEUTAGOGY IN ACTION: DEVELOPING LEARNING AGILITY FOR RE-SKILLING WORKFORCES IN TIME AND COST SENSITIVE DIGITAL LEARNING ENVIRONMENTS.

Ranganath Iyengar¹, Dr. Sindhu Shantha Nair²

¹Research Scholar, ISME, Director Strategic Interventions I P Ltd Director Tattva-Q Life Labs, Bangalore, India. ranga@tattvaq.com, ranganathi.isme2022@gmail.com

²Professor, HR & OD, ISME, HR Cluster Head, Corp Trg. & Ext Relns. ISME, Consultant & Educator SiShaNa, Bangalore India. sindhuura.communications@gmail.com sindhusn@isme.in

ABSTRACT

The skills landscape is fast changing, and ongoing frequent re-skilling is the order of the day given disruptions from various internal and external phenomena. These could include aspects like globalization, workforce and work migration, culture diffusion, self-management and rapid adoption of new disruptive technologies, automation, and AI. To keep modern workforces re-skilled, competitive, relevant, and agile; learning technologies, methods and systems need to keep pace to match learner and organizational needs and aspirations. Heutagogy or Self-determined learning principles, practices present an opportunity to create a sustainable culture and learning ecosystem that promotes autonomy, capacity, and capability amongst learners through a strong learner centric model. With a wide choice of digital learning environments, content, and platforms, learning agility and re-skilling requires making smart cost-effective stakeholder choices on technology and monitoring the ROI on learning. Re-skilling keeps workforces stay competitive and also acts as a deterrent for attrition by motivating the learners to become knowledge seekers, anchors, and leaders. This paper examines the feasibility and dynamics of a Heutagogy based learning ecosystem that is not only time and cost sensitive but also enables knowledge creation, sharing and dissemination in an optimal manner.

Keywords: Heutagogy, Agility, Re-skilling, Digital Learning, Autonomy, Capacity, Capability

20. INDIA TO BECOME USD 5 TRILLION ECONOMY BY 2027 – A CRITICAL ANALYSIS FOR THIS MACROECONOMIC GOAL

Dr. Narasaiah B¹, H. Ravilochanan²

¹HOD, Department of Management, SJES College of Management Studies, Bangalore – 560049.

narasaiah_bn@yahoo.co.in

²HOD, Department of MBA, SJES College of Management Studies, Bangalore – 560049.

ravilochananh@gmail.com

ABSTRACT

It is better to look at India's economic journey from the period of India's Independence before moving towards the USD 5 trillion targets. According to one estimate, India's annual growth rate for the last 5 decades was just 0.89 % with the population growing at 0.83% per capita income grew at 0.06%. Growth became the most urgent concern for policy makers. In 1950 to 1960, there was no clear model available for accelerating growth in developing countries. However by the end of 1970's it was clear that model India got some hope but it was not delivered. It was at the time China made a big change. The crisis of 1990 – 91 compelled the policy makers to break the past and came with three important directions. First one, dismantling the complex regime of licenses and permits. The second was redefining the role of State. The third, in giving of the inward looking trade policy. Until the end of 1970's remained a modest growth rate of 3.6% with population growth of 2.2% and per capita income growth rate was extremely modest at 1.47%. There were noticeable improvements in health, literacy rate and life expectancy. But India had to rely on the heavy imports of food grains on a concessional basis. There was a breakthrough in Agriculture after the Green Revolution. Industrial base had widened and India became capable of producing a wide variety of goods including steel, machinery, cement etc. Further this paper analyzes the role of government and the private sectors playing in making India a USD 5 trillion economy till now.

Keywords: *Annual Growth Rate, Policy Makers, GDP, Private Sectors*

21. ISSUES & CHALLENGES FACED BY THE CUSTOMERS WHILE AVAILING THE CAB SERVICES THROUGH THE APP- BASED – A STUDY ON OLA & UBER APP BASED SERVICES

Dr. P. Chakradhar¹, K. Arjun Goud²

¹Professor, Department of Management Studies, Vidya Jyothi Institute of Technology. mbahod@vjit.ac.in

²Assistant Professor, Department of Management Studies, Vidya Jyothi Institute of Technology.

arjunkawkur@gmail.com

ABSTRACT

The growth of app-based cab services in recent years, such as those provided by corporations such as Ola and Uber, has drastically transformed the face of urban transportation in a significant way. This change has occurred as a result of a shift toward more convenient and flexible modes of transportation. This study investigates the problems and difficulties that customers encounter when making use of these services in a particular setting. The research makes use of a variety of various approaches, including as surveys, interviews, and data analysis, in order to acquire a more in-depth understanding of the experiences of passengers. According to the findings of the research, there are a number of key challenges that are faced by customers. These issues consist of things like the fluctuations in price, the availability of vehicles, the accuracy of navigation, and concerns about the level of safety. The practice of charging higher rates during peak hours, which is commonly seen as being irrational and unjust by consumers, is a significant cause for concern. The level of professionalism exhibited by drivers, including their response to unpleasant customers, refusals of rides, and worries about passenger safety, is a significant factor in determining the degree to which passengers are satisfied with the service they received. In addition, the research demonstrates how challenging it may be to rejecting/cancellations of the bookings in the peek of the morning or in areas with a lower population density when there are less people around.

Keywords: *Customers, Cab Services, Issues, Ola, Uber*

22. AN ANALYSIS OF THE ETHICAL IMPERATIVE OF AI IN HR: EMPHASIS ON BIAS AND TRANSPARENCY IN RECRUITMENT FOR INCLUSIVITY AMONG INDIAN IT FIRMS

Dr. Shivani Naik Devrukhkar¹

¹Assistant Professor, Kirit P Mehta School of Law, NMIMS Deemed to be University, Mumbai.
shivz2619@gmail.com

ABSTRACT

With the introduction of AI in Recruitment processes, the risk of bias is becoming a cause of concern. This study highlights ethical concerns related to transparency, fairness, and accountability as significant hurdles in the adoption of AI. Recognizing and understanding these challenges becomes imperative for the ethical implementation of AI. The objective of this research is to understand whether AI technologies can effectively mitigate bias in recruitment processes, enhancing the fairness and equity of hiring practices. It also assesses the impact of AI-driven bias reduction on the diversity and inclusion initiatives within private IT firms. The research employs a multifaceted approach, combining in-depth interviews with HR professionals and AI experts alongside an extensive literature review, to scrutinize the ethical implications associated with integrating AI in HR. Statistical tests such as Binary Logistics Regression and Qualitative Analysis using QDA Miner have been used. It has been observed that integration of AI in Recruitment leads to reduction in bias and enhances transparency. Thus, AI incorporation in HR practices can contribute towards bringing about Inclusivity among IT firms in India. The research sheds light on the ethical considerations surrounding bias reduction in recruitment and underscores the importance of responsible AI adoption for creating workplaces that are more inclusive and diverse with specific reference to Indian IT firms.

Keywords: Artificial Intelligence, Ethical AI Practices, Recruitment, Diverse Workspaces.

23. PERCEPTION OF ENGINEERING GRADUATES TOWARDS SUSTAINABLE DIGITAL TRANSACTION

R. Dhevi¹, Dr. N. Rajalingam², S. T. Suvaitharan³

¹Full Time Ph.D Research Scholar, Department of Management Studies, Manonmaniam Sundaranar University, Abishekapatti, Tirunelveli, Tamilnadu, India. dhevi.ram@gmail.com

²Professor, Department of Management Studies, Manonmaniam Sundaranar University, Abishekapatti, Tirunelveli, Tamilnadu, India. rajalingam@msuniv.ac.in

³Field Co-ordinator, EDII-Hub, MSU Manonmaniam Sundaranar University, Abishekapatti, Tirunelveli, Tamilnadu, India.

ABSTRACT

Digital payments have a significant and crucial role in advancing sustainable economic development. Digitized transactions greatly diminish the necessity for paper-based documentation, such as receipts, invoices, and statements. This practice aids in the preservation of trees and mitigates the environmental consequences linked to the manufacturing and disposal of paper. Performing transactions digitally is typically more energy-efficient than using traditional paper-based procedures. 68 samples are collected from engineering graduates, are elected through non-probability purposive sampling method. The primary data was collected through structural questionnaire by directly meeting the respondents. Percentage Analysis and Weighted Average was used to analyse the data. The study aims to analyse the attitude towards digital payment system based on age & gender, to analyse the usefulness of digital transaction based on age & gender, to analyse the easiness to use digital transaction based on age & gender, to analyse the intention towards digital transaction based on age & gender.

Keywords: *Digital transaction, Sustainable, Perception, Digital wallet*

24. EXAMINING THE DOMAIN OF ORGANIZATIONAL AGILITY THROUGH BIBLIOMETRIC RESEARCH ANALYSIS OF 25 YEARS (1997-2022): AN RETROSPECTIVE SCIENCE MAPPING ANALYSIS

Dr. Shivani Sah¹, Dr. Dipi Verma²

¹Assistant Professor, Christ Academy Institute of Law, Bangalore

²Assistant Professor, Christ University, Bangalore

ABSTRACT

In the current ambiguous, volatile, globalized, and unpredictable market an organization being adaptable and agile is critical for organizations survival and growth. In the current hyper dynamic business environment organizational agility has become quite popular. This study examines the domain of organizational agility through bibliometric research analysis. A bibliometric review was done to examine the emergence of the field of organizational agility in terms of performance and characteristics of organizational agility in the past two decades. Further the study identified the emergent themes in the field of organizational agility which gave an insight into the direction of research and emerging issues in the field.

For the present study data was extracted from the Scopus database. The mixed method systematic review was adopted for the study. The data was analyzed using Vos viewer and Biblioshiny. The results of the study provide an insight into the trends in research in the field of organizational agility

Keywords: *Organizational Agility, Business Environment, Adaptability, Strategic Alignment*

25. STUDY OF CONSOCIATION AMONGST CSFS OF GREEN IS APPROBATION IN INDIAN BANKING SECTOR

Dr. Monika Singh¹

¹Associate Professor, Department of Management Studies, G L Bajaj Institute of Technology and Management.
monika2286@gmail.com

ABSTRACT

This research endeavors to establish correlations among the determinants influencing the behavioral intention to adopt Green Information Systems (Green IS). These determinants encompass a wide spectrum, including Hedonic Motivation, Habit, Interoperability, Energy Efficient Technology, Performance Expectancy, Effort Expectancy, Leadership, Employee Stewardship, Expert Appointment, Organizational Policy, Facilitating Conditions, Price Value, Government Regulations, Incentives, Competitive Pressure, and Social Influence.

Qualitative data collection was executed through semi-structured open-ended interviews involving experts and decision-makers within the IT/S domain. The interviews probed diverse concepts and themes, tailored to the interviewees' environmental and Green IS expertise. The study leveraged Interpretive Structural Modelling (ISM) and MICMAC analysis to unravel the interrelationships among all 16 Critical Success Factors (CSFs). This approach elucidated the driving forces and dependencies inherent within each CSF.

The research generated an ISM matrix and model that adhered to the rigorous ISM methodology for the sixteen constructs under scrutiny. The study meticulously followed and detailed all ISM methodology steps and procedures. The resultant model presented a hierarchical arrangement of CSFs essential for fostering Behavioral Intention to Adopt Green IS in Indian banks or IT companies.

The study acknowledges certain limitations, notably the inherent subjectivity in expert opinions, which can be influenced by individual experiences, resource availability, and knowledge levels.

Understanding the determinants of Green IS adoption can have far-reaching social implications. It may lead to more environmentally responsible practices within organizations, contributing to broader sustainability efforts. Additionally, it can encourage organizations to consider the social and ethical dimensions of their technology adoption decisions.

This study provides a valuable resource by identifying and ranking CSFs based on expert opinions. It offers a roadmap for organizations seeking to adopt Green IS by highlighting the key

factors that need attention. By focusing on these factors, organizations can enhance their green initiatives and reduce their environmental footprint.

This research sheds light on the complex web of factors influencing Green IS adoption. Future research can build upon these findings to delve deeper into specific CSFs and their impact on adoption behavior. It also opens opportunities for cross-cultural studies to compare adoption behaviors in different regions, potentially uncovering unique insights.

This paper fills a critical gap in understanding how Green Information Systems adoption behavior can be harnessed. By applying ISM and MICMAC analysis to the context of Green IS adoption, it offers a unique perspective on the interplay of these CSFs, making it a valuable contribution to the field of Green IS research.

Keywords: ISM, MICMAC analysis, Green IS, Key factors for Green IS adoption

26. CONTEMPORARY MANAGEMENT PRACTICES OF SERVICE STARTUPS IN ADOPTING DIGITAL TECHNOLOGY

V. Josili¹, Dr. N. Rajalingam²

¹Research Scholar, Department of Management Studies, Manonmaniam Sundaranar University, Abishekapatti, Tirunelveli. v.josili@gmail.com

²Professor, Department of Management Studies, Manonmaniam Sundaranar University, Abishekapatti, Tirunelveli. rajalingam@msuniv.ac.in

ABSTRACT

In today's world digital technology is used massively in every aspect of our lives and activities. In the realm of business, it holds immense significance by facilitating faster and more accurate operations. Virtual management plays a vital role in enabling seamless communication and work flexibility. Customers have begun using digital technology to access products and services. But the entrepreneurs vary in their adoption of digital technology. Some have successfully transitioned their businesses digitally; others remain uncomfortable with technological advancements.

Younger generation entrepreneurs tend to adopt digital technology in their businesses promptly, whereas older entrepreneurs often encounter challenges in changing their practices to align with digital trends. This study aims to explore the influencing factors driving the adoption practices of digital technology, the associated challenges, and the benefits derived from such adoption, and the degree of digitization in the establishments, considering the age variations among startup entrepreneurs.

Keywords: Digital Technology, Startups, Entrepreneurs, Technology Adoption.

27. PERCEPTIONS OF MILLENNIALS ON MICROAGGRESSIONS IN INDIAN IT INDUSTRY: EXPLORING EMPLOYEE EXPERIENCES, ATTITUDES, AND COPING MECHANISMS

Khushboo Gupta¹, Delma Thaliyan²

¹2nd Year MBA Student, Human Resources Specialization, School of Business and Management, CHRIST (Deemed to be University), Bangalore Kengeri Campus, Kanmanike, Kumbalgodu, Mysore Road, Karnataka – 560074.
gupta.khushboo@mba.christuniversity.in

²Assistant Professor, Human Resource Management, School of Business and Management, CHRIST (Deemed to be University), Bangalore Kengeri Campus, Kanmanike, Kumbalgodu, Mysore Road, Karnataka – 560074.
delma.thaliyan@christuniversity.in

ABSTRACT

In the contemporary and dynamic landscape of the Indian IT Industry, micro-aggressions have emerged as a nuanced yet significant concern, exerting a profound influence on the experiences of millennial employees. These micro-aggressions, often inadvertent and grounded in factors such as gender, age, ethnicity, caste, socio-economic status, religion, marital status, racial identity, and language, pose a substantial challenge to the well-being, job satisfaction, and overall work experiences of millennials.

This study embarks on an extensive exploration of micro-aggressions within the Indian IT Industry, focusing on the unique perspective of millennials. Through in-depth research, it aims to unravel the impact of these micro-aggressions and uncover the diverse coping mechanisms employed by this demographic.

The findings from this research are poised to offer invaluable insights to companies, aiding them in crafting more inclusive work environments that enhance employee satisfaction, well-being, and productivity. This investigation holds the promise of fostering greater inclusion and understanding in the Indian IT Industry.

Keywords: *Micro-aggressions, Millennials, Coping Mechanisms, Inclusion, Well-being.*

28. EXPLORING PROSPECTS AND HURDLES IN THE WORLD OF MICROFINANCE: A COMPREHENSIVE ANALYSIS OF SMALL FINANCE BANKING

Satya Prakash Yamijala¹, Dr. Madhava Rao Kothapalli²

¹Research Scholar, Department of Finance, GITAM School of Business, GITAM Institute of Technology and Management, Deemed-to-be University, Visakhapatnam, Andhra Pradesh, India 530045.

satya.yamijala@gmail.com

²Assistant Professor, Department of Finance, GITAM School of Business, GITAM Institute of Technology and Management, GITAM Deemed to be University, Visakhapatnam, Andhra Pradesh, India 530045.

madhavgnp@gmail.com

ABSTRACT

The emergence of a Small Financial Banks, a new type of bank, represents a new step in the Indian financial architecture. A notable bank in India that can provide essential financial assistance to validate credit and stores is Small Finance Banks. These banks were established to provide funding for segments of the population that the traditional banks do not serve, such as free enterprise small-scale farmers, as well as units, scaled-down companies, and so on. By offering the larger population basic banking and acknowledging services for a separate financial model, these banks must enter the financial scene. The new SFBs face a variety of difficulties in creating a new action plan under this circumstance. SFBs have a shared goal for financial institutions serving the underprivileged. An overview of our in-depth analysis of Small Finance Banking, focusing on its comprehensive examination, opportunities, and challenges. Small Finance Banking, often abbreviated as SFB, represents a crucial sector in the financial industry, particularly aimed at serving the financial needs of underprivileged and marginalized communities. This study delves into the multifaceted landscape of SFB, emphasizing the diverse prospects and obstacles encountered in its growth and evolution. By offering a detailed exploration of this sector, we aim to contribute to a better understanding of how Small Finance Banking can effectively cater to the financial needs of the economically disadvantaged while navigating the complexities of the modern financial ecosystem

The focus of the current study is an examination of small finance banks, including their prospects, problems, and threats.

Keywords: *Small Finance Banking (SFB), Financial Inclusion, Inclusive Banking, Microfinance*

29. ATMANIRBHAR BHARAT AND WOMEN ENTREPRENEURSHIP – A CASE STUDY APPROACH

Dr. Sahana A¹

¹Associate Professor, Dept. of Management Studies, The Oxford College of Engineering, Bangalore 560068

ABSTRACT

"Atma Nirbhar Bharat," which translates to "Self-Reliant India" in English, is an economic policy and vision introduced by the Government of India and announced by Prime Minister Narendra Modi in May 2020, amidst the COVID-19 pandemic. The primary objective of this initiative is to make India self-reliant and reduce dependency on other countries, particularly in key sectors such as economy, technology, defense, and health. The initiative emphasizes the importance of local manufacturing, promoting micro, small, and medium-sized enterprises (MSMEs), and encouraging innovation and research and development within the country. One of the key components and focus area of the Atma Nirbhar Bharat initiative is promoting local brands. By encouraging the consumption of products and services from local brands, the Indian government seeks to boost domestic businesses, create employment opportunities, and strengthen the Indian economy. This initiative to promote self-reliance in India holds significant potential for promoting women entrepreneurship. Empowering women entrepreneurs is crucial for fostering economic growth, social development, and gender equality. This paper uses the case study approach to discuss the opportunities that have been created for promoting women entrepreneurship enabling women to become self-reliant, economically empowered, and active contributors to India's economic growth.

Keywords: *Atma Nirbhar Bharat, Self-Reliant India, Women Entrepreneurship, Local Brands.*

30. UNRAVELING THE INVESTOR MINDSET: UNDERSTANDING THE FACTORS RESPONSIBLE FOR CONSUMER BEHAVIOR IN MUTUAL FUND INVESTMENTS

Dr. Himani Grewal¹, Dr. Sapna Yadav², Ms. Aditi Vishnoi³, Mr. Avinash Saxena⁴, Dr. Sachin Bhardwaj⁵

¹Assistant Professor, Department of Management, Moradabad Institute of Technology, Moradabad, Uttar Pradesh

²Assistant Professor, Jaypee Business School, JIIT Noida, Uttar Pradesh

³Assistant Professor, Department of Management, Moradabad Institute of Technology, Moradabad, Uttar Pradesh

⁴Assistant Professor, Department of Management, Moradabad Institute of Technology, Moradabad, Uttar Pradesh

⁵Assistant Professor, Department of Management, Moradabad Institute of Technology, Moradabad, Uttar Pradesh

ABSTRACT

A mutual fund is generally a vehicle which pools money from those having common investment objectives and then invests their savings into different available assets as per the objective of the schemes. The investor can directly buy these assets from the market or with the help of financial intermediaries who have deep knowledge and professional expertise. Here the mutual funds work like a financial intermediary. The mutual fund industry has seen a fast significant growth in India in the last few years. The main objective of this study is to identify the various factors influencing the investor behavior towards mutual funds' investments in Moradabad region of Uttar Pradesh. This study used a cross sectional survey research design. The population includes various persons/ consumers of financial instruments of Moradabad District of Uttar Pradesh out of which 130 respondents were selected by convenience sampling method. In order to analyze data and test the hypotheses, SPSS 20 was used to apply the relevant statistical techniques. Factor analysis has been used to find out the various influential factors. It has been found that there are various factors which are considered by the investors before making an investment and with the help of factor analysis the researchers identified a list of six factors which are; benefits of investments, portfolio properties, future prospects of the investments, post purchase facilities, broker suggestions and fund ratings.

Keywords: *Mutual Fund, Investor, Investor Buying Behaviour*

31. EXPORTS-LED GROWTH IN THAILAND: THE ROLE OF FDI

Dr. Vijender Pal Saini¹, Ravinder², Poonam³, Harsh Saini³

¹Assistant Professor, Haryana School of Management, Guru Jambheshwar University of Science & Technology, Hisar, Haryana. India. Vijenderhsb@gmail.com

²Research Scholar, Haryana School of Management, Guru Jambheshwar University of Science & Technology, Hisar, Haryana. India. ravinderverma1357@gmail.com

³Research Scholar, Haryana School of Management, Guru Jambheshwar University of Science & Technology, Hisar, Haryana. India. aryapoonam4008@gmail.com

Student, Bachelor of Commerce, Ramjas College, University of Delhi. India. hsaini.1611@gmail.com

ABSTRACT

Thailand has recorded a successful and long-term GDP growth of more than 6% per annum in the last three decades. Therefore, the current study aims to examine the association between Exports, FDI, and Economic Growth in Thailand for the time span 2003-2022. The ARDL model is applied for further analysis of data. The outcomes reveal that FDI and EXP have a positive and significant effect on the economic growth of Thailand. Both FDI and EXP are considerable drivers of Thailand's economy. In the short run, the impact of FDI and EXP is not found. This leads to suggest that policymakers make policies to encourage exports and the efficient utilization of foreign investment.

Keywords: *Exports, FDI, Economic Growth, Thailand.*

32. A STUDY ON OCCUPATIONAL STRESS OF EMPLOYEES OF PRIVATE HEALTH CARE SECTOR IN MALAPPURAM

Dr. M. Dhanabhakym¹, Sarath. M²

¹Professor, Department of Commerce, Bharathiar University

²Research Fellow, Department of Commerce, Bharathiar University. Sarathm948@gmail.com

ABSTRACT

Occupational stress is a growing concern that affects individuals and organizations alike. The impact of stress can be significant, leading to decreased job satisfaction, decreased productivity, increased absenteeism, and physical health problems. To address occupational stress, a combination of organizational, individual, and environmental interventions is necessary. The purpose of this study is to examine the extent and nature of occupational stress among employees in the healthcare sector, identify the factors contributing to it, and examine the change in stress across the various demographic factors. The researcher found a number of factors causing occupational stress, such as the inability to maintain work life balance, daily stressful challenges related to work, the emotional and psychological toll of the job, work dissatisfaction, etc. The researcher also found that stress levels vary according to gender, age, experience, and annual income.

Keywords: *Occupational Stress, Work Life Balance, Stressful Challenges, The Emotional and Psychological Toll, Work Dissatisfaction.*

33. ANALYZING THE POTENTIAL IMPACT OF CHANGE MANAGEMENT ON EMPLOYEE PERFORMANCE IN BANKING INDUSTRY IN KERALA

Dr. M. Dhanabhakym¹, Fahad K.P²

¹Professor, Department of Commerce, Bharathiar University, Coimbatore-Tamil Nadu, India

²PhD Research Scholar, Department of Commerce, Bharathiar University, Coimbatore-Tamil Nadu, India.

fahadmaddiax@gmail.com

ABSTRACT

The dynamic nature of the business environment necessitated Change Management in various industries. The Banking Industry is one such industry that has undergone severe changes in recent times. Being a significant contributor to the GDP of the Indian economy, the level of Change Management and its impact on Employee Performance are important concerns for organizational existence. The research was conducted in the context of the Banking Industry in Kerala and a convenient sampling technique was used for selecting banks like State Bank of India, Canara Bank, Federal Bank, South Indian Bank, ESAF Bank, and Catholic Syrian Bank for the study. A sample of 100 employees was chosen from these banks and the data was collected among them through questionnaires. The level of agreement towards Change Management was analyzed using Mean Score Analysis and the relationship between Change Management and Employee Performance was analyzed using Correlation Analysis and Regression Analysis. From the findings, it has been revealed that the employees have agreed to the majority of the statements related to Change Management and the Change Management has a significant influence on Employee Performance. The study concluded that Change Management is essential for the employees as well as for the organizations to remain in the competitive world. The banking companies in Kerala are provided with recommendations on different aspects of Change Management for boosting Employee Performance in the industry.

Keywords: *Change Management, Employee Performance, Banking Industry*

34. INFLUENCERS OF SUSTAINABLE CLOTHING DECISIONS AND CONTRIBUTING TO ECOLOGY

Suneeta. Hegde¹, Deepti. Hegde²

¹Research Scholar, Dayananda Sagar University Bangalore. suneethahegde-rs-mgt@dsu.edu.in

²Research Scholar, Dayananda Sagar Academy of Technology and Management. Bangalore. Deeptihgde2001@gmail.com

ABSTRACT

International business policies have a direct business impact on global economy. Due to the evolving business policies, now consumers all over the world can conduct hassle free business using online platform. Business boundaries are vanishing and the direct impact is experienced at the Consumer Community. Changes in the purchasing habits and changing economic conditions of society have created a new class of customers. This research is about textile consumption and consumer preferences. Consumers tend to choose clothing that are suitable for health and environmental requirements. This offers ample opportunity for research on collaboration between clothing and sustainable clothing. The process of production of clothing from its fiber to fabric involves many processes that harm the ecosystem. Many new technologies have been developed for every step of garment production. These innovations in textile production are dedicated to reinvent the ancient practices and craft. Sustainable clothing is a part of the growing design concept. The goal of which is to create eco-sensitive fashions. The clothing that can support environmental concerns which are generated because of human activity, this paper analyses the motivations behind the use of eco-friendly clothing. The motivation to purchase and usage of eco-friendly clothing is analyzed based on a systematic survey.

The textile industry is one of the examples of a rapidly growing and ecologically harmful industry in the world. Many innovations aim to make the textile production process environment friendly. But only little has been done so far. The production stage of textiles includes bleaching, dyeing, and tanning which causes a great deal of pollution. This research defines environmental friendly clothing in a new context, based on previous literature research. Further the research matures to find the motivations of customers who frequently purchase eco-friendly clothing. Face-to-face interactions were conducted, for over 100+ consumers. The research was conducted on a sample of consumers who regularly purchase sustainable clothing. This research follows the means-end theory. Therefore, this research tries to put the concept of sustainable

clothing consumption in a new form. It also provides some important information about the purchasing pattern of consumers and behavioral choices of consumers.

Keywords: *Environment, Clothing, Social Inclination, Carbon Footprint*

35. HARNESSING THE UTILITY OF SOCIAL MEDIA FOR STUDENTS; DERIVING IMPLICATIONS FOR MANAGEMENT EDUCATION

Ms. Binnie Sharma¹

¹Assistant Professor, PG Dept. of Commerce & Business Administration, BBK DAV College for Women, Amritsar.
4piratebin@gmail.com

ABSTRACT

This research article undertakes an in-depth exploration into the dynamic landscape of social media and students within the contemporary educational context. Recognizing the pervasive influence of social media in academic settings, the study aims to unravel the intricate ways in which students can potentially engage with these digital platforms and the subsequent effects on their educational experiences.

An analysis of prior research efforts that have explored the relationship between social media and student variables, encompassing both positive and challenging aspects has been done. By synthesizing this body of work a holistic view of the existing knowledge landscape emerges that will facilitate identifying gaps and opportunities for further exploration for the students undertaking management education.

Valuable insights for educators, administrators, and policymakers seeking to navigate the evolving integration of social media in education have also been offered. Through a nuanced examination of the benefits and challenges posed by social media, the work strives to inform decision-making processes, fostering an environment where the impact of these digital platforms can be harnessed to enhance the overall educational experience for students.

Keywords: *Social Media, Management Education, Impact, Students*

36. A STUDY ON COMPARING FIRM AND ENTERPRISE VALUE MULTIPLES ACROSS MAJOR COMPANIES IN THE STEEL SECTOR FOR LATEST 10 YEARS

Usha GP¹

¹Student, PES University, Bangalore. gpusha2@gmail.com

ABSTRACT

Steel sector is one the most important sector contributing for the country's GDP. The development of industrialization is by the high consumption of metals. The steel sector has seen tremendous growth from 2007-08. The research paper focuses on comparison of 5 steel companies. The data for the past 10 years is used to analyze the relative valuation multiples such as EV per EBITBA, EV per sales, and price to book value. This analysis will help in determining the performance of the companies in the steel industry over the span of 10 years.

Keywords: Valuation, Steel sector, Firm and Enterprise Value, Multiples

37. MULTIMODAL BIOMETRIC AUTHENTICATION SYSTEM FOR LOW CLASSIFICATION ERROR RATES USING FACE, FINGERPRINT AND VOICE

Ms. Hemamalini.S¹, Dr. Om Prakesh Sharma²

¹SRM University Sikkim. hemamalinicse@gmail.com

ABSTRACT

In the preceding decade, biometrics denoted the automated identification of individuals based on their physiological or behavioral traits. However, the limitations of unimodal biometrics prompted a shift towards exploring multimodal approaches. This study presents a multimodal biometric authentication system utilizing pre-trained transfer learning SVM, KNN, LR, NB, and RF combined with CNN and CNN models, incorporating facial, vocal, and fingerprint biometric traits of users. Our experimental dataset comprises samples from the KVKR face, voice, and fingerprint dataset of the same individual. Initial steps involved applying data augmentation techniques to pre-process facial, vocal, and fingerprint data, followed by image enhancement on fingerprint data. Feature extraction utilized pre-trained SVM, KNN, LR, NB, and RF along with CNN models to reveal hidden features in facial and fingerprint images. A stacking method was employed to amalgamate features, and a SoftMax classifier facilitated feature classification. Fusion scores were computed using the fixed-rule-based maximum rule technique. Ultimately, a comparative analysis between unimodal and multimodal biometric recognition systems was conducted.

Keywords: SVM, KNN, LR, NB, RF, CNN, Deep learning, Score Fusion

38. THE USE OF DERIVATIVES IN MANAGING FOREIGN DIRECT INVESTMENT RISK

Niket Kalal¹

¹Student, PES University, Bengaluru. nicketkalal@gmail.com

ABSTRACT

Foreign Direct investment (FDI) is one of the important indicators that the country is having a sustainable economic growth. It is an important source of capital and economic growth for the developing countries. There are several challenges that impact FDI inflows into the country, some of these are foreign exchange risk, interest rate risk, political risk and country risk. We can utilize financial derivatives to reduce these challenges and hedge against this risk. In this paper we how derivatives facilitate the country to manage and control Foreign direct investment risk. We also try to find out the factors that impact the managing FDI risks through financial derivative. We have also done an analysis to check whether the FDI inflows and derivatives (open interest) depend on each other. Finally, we have concluded by finding out methods that help to reduce FDI risks through derivatives.

Keywords: *Exchange Rate Risk, Political Risk, Economic Growth, Hedge, Open Interest*

39. A STUDY ON EMPLOYEE PERCEPTION CONCERNING RETENTION STRATEGIES

Dr. R. Sethumadhavan¹, Dr. Karpagavalli G², Ms. Radha Pavitra³, Ms. Arpitha B. S⁴

¹Assistant Professor, Department of Management Studies, Dayananda Sagar College of Engineering, Bangalore, India. madhavan1000jj@gmail.com

²Assistant Professor, Department of Management Studies, Dayananda Sagar College of Engineering, Bangalore, India. drkarpagavalli-mba@dayanandasagar.edu

³MSc Human Resource Management Graduate taught student, UCD Michael Smurfit Business School, Dublin, Ireland. pavitraradha@gmail.com

⁴HR Intern, Qess Corp, Bangalore, India. gowdaarpitha765@gmail.com

ABSTRACT

A study on employee perception concerning retention strategies is conducted in an IT organization. The objective of employee perception on retention, which is essential for long-term success, was investigated using a descriptive research. Data is collected with participation from all levels of employees with a sample size of 106. Simple random sampling technique is used to collect the data from respondents. Data is analyzed by using SPSS software. It is found that the majority of respondents (61%) appreciated the employee retention strategies of an organization. Organizational plans and motivation were key considerations. Learning opportunities were thought to act as motivators for promotions. The study highlighted the detrimental effects of excessive turnover on the performance and productivity of the employees. The study concluded by highlighting the employee retention strategy's impact on employee satisfaction, motivation, and company output related to corporate culture and organizational structure.

Keywords: *Employee Perception, Retention, Organizational Factors, Motivation Factors*

40. OPINION ANALYSIS AMONG THE IT EMPLOYEES ON FOUR DAY WORK WEEK AND ASSESSING ITS IMPACT ON ORGANIZATIONAL PRODUCTIVITY

Dr. Karpagavalli G¹, Dr. R. Sethumadhavan², Hemalatha M³, S Muthulakshmi⁴

¹Assistant Professor, Department of Management Studies, Dayananda Sagar College of Engineering, Bangalore, India. drkarpagavalli-mba@dayanandasagar.edu

²Assistant Professor, Department of Management Studies, Dayananda Sagar College of Engineering, Bangalore, India. madhavan1000jj@gmail.com

³Student, Department of Management Studies, Dayananda Sagar College of Engineering, Bangalore, India. hemalatha.234.m@gmail.com

⁴Software Engineer, California, USA.

ABSTRACT

The four-day workweek is a growing trend in the global workplace and various companies are experimenting with this new model of work. India is one of the countries that are exploring to implement a four-day workweek and this study aims to analyze the opinion of employees across different IT companies for this concept and its impact on organizational productivity. A structured questionnaire was made and a survey was conducted among 174 IT employees to assess their opinion and views on the four-day workweek concept. The survey results showed that a majority of employees would be supportive with the most common reasons being increased work-life balance, improved productivity, and reduced stress levels. Overall, the survey results suggest that there is a strong level of support and acceptance for this concept among IT employees. However, there are also some potential challenges that need to be addressed before such a move can be implemented successfully.

Keywords: *4 Day Work Week, Organizational Productivity, Work Life Balance, Reduced Stress Level, IT Companies*

41. A STUDY ON CHANGING CUSTOMER BEHAVIOR TOWARDS NEW BANKING ERA: NEO BANKING

Dr. Abdul Hameed A¹, Ms. Chandana Venkatesh A. V², Ms. Amrin Samar Sultana³

¹Associate Professor, Area Chair – Finance & Head of Academic Operations, Alliance School of Business, Alliance University. abdul.hameed@alliance.edu.in

²Research Scholar, Alliance School of Business, Alliance University, Chandana.venkatesh@alliance.edu.in

³Research Scholar, Alliance School of Business, Alliance University, amrin.sultana@alliance.edu.in

ABSTRACT

NEO banks (also known as digital, online, or online-only banks) have been in common parlance since 2017. It is a new approach to banking that operates exclusively online, without physical branches. People stopped visiting banks often further to any banking operation, which is creating a platform for NEO banking (branch less bank). Its primary objective has become more popular, which focuses on providing Customer service, management, and convenience. Through introduction of technology in the banking industry, increased client happiness, ease of use, responsiveness, and transparency, which combines the concepts of IT and AI under a single umbrella and offer its clients a convenient, and trouble-free online banking services. Also the Reserve Bank of India (RBI) has not given its approval for them to offer 100% banking services, to have ownership; these companies can only operate in India by partnering with other banks.

This study is about to know, how new banking era affecting customers behavior towards quick account establishment, payment initiation, allocation, and settlement services in just a few ways in which these banks aid technology which provides a range of traditional banking services, such as account opening (typically savings accounts), payment processing, account balance and statement viewing, and debit card use, exclusively online or via mobile devices but without the presence of physical branch locations. This study is an outcome of survey-questionnaire, from customers around Bangalore.

Keywords: *Neo Banking, IT & AI, Customer, Behaviors*

42. IMPACT OF DERIVATIVES ON VALUATION OF PENSION FUNDS

Adarsh U Grampurohit¹, Dr. Krishna Kumar²

¹Student, Presidency University

²Assistant Professor, Presidency University

ABSTRACT

Pension funds are a very essential part of the retiree's financial portfolio as they help to secure his/her future and provide constant flow of funds. Derivatives are hedging instruments that can be utilized to reduce the risk of the portfolio and also to enhance the returns. The research paper has been written to study the impact of derivatives on pension funds. The study looks into the asset distribution of two funds EPF and Kotak Mahindra Pension fund into derivatives and further studies how this distribution to derivatives affects the return and the risk/return of the funds. Through historical data of the past fifteen years from 2008-2022 the study aims to do a comprehensive comparison of the two funds and study the effects of use of derivatives. The results of the paper are that having derivatives in the portfolio helps to reduce the risk and enhance the returns as compared to not having derivatives.

Keywords: Pension Funds, Derivatives, Hedging, EPF

43. A COMPARATIVE STUDY ON THE PERFORMANCE OF SELECTED PUBLIC AND PRIVATE SECTOR BANKS POST DEMONETIZATION IN INDIA

Ramya H P¹, Arjun A², Arun S³

¹Assistant Professor, Department of Management Studies, Dayananda Sagar College of Engineering, Bangalore, India. ramya-mbavtu@dayanandasagar.edu

²Student, Department of Management Studies, Dayananda Sagar College of Engineering, Bangalore, India
aarjun468@gmail.com

³Director and AVP, Morgan Stanley, London, England, UK

ABSTRACT

A nation's economic progress is significantly influenced by banks. Many different areas of the country have been impacted by demonetization, but the banking industry was the most severely hit because it was the main conduit through which the entire process was carried out. Understanding how demonetization affects banks performance becomes essential. In this regard the current study aims to evaluate the performance of two important Indian banking sectors during pre and post-demonetization phase. Therefore, the purpose of this study is to understand how demonetization affected the selected public and private sector banks. A descriptive study design was used to achieve the research goals, involving a secondary data collection method. The objective of the current study is to evaluate the performances based on profitability of the banks post demonetization. The performances of the Banks were analyzed using ratios such as Net profit ratio, return on equity and return on assets. The present study concludes that following demonetization, SBI and Indian Bank among the selected public sector banks performed well, and all private sector banks performed well with the exception of Axis Bank. The study also finds that Private sector banks performed well in comparison to public sector banks.

Keywords: *Demonetization, Public Sector Banks, Private Sector Banks, Banking Performance*

44. A COMPREHENSIVE ANALYSIS OF INVESTOR PERSPECTIVES AND COMPANY LISTING PROCEDURES IN IPOS

Ms. Sangeetha B S¹, Prof. Roopa U²

¹Student, Department of Management Studies, Dayananda Sagar College of Engineering, Bangalore, India.
namrathasangeetha@gmail.com

²Assistant Professor, Department of Management Studies, Dayananda Sagar College of Engineering, Bangalore, India. roopatani@gmail.com

ABSTRACT

Initial Public Offerings (IPOs) represent a critical milestone for companies aiming to access the capital markets and transition from private ownership to becoming publicly traded entities. This paper endeavors to comprehensively investigate the procedure of listing a company through an IPO while simultaneously delving into the pivotal perspective of investors towards these offerings.

The research paper seeks to provide a thorough understanding of the intricate process that companies undertake when opting for an IPO. It navigates through the labyrinthine path of regulatory compliance, legal obligations, and procedural intricacies that are integral to a successful transition into the public trading sphere.

This study explores the IPO listing process in combination with a deeper look at investors' perspectives. It examines the various aspects that influence investors' choices, such as market sentiment, risk assessment, valuation issues, and return potential. The study provides a thorough understanding of investors' views and strategies within the IPO landscape by revealing these fundamental aspects. The study also directs the intricate journey of IPO listing procedures while providing valuable insights into the mindset of investors. By unraveling the complexities of the IPO landscape and investor behavior, this study offers a comprehensive framework to guide companies and investors towards successful engagements in the IPO market.

Keywords: *Investment, Finance, Stock, Initial Public Offering, Process of Listing, DEMAT, Share, SEBI, Descriptive Statistics, Chi-Square Test.*

45. A COMPARATIVE ANALYSIS OF DECISION TREES AND NEURAL NETWORK FOR FORECASTING CAMPUS RECRUITMENT

Bharath Kumar A S¹

¹Student, PES University

ABSTRACT

The process of campus placement plays a significant role in shaping the career of the students. In recent years the various machine learning algorithms have gained an importance in predicting the placement outcomes which helped the institution to get informed decisions. The research explains the comparative analysis of decision tree and Neural Network in predicting the campus placement. The study begins with examining the various factors which influence the campus placement. The model was compared based on the precision and recall. The findings of the research suggest that neural networks outperform the decision tree in accurately predicting the campus placement. Neural networks perform better with high precision for both the classes whereas the decision tree performs well for class 1 whereas it has less precision for class 0 as compared to neural networks. Hence the study suggests that the Neural Network perform well in forecasting the campus recruitment as compared to DT.

Keywords: *Decision Trees, Recruitment, Forecasting*

46. FACTORS INFLUENCING THE PURCHASING DECISION OF SUVS IN INDIA

Vaibhav G Jagannath¹

¹Student, PES University. vaibhavgjagannath@gmail.com

ABSTRACT

This study shows the factors that are influencing the Indian customers to buy SUVs for the best driving experience they get from the SUVs. There are many factors which influence the customer's decision that we can see in the paper. I have collected the primary data by floating a google form with a questionnaire with a 5 point scale and collected many responses. Then using these collected data I have done a factor analysis to get the proper factors that are influencing the customer to buy an SUV. And then keeping the factors as independent variables and the best driving experience they get from driving the SUV as dependent variables, I have done linear regression analysis where we can see that those factors are influencing the buying decision of the customer.

Keywords: *Indian Customers, SUVs, Best Driving Experience, 5 Point Scale, Factor Analysis, Linear Regression.*

47. MOONLIGHTING THE FUTURE OF WORK: CRITICAL ANALYSIS OF LITERATURE WITH SPECIAL REFERENCE TO EMPLOYEE PERSPECTIVE

Tanu Marwah¹, Dr. Sonal Pundhir²

¹Assistant Professor, Hindustan College of Science and Technology, Mathura, Uttar Pradesh, India. tanumarwah@gmail.com

²Assistant Professor, Anand Engineering College, Agra, Uttar Pradesh, India. sonalaec@gmail.com

ABSTRACT

Due to the evolving landscape of work, the concept of moonlighting has gained significant attention and transformation in recent years. It is a practice of engaging in a secondary job or business alongside one's primary employment. The traditional employment model is reshaped by advancement of technology, globalization and changing socio-economic dynamics which gives a scope to individuals for seeking alternative avenues to diversify their income and pursue their passions.

This paper delves into various drivers behind the rise of moonlighting. It will explore the evolving concept of work, highlighting the blurring lines between personal and professional identities. The paper will also examine the challenges posed by moonlighting considering the impact on traditional employers. This paper will provide an insight into potential future trajectories of moonlighting. The research will focus on the multifaceted implications in the context of a rapidly changing work environment.

Keywords: *Employment Trends, Hybrid Careers, Workforce Adaptability, Economic Resilience, Skill Monetization.*

48. A STUDY ON EFFECTIVENESS AND LIMITATIONS OF DCF APPROACH OF CORPORATE VALUATION IN CEMENT SECTOR

Shwetha S¹

¹Student, PES University Dept. Of Management Studies, #05, 2nd Cross, 9th B Main Road, Hosahalli, Vijayanagar, Bangalore 560040. Shwethavasa@gmail.com

ABSTRACT

In this paper we study the valuation of the company by using DCF approaches connected to the cement sector companies. Where the data related to cement companies is taken from secondary sources like finance websites with detailed information regarding income and balance statements with rates etc. Here the study which also explains the formulas and steps for calculation of the DCF is explained. It also explains the risk factors that affect the computation of the company valuation and its advantages and limitations for the cement sector. We also computed the intrinsic value and free cash flow WACC, terminal value by using Excel software. It gives a detailed explanation of all the terminologies used in data collection for all the company and enterprises value, present value of cash flows and the equity value per share of the cement sectors which helps the investors to make good decisions regarding the company. Where it gives value is the present value for the future cash flows.

Keywords: DCF, Intrinsic Value, Terminal Value, WACC, Cement Sectors.

49. CONTINGENCY BASED ACTION PLAN TO OPTIMIZE CUSTOMER SERVICE OPERATIONS

Silky Sharma¹, Sunil Kumar Sharma²

¹Assistant Professor, Dayananda Sagar University, City Innovation Campus, Hosur Road, Kudlu Gate, Bengaluru, India. silky.sharma25@yahoo.in

²Business Development Manager- Operations, Customer Experience Team, Flipkart India Pvt. Ltd., Bengaluru, Karnataka, India. sunilec_2004@yahoo.co.in

ABSTRACT

Various emergent situations like the spread of pandemic, natural calamities, earthquakes either impact hugely or sometimes even bring everything to a halt in the world & life of most people. Life & the way we work, everything had changed during the pandemic and so was the functioning of the service department in various industries including consumer durable. In this study, it has been analyzed how the functioning of service operations in the electrical appliances industry was affected due to such various emergent situations, especially as seen during Pandemic Covid-19. The objective of the case study was to understand the impact on different areas of operations & right from planning, sourcing & selling of spare parts to setting up service operations through ASC network, SCM solutions for service partners etc., everything got badly stuck and what were the steps taken by a prominent organization in consumer durable industry to deal with this situation. After analyzing, it was found that the traditional ways of working & operations need to be redefined and more flexibility is required by the company to deal with the situation effectively. Various new initiatives and suggestions have come out for the organizations that can be implemented to minimize the impact on their business and operations.

Keywords: *Customer Service Operations, ASC Network, SCM Solutions, Service Partners, Spare Parts, Consumer Durable*

50. EFFECT OF BEHAVIORAL FACTORS ON INVESTMENT DECISION MAKING – A STUDY ON INVESTORS OF INDIAN STOCK EXCHANGES

Mrs. Rajimol K P¹, Dr. K Soundararajan², Dr. Ajatashatru Samal³

¹Research Scholar, Annamalai University, Tamil Nadu. rajikpc14@gmail.com

²Professor, Department of MBA, Annamalai University, Tamil Nadu. spknrajan@gmail.com

³Associate Professor, Department of MBA, Sri Venkateshwara College of Engineering, Bengaluru, Karnataka. ajatashatru7@gmail.com

ABSTRACT

Market disruptions and irrational behavior triggered investor movements in the stock market, and this has made a way for an investigation about the influence of different behavioral biases and elements contributing to individual investor's decision making. Investor psychology has a substantial influence on investment decisions in financial markets. This study explores how behavioral aspects, like heuristic, prospect, market, herding affect investors' choices. By understanding the connection between psychology and investment decisions, investors may make better and reasonable decisions to improve the results of their investments. The study conducted convenient sampling and used regression analysis to study the effect of investor psychology on investor's decision while investing. The findings revealed that behavioral variables do influence investing decisions. Investors must be aware of their psychological biases and tendencies to make more rational investment decisions. Controlling emotions and cognitive biases can help investors avoid impulsive and irrational choices. By fostering rational thinking and avoiding personal behavioral influences, investors can improve their overall investment performance. Recognizing how investor psychology affects financial choices is vital for financial professionals and shareholders alike. Investors can navigate the complexities of financial markets more effectively and achieve their long-term investment goals by incorporating this knowledge into their strategies.

Keywords: *Behavioural Factors, Investor Psychology, Psychological Biases, Investment Decisions, Investment Performance*

51. SUSTAINABLE HANDICRAFTS - A QUALITATIVE STUDY OF KINHAL CRAFTS

Asha S.¹, Dr. Sreeleakha Prabhakaran², Dr. S. Sai Ganesh³

¹Research Scholar, Dayananda Sagar University, Shavige Malleshwara Hills, Bengaluru, Karnataka- 560 111. ashasanath@gmail.com

²Associate Professor (HR/BS), School of Business Management, SVKM's Narsee Monjee Institute of Management Studies (NMIMS), Deemed-to-be-University, Lakshmipura Village, Anekal Taluk, Bannerghatta Rd, Kalkere, Bengaluru, Karnataka 5600 83. sreeleakha.p@nmims.edu

³Professor, School of Commerce & Management Studies, Dayananda Sagar University, Kudlu Gate, Bengaluru, Karnataka-560 068. saiganeshrs@gmail.com

ABSTRACT

Traditional handicrafts play a vital role in preserving the cultural heritage of any place. The handicraft sector will be sustainable only when it continues the natural crafting process, promoting local production and ensuring fair-trade practices to support artisans' livelihoods and their communities. A traditional Karnataka craft is the 'Kinal' used for ritualistic, decorative, and artistic purposes. The Kinal artisans make wooden deities, exclusive toys, and crafts that cater to local people and urban art lovers. However, insufficient promotional and selling platforms have recently made the craft less attractive to the larger masses and, consequently, a less preferred occupation among the youngsters of Kinal. This study analyzed the qualitative data using the constructivist grounded theory to understand the reasons for the gradual shift to other occupations. The findings revealed a decreasing trend among the younger generation of the chitragaar community. Gopuram painting and other secondary employment options have taken over Kinal crafting, thus making the number of active artisans marginally thin. The paper examines these inductive variables from the field data and recommends an urgent need to preserve the craft. It is suggested that design interventions and collaborative efforts from the government and the public are essential to sustain Kinal crafts for future generations.

Keywords: *Kinal Craft, Design Intervention, Grounded Theory, Sustainable*

52. SUSTAINABLE MANUFACTURING THROUGH INDUSTRY 4.0: A FOCUS ON ENERGY EFFICIENCY

Mr. Rajesh Bhat¹, Mr. V Sathiya Singh², Dr. Parul Tandan³

¹Product Manager, Bosch Global Software Solutions, Bangalore, Karnataka, INDIA. Email: rajeshbhat.ramachandra@in.bosch.com

²Architect, veerasathiya.singh@in.bosch.com

³Head Corporate Affairs, Dayananda Sagar Business School, Bangalore, Karnataka, INDIA. Email: parultandan@gmail.com

ABSTRACT

As sustainability becomes increasingly critical in manufacturing, Industry 4.0 is becoming a transformative force to achieve this. While traditional methods address environmental concerns, this paper emphasizes the paramount importance of energy efficiency in achieving sustainable manufacturing. This involves the application of predictive algorithms for energy demand forecasting, aimed at optimizing energy sourcing costs and promoting resource efficiency.

Industry 4.0, with its innovative integration of AI/ML techniques, offers a unique approach to optimizing energy-intensive assets. By connecting diverse machines in the Operational Technology (OT) layer, the data is brought to centralized repositories. This data becomes the cornerstone for creating domain-specific asset models, facilitating energy optimization and operational efficiency improvements. These models, deployed on edge-enabled devices, are capable of interacting directly with the machines to enhance real-time decision-making, reducing manual intervention and boosting operational efficiency. Predictive maintenance and condition-based strategies are used for early fault identification. This proactive approach not only extends asset life and minimizes downtime but also aligns with sustainable industrial practices.

Enterprises embracing Industry 4.0 witness substantial benefits. Notably, reductions in energy costs, maintenance expenses, and a strategic shift in labor allocation to higher-value tasks contribute to enhanced productivity. This encapsulates the profound impact of Industry 4.0, offering a roadmap for sustainable manufacturing, operational excellence, and environmental responsibility, with a specific focus on creating domain-specific asset models for targeted improvements.

Keywords: *Sustainability, Industry 4.0, Energy Optimization, AI Manufacturing, Innovation*

53. CHARTING NEW HORIZONS THROUGH SOCIAL ENTREPRENEURSHIP

Ms. Sowmini SK¹, Mr. Mukul Joshi², Ms. Haripriya Sivaramakrishnan³, Dr. Parul Tandan⁴

¹Senior Manager, Software, Baxter Healthcare

²Software Engineer, Cisco Systems

³Vice President, State Street Global Advisors

⁴Head Corporate Affairs, Dayananda Sagar Business School, Bangalore, Karnataka, India. parultandan@gmail.com

ABSTRACT

Social entrepreneurship emerges as a transformative force and this study explores the multifaceted landscape of social entrepreneurship, a dynamic and impactful force driving positive societal change. This critical approach becomes instrumental in uplifting populations in urgent need. Social entrepreneurs, driven by a deep commitment to addressing pressing social and environmental challenges, embark on ventures that blend innovative business models with a profound sense of social responsibility.

This exploration navigates the dynamic intersection of technology and social entrepreneurship, forecasting a paradigm shift in addressing societal challenges. As the global landscape experiences unprecedented technological advancements, social entrepreneurs leverage innovation to revolutionize their approaches. Technology facilitates increased outreach and accessibility, allowing social entrepreneurs to efficiently engage with marginalized communities. Emerging technologies create novel solutions for persistent social issues, fostering inclusivity and sustainability. The study also delves into how technology is reshaping maternal healthcare within the social entrepreneurship paradigm. From telemedicine and mobile health applications to wearable devices and data analytics, technology plays a pivotal role in enhancing the accessibility, affordability, and effectiveness of health care initiatives.

While showcasing the promises of technology, the strategy also acknowledges challenges such as procedural bottlenecks, and bureaucratic hurdles, digital literacy, infrastructure limitations, and ethical considerations that require careful navigation. By presenting a comprehensive view of the intersection between social entrepreneurship, technology, and maternal healthcare, this paper aims to guide practitioners, policymakers, and stakeholders in leveraging technological advancements to create impactful and sustainable solutions.

Keywords: *Social Entrepreneurship, Technology Integration, Maternal Healthcare, Sustainability Solutions*

54. EFFECT OF SOCIAL MEDIA ON THE FEELINGS OF YOUTH

Dr. Ganesha K S¹, Radha Pavitra Yalamarti², Dr. Vijay G Padaguri³, Mr. Praveen S K⁴

¹Assistant Professor, Department of Management Studies, Dayananda Sagar College of Engineering, Bangalore, India. ganeshaks@gmail.com

²Student, UCD Michael Smurfit Graduate Business School, Dublin, Ireland

³Faculty Member, Toronto School of Management, Toronto, Ontario, Canada

⁴Freelance Researcher, Karnataka, India

ABSTRACT

Social Media is the miracle that is causing a massive change in an individual's feelings in the present context. The study aims to examine whether social media affects youth's feelings. In the current scenario, the youth population is more concentrated in a country like India with a high demographic dividend. For the study, a mixed method of research was used. The data for the study was collected through a structured questionnaire from 485 respondents, out of which 406 responses were used for the study after cleaning up missing data. The Two Way ANOVA test has been used with a 5% significance level for analyzing the data using SPSS. The study findings show that there is no difference between what social media makes you feel with age and educational level at a 5% level of significance both in the group and individually. We can conclude that irrespective of age or qualification level, the respondents feel differently when they use social media, such as motivated, confident, helpless, jealous, happy, inspired, etc. The results of the study mean that, irrespective of age and education level, youth's feelings are affected by social media.

Keywords: Social Media, Feelings, Youth, Demographic, Emotions

55. YOUTH PREFERENCES ABOUT BUYING SPORTS BIKES IN INDIA

Vinay BN¹, Brijesh Singh²

¹MBA, Department of Management Studies, PES University, Bangalore, Karnataka, India.

²Professor, Department of Management Studies, PES University, Bangalore, Karnataka, India.

ABSTRACT

The paper discusses the consumer buying behavior about the sports bike. It explains the evolution of the sports bike and gives small information about the transformation that happened over the last two decades. What are the major factors influencing the customer buying behavior? What technological advancement has been done over a period of time? It also informs the modification and changes in the consumer behavior over a period of time. The paper also gives the key strategies that a two wheeler manufacturing company has to adopt in their business strategies. The major target segment for the products and their passion towards sports bikes. It also explains the social and cultural importance of the sports bikes and the adventure peoples are more enthusiastic about owning sports bikes. The paper also gives the analysis collected from the target customer base and the impact of these factors on the purchasing behaviors of the products.

Keywords: *Performance, Features, Design, Dynamics, Acceleration, Brand Image, Culture, Experience.*

56. DECENTRALIZED INSURANCE IN THE ERA OF DEFI - A REVIEW AND RESEARCH AGENDA

Dr. Anuradha Yadav¹, Dr. Vijaya Kittu Manda², Dr. FHA. Shibly³

¹Assistant Professor, Department of Management Studies, Dayananda Sagar College of Engineering (DSCE), Kumaraswamy Layout, Bangalore, Karnataka, India 560078. dranuradha.y@gmail.com

²Researcher, PBMEIT, Visakhapatnam, Andhra Pradesh, India 530 009, vijaykittu@hotmail.com

³Senior Lecturer, Information Technology, South Eastern University of Sri Lanka, Oluvil, Sri Lanka, shiblyfh@seu.ac.lk

ABSTRACT

Decentralized insurance protocols powered by block chain technology offer opportunities to address several challenges facing insurance penetration and accessibility globally. Peer-to-peer structures allow for localized risk pooling and policies tailored to specific needs. The study first identifies research dimensions and themes on the topic. It then differentiates between traditional and decentralized insurance systems, specifies the types and working models of the three decentralized insurance systems, and then sets research directions for future researchers. Regulatory frameworks are still evolving, and several other challenges are to be researched and addressed. Established insurance companies resist getting disrupted, making the innovation a stifle. More work is also needed to address vulnerabilities like unintentional bugs and ensure adequate consumer protection when human oversight is reduced. The findings from the study help all the stakeholders connected with the insurance industry.

Keywords: *Insurance Regulations, Mutual Insurance, Block Chain, Smart Contract, Peer-To-Peer Insurance, Parametric Insurance*

57. AN ANALYTICAL STUDY OF VOLATILE GOLD PRICES: WITH EFFECT OF GST

N Surya¹, Dr. Nithya S.M.², Sandeep Padasali³

¹Department of Management Studies, Dayananda Sagar College of Engineering, Bangalore, India. suryan201099@gmail.com

²Assistant Professor, Department of Management Studies, Dayananda Sagar College of Engineering, Bangalore, India. nithyasmk@gmail.com

³Student, MS, DePaul University, Chicago, Illinois, United States.

ABSTRACT

Gold, a precious metal of enduring fascination, has consistently maintained its allure as a store of value and a hedge against uncertainty. Its price, influenced by a myriad of factors including economic conditions and global events, has recently encountered a novel influence in the form of the Goods and Services Tax (GST). This study delves into the intricate relationship between GST implementation and fluctuations in gold prices, seeking to ascertain the extent to which this taxation reform affects the precious metal's market dynamics.

This extensive data analysis covers diverse economic facets, including India's trade trends, international trade relations involving Germany, India, and Saudi Arabia, insights into gold market dynamics, correlation analyses for gold supply-demand and Indian trade, and the application of regression models for predicting GDP in countries like the Philippines, Greece, India, Iran, Germany, and Saudi Arabia using Python. The analysis offers a nuanced perspective on global economic trends, trade interactions, and the predictive power of regression models in different national contexts. The results are expected to enhance decision-making processes, providing valuable insights into the interplay between taxation policy and gold prices, and thereby contributing to a deeper understanding of the forces shaping the global economy.

Keywords: *Corporate Governance, Foreign Institutional Investment, Indian IT companies*

58. NAVIGATING SUSTAINABILITY: EXPLORING THE IMPACT OF GREEN HRM ON EMPLOYEE PERFORMANCE IN MANUFACTURING CONCERNS

Dr. Sapna¹, Ms. Anjali Gupta²

¹Assistant Professor, Institute of Management Studies and Research, Maharshi Dayanand University, Rohtak, Haryana, India.

²Research Scholar, Institute of Management Studies and Research, Maharshi Dayanand University, Rohtak, Haryana, India.

ABSTRACT

The research endeavors to explore how perceived green human resource management influences employee performance. A structured questionnaire was administered to 203 employees in manufacturing firms to gather data. Subsequently, the data underwent analysis using the SPSS software package. The findings revealed a positive correlation between green recruitment & selection and employee performance. Similarly, green pay & rewards, green performance management, green rewards and green involvement were identified as positive predictors of employee performance. The study holds noteworthy implications for both academia and industrial practitioners, shedding light on the implementation of green human resource management and its impact on employee performance. Additionally, the research addresses a gap in the existing literature and contributes to social implications.

Keywords: *Green Human Resource Management, Employee Performance, Sustainability, Organizational Performance, Manufacturing Industries*

59. TRANSFORMING WINGS: A COMPREHENSIVE ANALYSIS OF DIGITALIZATION AND SOCIAL MEDIA'S IMPACT ON OPERATIONAL EFFICIENCY, CUSTOMER ENGAGEMENT, AND INNOVATION IN THE AVIATION INDUSTRY

Prof. Kanchan G. Rajput¹, Pratham MR²

¹Assistant Professor, Department of Management, SSMRV College, Bangalore, Karnataka, India. kanchanr.ssmrv@rvei.edu.in

²BBA - Aviation Management, 3rd Year Student, SSMRV College, Bangalore, Karnataka, India. prathamsaketh@gmail.com

ABSTRACT

The aviation industry is undergoing a profound transformation propelled by the relentless integration of digital technologies and the ubiquitous influence of social media. "Transforming Wings" explores this dynamic shift, presenting a comprehensive analysis of how digitalization and social media are reshaping operational paradigms, enhancing customer engagement strategies, and fostering innovation within the aviation sector.

This study delves into the multifaceted ways in which digital technologies are optimizing operational efficiency across the aviation value chain. From advanced data analytics and artificial intelligence applications to block chain-based solutions, the research examines how these digital tools are streamlining processes, reducing costs, and bolstering safety standards in the industry. Additionally, the paper investigates the role of digital platforms in facilitating seamless collaboration among stakeholders, ranging from airlines and airports to regulatory bodies.

The findings of this research contribute to a nuanced understanding of the intricate interplay between digitalization, social media, operational efficiency, customer engagement, and innovation in the aviation sector. By shedding light on the opportunities and challenges posed by this transformation, "Transforming Wings" provides valuable insights for industry leaders, policymakers, and researchers seeking to navigate the evolving landscape of aviation in the digital era. With this background this paper is focusing on below objectives:

1. To examine existing digitalization efforts within the aviation industry.
2. To analyze customer engagement strategies.
3. To identify challenges and barriers faced by the aviation industry.

Keywords: *Transforming Wings, Digitalization, Innovation.*

60. GREEN FINANCE IN INDIA - FINANCING CLIMATE CHANGE MITIGATION AND SUSTAINABLE AGRICULTURE

Dr. Sushma C¹, Suhana K²

¹Assistant Professor, Department of Business Administration, SSMRV College, Jayanagar, Bangalore. sushmac.ssmrv@rvei.edu.in

²Student, Department of Business Administration, SSMRV College, Jayanagar, Bangalore. suhana004k@gmail.com

ABSTRACT

Green Finance has brought transformative changes to facilitate climate change mitigation and sustainable agriculture practices. This paper aims to provide insights into the opportunities and challenges related to Green Finance in India. Through analyzing the policies, initiatives, and case studies the paper investigates the current state of Green Finance mechanisms in India, including impact investments, green bonds, and green loans. The paper highlights the role of Green Finance in Climate Change Mitigation by exploring how funds are directed toward renewable energy sources, for building climate-resilient infrastructure and sustainable urban development. It assesses the intersection of Green Finance and sustainable agriculture in India and investigates how financial instruments help farmers to adopt eco-friendly practices and transition into organic farming. The paper sheds light on the challenges faced by farmers in acquiring finance. Throughout the paper, the cases related to Green Finance projects in India to illustrate the practical application and positive outcomes. In conclusion, this paper highlights the importance of Green Finance in India and an overview of its role in mitigating climate change and promoting sustainable agriculture.

Keywords: *Climate Change Mitigation, Green Finance, Sustainable Agriculture*

61. SUSTAINABILITY OF SMALL FARM HOLDERS IN INDIAN COFFEE SECTOR

Dr. A. N. Vijayakumar¹

¹Professor, Indian Institute of Plantation Management Bengaluru 560056. vkr@iipmb.edu.in

ABSTRACT

India's coffee sector faces challenges like price volatility and climate change. Karnataka, the leading producer, grapples with market fluctuations and escalating labor costs. Small-scale farmers, comprising 70% of production, deal with price fluctuations and limited bargaining power. Sustainable farming practices offer environmental stewardship and economic resilience. However, balancing short-term gains with long-term market maturity is crucial. The study emphasizes the need for capacity-building, organic cultivation promotion, and certification awareness. Market dynamics, fluctuating prices, and limited buyer access challenge smallholders' income. Strategies like multi-cropping and improved production practices are recommended for financial security and sustainability in the coffee sector.

Keywords: *Coffee, Price fluctuation, Market Dynamics, Sustainable Agriculture*

62. A STUDY ON STRATEGIC GROWTH OF FINANCIAL DERIVATIVES IN INDIA

Dr. Rajashree Gurunayak¹

¹Associate professor, Global Institute of Management and Science. rgurunayak1981@gmail.com

ABSTRACT

Derivatives markets have been more important in recent years because of their critical role in economic growth. In recent times the derivative markets have gained importance in terms of their vital role in the economy. The emergence of the market for derivatives products, most notably forwards, futures and options, can be traced back to the willingness of risk-averse economic agents to guard themselves against uncertainties arising out of fluctuations in asset prices. Derivatives are risk management instruments, which derive their value from an underlying asset. Prices in an organized derivatives market reflect the perception of market participants about the future and lead the price of underlying to the perceived future level. The increasing investments in stocks (domestic as well as overseas) have attracted participants in this area. Hedging through futures or options markets helps to reduce overall market risk. For derivatives, there are both regulated and unregulated exchanges (OTC). Forwards, futures, options, and swaps are the most frequent types of derivative contracts. Risk and reward can be increased by using leveraged financial products such as derivatives.

There is a huge demand for derivatives in India; however SEBI has to take steps to create awareness among the investors about the derivative segment. In cash market the profit/loss of the investor depends on the market price of the underlying asset. The investor may incur huge profit or he may incur huge loss. But in derivatives segment the investor enjoys huge profits with limited downside. Derivatives are mostly used for hedging purpose. In order to increase the derivatives market in India, SEBI should revise some of their regulations like contract size, participation of FII in the derivatives market. In a nutshell the study throws a light on the derivatives market.

Keywords: *Derivatives, Forwards, Futures, Swaps & Options.*

63. TAMING THE COMPLEXITY OF LARGE LANGUAGE MODELS WITH LLMOPS – ENABLING RESPONSIBLE AND EFFICIENT DEPLOYMENT

Srinivas Pradeep¹, Dr. K G Hemalatha²

¹Principal Data Scientist, Glencore, Netherlands.

²Professor & HOD, Department of Management Studies, Dayananda Sagar College of Engineering, Bangalore, India. E-mail: srinivas.pradeep@gmail.com

ABSTRACT

In the dynamic landscape of artificial intelligence (AI), the proliferation of Large Language Models (LLMs) has revolutionized various domains, spanning natural language processing, data analysis, and decision-making processes. However, the operational intricacies and resource-intensive nature of these models have necessitated a focused approach towards optimization. This article presents a comprehensive overview of LLMOPS – Large Language Model Operations – delving into its methodologies, challenges, and implications in the realm of AI. LLMOPS emerges as a critical facet in AI operations, focusing on the efficient management, scaling, and deployment of Large Language Models. The optimization of LLMs stands at the intersection of computational efficiency, model size reduction, and inference speed, addressing the challenges posed by resource-intensive models like GPT-3, BERT, and others. This article navigates through the intricate layers of LLMOPS, elucidating its significance in augmenting AI capabilities while balancing computational demands. The foundation of LLMOPS revolves around augmenting the performance of Large Language Models without compromising their accuracy and quality. The article delves into these optimization techniques, providing insights into their implementation, benefits, and trade-offs in enhancing the operational efficiency of LLMs.

Keywords: *Large Language Models (LLMs), MLOps (Machine Learning Operations), Prompt Engineering, Model Management.*

64. ANALYSIS OF HOW NYKAA HAVE FOLLOWED AIDA MODEL OVER THE YEARS

Monisha MS¹

¹Student, PES University. monishams890@gmail.com

ABSTRACT

The analysis of how the NYKAA have followed the ADIA model over the year the study has used the questionnaires based on the survey the analyzed through. Graphically representation how the brand has AIDA model through different strategies over ha period of time how they have captured the consumers attention (Attention, Interest, Desire, Action) marketing strategy of NYKAA has substantial growth since years and which is leading the leading player in the e-commerce beauty industry and its marketing campaigns it identify pattern over period of time this study contributes to a better understanding about e-commerce and the implement the AIDA model in their customer satisfaction.

Keywords: NYKAA, Marketing Strategy, Attention, Interest, Desire, Action

Summary of LCMSD 2023 –Conference Paper Presentation Details

Track 1: Offline Track – Finance and General Management

Session Chair: Dr. Deepak R, MSRIT

Co-chair: Dr. Ganesh K S, DOMS-DSCE

The first track of LCMSD 2023, “Finance and General Management”, which held offline explored the intersection of contemporary management practices and their contribution to achieving the United Nations Sustainable Development Goals (SDGs). With a diverse range of 14 articles encompassing finance, marketing, digitalization, and sustainable practices, the session offered valuable insights into responsible business strategies for a future-oriented world.

Research Article Entitled ‘A study on Strategic Growth of Financial Derivatives’ in India aligns with SDG 8 (Decent Work and Economic Growth) by examining how financial derivatives can facilitate economic stability and growth. Research Article Entitled ‘Sustainable Manufacturing through Industry 4.0: A Focus on Energy Efficiency’ aligns with SDG 7 (Affordable and Clean Energy) and SDG 12 (Responsible Consumption and Production) by exploring how Industry 4.0 can revolutionize manufacturing for increased energy efficiency and resource conservation. Research Article Entitled ‘Heutagogy: Learning Agility to Re-Skill Workforces on a Need Based and Cost Sensitive Digital Learning Environment’. This article aligns with SDG 4 (Quality Education) by promoting adaptability and continuous learning within workforces, contributing to a skilled and dynamic workforce for sustainable development. Research Article Entitled ‘India to become USD 5 Trillion Economy by 2027 – A Critical Analysis’ aligns with SDG 8 (Decent Work and Economic Growth) by critically evaluating India's potential economic growth and its implications for sustainable development. Research Article Entitled ‘Impact of Behavioural Biases on Investment Decision-Making’ aligns with SDG 1 (No Poverty) by exploring how cognitive biases can influence investment decisions, potentially leading to financial vulnerability and hindering poverty reduction efforts. Research Article Entitled ‘A study on Changing Customer Behaviour towards New Banking Era: Neo Banking’ aligns with SDG 9 (Industry, Innovation and Infrastructure) by examining how Neo Banking adapts to changing customer preferences and promotes financial inclusion through innovative approaches. Research Article Entitled ‘Market Trends and Future Prospects: Green Marketing Dynamics in India’ aligns with SDG 12 (Responsible Consumption and Production) by analysing the growing trend of green marketing and its potential for promoting sustainable consumption patterns.

Research Article Entitled ‘Influencers of Sustainable Clothing Decisions and Contributing to Ecology’ aligns with SDG 12 (Responsible Consumption and Production) by identifying factors influencing sustainable clothing choices and their impact on environmental sustainability. Research Article Entitled ‘Transforming Wings: A Comprehensive Analysis of Digitalization and Social Media's Impact on Operational Efficiency, Customer Engagement, and Innovation in the Aviation Industry’ aligns with SDG 9 (Industry, Innovation and Infrastructure) by exploring how digitalization and social media can transform the aviation

industry for improved efficiency, customer engagement, and innovation, potentially leading to more sustainable air travel. Research Article Entitled ‘Green Finance in India- Financing Climate Change Mitigation and Sustainable Agriculture’ aligns with SDG 13 (Climate Action) and SDG 2 (Zero Hunger) by studying the role of green finance in combating climate change and promoting sustainable agricultural practices. Research Article Entitled ‘An Analytical Study of Volatile Gold Prices: With Effect of GST’ aligns with SDG 8 (Decent Work and Economic Growth) by analysing the factors impacting gold price volatility and its implications for economic stability and growth. Research Article Entitled ‘Analysis of How Nykaa Have Followed Aida Model over the Years’ aligns with SDG 9 (Industry, Innovation and Infrastructure) by examining how Nykaa has leveraged the AIDA model for marketing success, potentially inspiring other businesses to adopt sustainable marketing practices. Research Article Entitled ‘Green Fields and Digital Dreams: Unveiling Karnataka’s Agricultural Landscape and Unleashing the Potential of Generative AI for UN Sustainable Development Goal 2.3’ aligns with SDG 2 (Zero Hunger) by exploring the potential of Generative AI in transforming Karnataka's agricultural landscape and contributing to increased food production and sustainability. Research Article entitled ‘Sustainable Handicrafts - A Qualitative Study of Kinhal Crafts’ aligns with SDG 12 (Responsible Consumption and Production) by examining the sustainability practices of Kinhal Crafts and promoting the importance of eco-friendly handicraft production.

Track 2: Online -Finance and HR

Session Chair: Dr. Praveen Kumar, Associate Professor, Christ University, Bengaluru

Co-Chair: Dr. Nithya S M, DOMS-DSCE

Track 2 of online paper presentation of LCMSD 2023, “Finance and HR”, which held online explored the intersection of contemporary management practices and their contribution to achieving the United Nations Sustainable Development Goals (SDGs).

The research article titled ‘Moonlighting the Future of Work: Critical Analysis of Literature with Special Reference to Employee Perspective’ contributes to Sustainable Development Goal 8 i.e., Decent Work and Economic Growth. It explores the evolving nature of work, offering insights into how moonlighting impacts employees. Understanding these dynamics contributes to the promotion of decent work, fair wages, and sustainable economic growth. The article titled ‘Organizational Citizenship Behaviour: A Gender Based Study’ contributes to Sustainable Development Goal 5 i.e., Gender Equality. This study provides insights into gender dynamics within organizational citizenship behaviour, contributing to the goal of achieving gender equality in the workplace by fostering more equitable and inclusive environments. The article titled ‘Effect of Behavioural factors on Investment Decision Making – A study on Investors of Indian Stock Exchanges’ contributes to Sustainable Development Goal 8 i.e., Decent Work and Economic Growth. The article, by studying behavioural factors in investment decisions, contributes to the understanding of how these factors impact the financial sector, aligning with the goal of promoting decent work and economic growth.

The article titled 'Perception towards Derivatives Market in Bangalore District' contributes to Sustainable Development Goal 9 i.e., Industry, Innovation, and Infrastructure. The study on derivatives market perception aligns with the goal of fostering innovation and infrastructure within the financial sector. The article titled 'Study of Consociation Amongst CSFs of Green IS approbation in Indian Banking Sector' contributes to Sustainable Development Goal 9 i.e., Industry, Innovation, and Infrastructure and Sustainable Development Goal 11 i.e., Sustainable Cities and Communities. This study contributes to industry innovation and sustainable infrastructure within the banking sector, aligning with both SDGs. The article titled 'Decentralized Insurance in the Era of DeFi - A Review and Research Agenda' contributes to Sustainable Development Goal 9 i.e., Industry, Innovation, and Infrastructure: This article aligns with the goal of fostering innovation and infrastructure within the decentralized insurance sector. The article titled 'Unravelling the Investor Mind-set: Understanding the Factors Responsible for Consumer Behaviour in Mutual Fund Investments' contributes to Sustainable Development Goal 8 i.e., Decent Work and Economic Growth: Understanding investor behaviour in mutual fund investments is relevant to promoting decent work and economic growth within the financial industry.

The article titled 'Exports-led Growth in Thailand: The Role of FDI' contributes to Sustainable Development Goal 8 i.e., Decent Work and Economic Growth. The study explores the role of FDI in exports-led growth, contributing to the goal of promoting decent work and economic growth. The article titled 'A Study of Investor's Perception and Decision Making towards Green Finance and Green Investments Based on Investing Experience' contributes to Sustainable Development Goal 9 i.e., Industry, Innovation, and Infrastructure: This study aligns with the goal of fostering innovation and sustainable practices within the financial sector. The article titled 'The Role of Credit Derivatives in the 2008 Financial Crisis' contributes to Sustainable Development Goal 16 i.e., Peace, Justice, and Strong Institutions. This study examines the role of credit derivatives in a financial crisis, aligning with the goal of promoting peace, justice, and strong institutions. The article titled 'Practical Application of Private Equity Benchmarks for Asset Owners' contributes to Sustainable Development Goal 9 i.e., Industry, Innovation, and Infrastructure. The article aligns with the goal of fostering innovation and infrastructure within the private equity sector. The article titled 'A Study on Effective Tax Rates in India' contributes to Sustainable Development Goal 8 i.e., Decent Work and Economic Growth. The study on effective tax rates contributes to understanding economic growth and decent work within the context of tax policies. The article titled 'Impact of Derivatives on Valuation of Pension Funds' contributes to Sustainable Development Goal 8 i.e., Decent Work and Economic Growth. The study on the impact of derivatives on pension funds relates to the goal of promoting decent work and economic growth. The article titled 'The Use of Derivatives in Managing Foreign Direct Investment Risk' contributes to Sustainable Development Goal 8 i.e., Decent Work and Economic Growth. The study explores the use of derivatives in managing risk related to foreign direct investment, aligning with the goal of promoting decent work and economic growth. The article titled 'A Comprehensive Analysis of Investor Perspectives' contributes to Sustainable Development Goal 8 i.e., Decent Work and Economic Growth. The comprehensive analysis of investor perspectives contributes to understanding factors influencing economic growth and decent work. The article titled 'Charting New

Horizons through Social Entrepreneurship' contributes to Sustainable Development Goal 17 i.e., Partnerships for the Goals: The study aligns with the goal of fostering partnerships for sustainable development by promoting collaboration and innovative solutions in social entrepreneurship.

Track 3: Online -Analytics and General Management

Session Chair: Dr. Vani Haridasan, Associate Professor,
SSN School of Management, Chennai.

Co-Chair: Prof.Roopa U, DOMS-DSCE

Track 3 of online paper presentation of LCMSD 2023, "Analytics and General Management", which held online explored the intersection of contemporary management practices and their contribution to achieving the United Nations Sustainable Development Goals (SDGs).

The research article entitled 'Multimodal Biometric Authentication System for Low Classification Error Rates Using Face, Fingerprint, and Voice' aligns with the SDG 9: Industry, Innovation, and Infrastructure. This research article explores a high-security authentication system that combines face, fingerprint, and voice recognition to achieve very low error rates in identifying individuals. The research article entitled 'Comparative analysis of Decision tree and neural network in forecasting campus recruitment' aligned with SDG 8: Decent Work and Economic Growth. This research article compares the effectiveness of Decision Trees and Neural Networks in predicting campus recruitment outcomes. The research article entitled 'Corporate Responsibility in Rural Planning for Sustainable Development through NGO' aligned with SDG 1: No Poverty, SDG 8: Decent Work and Economic Growth, SDG 11: Sustainable Cities and Communities. The study focuses on the involves various stakeholders working together to address social, economic, and environmental challenges in rural areas. The research article entitled 'Estimating the Volatility in Airline Stock Prices: Navigating the Impact of Covid 19' aligns the SDG 8: Decent Work and Economic Growth, SDG 13: Climate Action. The study focussed on involves understanding the various factors influencing the stock market and the specific challenges faced by the airline industry during the pandemic. The research article entitled 'Atmanirbhar Bharat and Women Entrepreneurship – A Case Study Approach' aligns with SDG 5: Gender Equality, SDG 8: Decent Work and Economic Growth examining instances where women have established successful businesses or ventures, particularly under the initiatives and policies aimed at fostering entrepreneurship in India. The research article entitled 'A Study On Effectiveness And Limitations of DCF Approach of Corporate Valuation in Cement Sector' aligns with SDG 12: Responsible Consumption and Production while DCF is a widely used valuation method in the cement sector, its effectiveness is contingent on the ability to make realistic and accurate projections amidst the industry's complexities and uncertainties. The research article entitled 'A Study on Comparing Firm and Enterprise Value Multiples across Major Companies in the Steel Sector for Latest 10 Years' aligns with SDG 9: Industry, Innovation, and Infrastructure. Explores valuable insights into the steel sector's valuation trends and market dynamics. The research article entitled 'Contemporary Management Practices of Service Start-ups in Adopting Digital Technology' aligns with SDG 9: Industry, Innovation, and Infrastructure, SDG 12: Responsible

Consumption and Production. These practices help in adaptable, customer-focused, and efficient in today's competitive landscape. The research article entitled 'Perception of Engineering Graduates towards Sustainable Digital Transaction' aligns with SDG 4: Quality Education, SDG 9: Industry, Innovation, and Infrastructure. The study explored how engineering graduates feel about eco-friendly digital transactions, diving into their thoughts and attitudes toward using technology for financial activities while considering environmental impacts.

The research article entitled 'Issues & Challenges faced by the Customers while availing the Cab Services through the app-based – A study on Ola & Uber App Based Services' aligns with SDG 11: Sustainable Cities and Communities. This article investigates the problems and difficulties customers encounter when using ride-hailing services like Ola and Uber through their apps. It aims to understand the challenges users face while booking and using these app-based cab services, shedding light on issues that impact their experience. The research article entitled 'Women Entrepreneurs in Business India- Challenges and Success Story' aligns with SDG 5: Gender Equality, SDG 8: Decent Work and Economic Growth. This research article examines the hurdles faced by women entrepreneurs in India's business landscape while also spotlighting their inspiring success stories. The research article entitled 'Taming the Complexity of Large Language Models with LLMOps – Enabling Responsible and Efficient Deployment' aligns with SDG 9: Industry, Innovation, and Infrastructure, SDG 12: Responsible Consumption and Production. This research article explores LLMOps, a method aimed at managing the complexity of large language models, enabling their safe and efficient use. The research article entitled 'Augmented Reality on Purchase Intention in Sports Industry: Mediating role of User Experience' aligns with SDG 9: Industry, Innovation, and Infrastructure, SDG 12: Responsible Consumption and Production. This research article investigates how augmented reality impacts people's likelihood to buy sports-related products by exploring the role of user experience in influencing purchase decisions. The research article entitled 'Harnessing the Utility of Social Media for Students; Deriving Implications for Management Education' aligns with SDG 4: Quality Education. This research article explores how social media can be beneficial for students, specifically examining how it can be used to enhance management education. It looks into the ways in which platforms like social media can positively impact the learning experience for students studying management.

Track 4 -Online: Marketing, HRM, and General Management

Session Chair: Dr.A.N.VijayaKumar, Professor,

Indian Institute of Plantation Management, Bengaluru

Co-Chair: Dr.Anuradha Yadav, DOMS, DSCE

Track 4 of online paper presentation of LCMSD 2023, "Marketing, HRM, and General Management", which held online explored the intersection of contemporary management practices and their contribution to achieving the United Nations Sustainable Development Goals (SDGs).

The research study on 'Green Marketing's Effect on Consumer Satisfaction and Awareness: An Empirical Study' which often involves promoting products and practices that have a lower environmental impact. The study can contribute to SDG-13 (Climate Action) by providing evidence of how green marketing initiatives influence consumer awareness and behaviour toward climate-friendly choices. The research on 'A Study on Factors Affecting Sustainable Organic Agro Food Producers and Promotional Strategies in Rayalaseema Region of Andhra Pradesh, India' examined the health benefits of consuming organic produce and the impact on the well-being of consumers; it can align with SDG-3 (Good Health and Well-being). The study on 'Service Innovation in Banking' explained how banks can encourage sustainable practices by offering green financing options, promoting responsible consumption, and investing in environmentally friendly businesses. The work contributed in Sustainable Development Goals (SDGs) i.e., Responsible Consumption and Production (SDG 12). An investigation on 'Factors Influencing the Purchasing Decision of SUVs in India' revealed preferences for SUVs with advanced safety features, connectivity, or other innovative technologies, contributing to SDG-9 by promoting innovation in the automotive industry. The work contributed in Sustainable Development Goals (SDGs)-9 i.e., Industry, Innovation, and Infrastructure. The study on 'Youth preferences about buying sport bikes in India' might explore the environmental impact of sport bikes on land use, biodiversity, and ecosystems. Though the study was loosely connected with SDGs, but this information can be valuable for understanding potential threats and mitigation strategies, contributing to SDG 15 (Life on Land). The research on 'Contingency based action plan to optimize Customer Service Operations' spoke on improving customer service operations can contribute to the growth of businesses, leading to job creation and economic development. By optimizing operations, companies can create more stable and decent employment opportunities aligns with SDG-12 (Decent Work and Economic Growth).The research work on 'Analysing the potential impact of Change Management on Employee Performance in Banking Industry in Kerala' focused on the potential impact of change management on employee performance; the study can provide valuable insights that contribute to fostering a positive and sustainable work environment, aligning with various SDGs (SDG-10 and SDG-1) that address economic, social, and environmental dimensions.

The paper titled 'Examining the Domain of Organizational Agility through Bibliometric Research Analysis of 25 Years (1997-2022): An Retrospective Science Mapping Analysis' explained how agile organizations may exhibit characteristics that contribute to strong and well-functioning institutions. Understanding these dynamics can inform practices that align with SDG-16. Understanding and addressing occupational stress in the healthcare sector directly aligns with SDG-3 by promoting the health and well-being of employees. It can lead to interventions and policies that improve mental and physical health outcomes. The study on 'A study on occupational stress of employees of the private health care sector in Malappuram' aligns with SDG-3. The research study on 'Perceptions of Millennials on Micro-aggressions in Indian IT Industry: Exploring Employee Experiences, Attitudes, And Coping Mechanisms' can contribute to creating a more just and peaceful work environment by addressing micro-aggressions and fostering a culture of respect and equality. By addressing micro-aggressions and building a culture of respect and equality, the study can help to create a more just and peaceful workplace, the Research on 'Assessing the role Micro-aggressions on Employee

Wellbeing of IT service sector in Bangalore' can contribute in SDG-16 (Peace, Justice, and Strong Institutions). The research on 'Navigating Sustainability: Exploring the Impact of Green HRM on Employee Performance in Manufacturing Concerns' focused on employee performance that suggests attention to employee well-being, which aligns with SDG-3. Sustainable HRM practices can positively impact the physical and mental health of employees.

The research on 'Emerging Trends and a Paradigm Shift in Human Resource Management: A Psychological perspective' focused on improved HRM practices that consider psychological well-being and equality contribute indirectly to SDG 1 by creating stable and fulfilling employment opportunities. The research study on 'An Analysis of the Ethical Imperative of AI in HR: Emphasis on Bias and Transparency in Recruitment for Inclusivity among Indian IT firms' from psychological perspective can shed light on how HRM practices influence job satisfaction, motivation, and overall well-being of employees, contributing to the creation of decent work environments and fostering economic growth (SDG-8).

Department of Management Studies, DSCE

Vision

To be a contemporary business school of national repute.

Mission

M1: To provide quality education within an environment of continuous learning to leverage market opportunities and enhance career

M2: To create an environment that enhances cognitive skills and teamwork for the holistic development

M3: To inculcate ethics, values, and social sensitivity toward sustainable business practices

M4: To ignite, create and nurture entrepreneurship for the benefit of business and society



ISBN: 978-81-19980-55-0



9

788119

980550