



DAYANANDA SAGAR COLLEGE
OF ARTS, SCIENCE AND COMMERCE

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Forward

It is with great pleasure that I present the proceedings of the One Day Student Research Conference conducted by the Department of Management Studies (MBA-BU) at Dayananda Sagar College of Arts, Science, and Commerce on March 21st, 2024. This event has marked a significant milestone in our continuous efforts to foster academic excellence and innovation among our students.

The conference brought together a diverse group of 230 students from 24 different colleges and universities, including 20 internal participants and 210 external participants. These young scholars showcased their research and insights across various domains of business management, including Finance, Marketing, Human Resources, and General Management. The topics covered were not only contemporary and relevant but also reflective of the dynamic and ever-evolving landscape of business today.

In the Finance sessions, students delved into critical areas such as Green Accounting, Cryptocurrency, Digital Banking, and Decarbonization, demonstrating their understanding of both traditional and emerging financial practices. Marketing presentations highlighted trends in digital marketing, consumer behavior, and sustainability, offering fresh perspectives on how businesses can engage effectively with their audiences in an age of disruption. Human Resources discussions were rich with insights on workplace well-being, diversity, AI in the workplace, and HR technology, addressing the most pressing challenges faced by today's organizations. General Management topics spanned across leadership, innovation, ESG practices, and global business management, showcasing comprehensive strategies for navigating the complexities of modern business environments.

This conference was not just an event but a celebration of student ingenuity and collaborative learning. The rigorous exchange of ideas and the passion exhibited by the participants underscore the importance of such platforms in shaping the leaders of tomorrow. It also highlights our department's commitment to providing our students with opportunities to apply their knowledge, challenge their perspectives, and contribute to the broader business community.

I extend my heartfelt congratulations to all the participants for their remarkable contributions and to the organizing committee for their dedication and hard work in making this event a resounding success. I also express my gratitude to our esteemed faculty, who continuously mentor and guide our students towards academic and professional excellence.

May these proceedings serve as a valuable resource for students, educators, and practitioners alike, and may they inspire further research and innovation in the field of business management.

Dr. Venkatesh B R
Director
Department of Management Studies (MBA-BU)
Dayananda Sagar College of Arts, Science, and Commerce

Dayananda Sagar College of Arts, Science & Commerce
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Student Research Conference (SRC) – 2024

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The Purchase Decision of Dairy Food Products Based On Labeling

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ABSTRACT

This study by me investigates the influence of labeling on the purchase decisions of dairy products. Recognizing the increasing consumer demand for health and transparency in the food industry, this research delves into how labeling attributes such as nutritional information, label awareness, shelf-life, and price affect consumer behavior towards dairy products. The research aims to bridge the gap in literature regarding the effectiveness of labels in guiding consumer choices, particularly within the dairy sector, which includes a wide array of products each with its own nutritional and labeling requirements.

Adopting a comprehensive approach, the study reviews existing literature to outline the current understanding of labeling's impact on consumer purchase decisions. It highlights the disparity in findings from previous studies, with some suggesting labels significantly influence consumer choices by providing essential product information, while others argue that labels often go unnoticed or might even mislead consumers. This inconsistency underscores the need for more targeted research within specific food categories, like dairy, to better understand labeling's role in consumer decision-making.

The research methodology employed a mixed-methods approach, combining quantitative and qualitative data through surveys and statistical analysis. By targeting a diverse sample of consumers, the study aimed to ensure representativeness and generalizability across different demographic groups. The analysis focused on examining the relationship between various labeling attributes and consumers' purchase intentions, testing hypotheses related to nutritional information, label awareness, and price sensitivity.

Findings from the study reveal a complex interplay between labeling attributes and consumer purchasing decisions. Nutritional information and label awareness were found to significantly influence consumers' choices, underscoring the importance of clear, accurate, and easily understandable labels. The study also highlights the role of price, with consumers weighing the cost against the perceived value and quality derived from label information. Furthermore, the research suggests that enhanced label awareness and understanding can lead to more informed and health-conscious buying decisions, potentially driving demand for higher-quality dairy products.

The study's implications extend beyond academia, offering valuable insights for policymakers, food manufacturers, retailers, and consumers. By understanding the factors that influence consumer behavior towards labeling, stakeholders in the food industry can develop more effective labeling strategies that align with consumer needs and preferences. This could lead to

improvements in labeling practices and regulations, promoting transparency, health, and sustainability in the dairy sector.

In conclusion, this thesis contributes to the growing body of knowledge on the impact of labeling on consumer purchase decisions within the dairy industry. It underscores the need for clear, informative, and consumer-friendly labels to guide healthier and more sustainable food choices. The findings offer a foundation for future research endeavors, potentially informing policy decisions and marketing strategies aimed at enhancing consumer engagement, satisfaction, and trust in the food supply chain.

This abstract synthesizes the document's core aspects, encapsulating the study's objectives, methodology, findings, and broader implications. It reflects the comprehensive effort to understand and improve the role of labeling in consumer decision-making processes within the dairy products industry.

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Analyzing The Influence of Customer Perception of Sustainable Practices In Purchase Intention Of Sustainable Apparel

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ABSTRACT

This thesis is on “The Influence of Customer Perception Of Sustainable Practices In Purchase Intention Of Sustainable Apparel.” This thesis investigates the intricate dynamics of consumer behavior within the sustainable apparel market, focusing on the influences shaping purchase intentions and brand loyalty. Through a comprehensive analysis encompassing demographic insights, attitudes, shopping behaviors, and brand perceptions, the study elucidates key determinants affecting consumers' receptivity towards sustainability initiatives in the fashion industry. Drawing upon a robust theoretical framework and empirical evidence, the research offers valuable insights into the interplay between communication effectiveness, brand reputation, and consumer engagement strategies, underscoring their pivotal roles in driving sustainable consumption patterns.

The findings underscore the significance of effective communication strategies in fostering consumer engagement and cultivating positive brand perceptions. By elucidating the moderating role of brand reputation, the study highlights the nuanced relationships between consumer attitudes, shopping behaviors, and purchase intentions within the context of sustainable fashion. Moreover, the research emphasizes the importance of transparency, authenticity, and community engagement in nurturing brand-consumer relationships and fostering long-term brand loyalty in the increasingly competitive landscape of sustainable apparel.

The thesis provides practical recommendations for sustainable apparel brands to enhance their communication effectiveness, bolster brand reputation, and empower consumers to make informed and sustainable purchasing decisions. By leveraging collaborative partnerships, innovative marketing strategies, and data-driven insights, brands can foster a culture of responsible consumption, thereby contributing to the collective efforts towards building a more sustainable and ethical fashion industry.

Keywords: sustainable apparel; consumer behavior; purchase intention; brand loyalty; communication effectiveness

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Impulse Buying in the Age of Social Media: Impromptu Shopping in E-retailing

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ABSTRACT

In today's digitally-driven marketplace, the transformation of consumer behavior under the influence of social media in e-commerce prompts a comprehensive exploration of the dynamics of impulse buying. This study seeks to illuminate the relationships between Social Media Marketing Activities (SMMA), affective states, and impulsive buying behavior in the context of the evolving digital landscape.

The primary objective of this research is to investigate the impact of SMMA on impulsive buying behavior and affective states. Utilizing the Structural Equation Model (SEM), the study aims to understand the underlying mechanisms that drive consumer responses to social media stimuli. Responses from a diverse sample of 315 consumers actively engaged in social media platforms were collected to capture a nuanced understanding of their behaviors and perceptions in the digital marketplace.

The analysis reveals significant relationships between SMMA and both impulsive buying behavior and affective states. Positive associations highlight the pivotal role of effective SMMA in stimulating impulsive purchases and cultivating positive emotional experiences among consumers. However, while direct paths between SMMA and affective states are statistically significant, the combined indirect effects through affective states on impulsive buying behavior are not. This suggests a more nuanced relationship that requires further exploration.

These findings carry significant implications for businesses seeking to optimize their online strategies and enhance consumer satisfaction in an ever-evolving digital marketplace.

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The Influence of Live Music on Customer Satisfaction in Fine-Dining Restaurants in Bengaluru

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ABSTRACT

This research paper, titled "The Influence of Live Music on Customer Satisfaction in Fine-Dining Restaurants in Bengaluru," explores the nuanced impact of live music's genre, volume, and tempo on customer satisfaction within the fine-dining sector. The study is motivated by the increasing emphasis on the dining ambiance as a crucial component of the overall dining experience and the recognition of music as a potent tool for enhancing customer satisfaction. The problem statement focuses on the existing gap in understanding which specific elements of live music most effectively contribute to elevating the dining experience from merely satisfactory to exceptional. Adopting a quantitative research approach, the study utilized a structured questionnaire distributed to 385 participants who frequent fine-dining establishments in Bengaluru. The data collected were subjected to rigorous multiple regression analysis to examine the relationships between the musical elements under study and customer satisfaction levels. The analysis revealed that each of the investigated music attributes—genre, volume, and tempo—significantly influences customer satisfaction. Specifically, the results indicate a strong preference among diners for genres such as EDM and Jazz, underscoring the importance of volume management to foster an inviting dining atmosphere without impeding conversation, and highlighting the tempo's role in matching the dining setting's mood and customer expectations. The conclusion drawn from the study emphasizes the strategic curation of live music in fine-dining restaurants as a vital component of enhancing customer satisfaction. Recommendations for practitioners include adopting a strategic approach to music genre selection, implementing volume control measures to maintain an optimal auditory environment, and selecting music tempos that complement the desired ambiance of the dining experience. This research contributes to the hospitality management literature by providing empirical evidence on the impact of live music on customer satisfaction and offers actionable insights for restaurant managers looking to leverage live music as a competitive advantage.

Keywords: Live Music; Customer Satisfaction; Fine-Dining Restaurants; Bengaluru; Music Genre; Music Volume; Music Tempo; Dining Ambiance; Marketing; Customer Experience.

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Exploring the Impact of Determinants of Negative Consumer Perceptions in the High-End Smartphone Sector

Kavin J ¹

Dr. Kerena anand ²

ABSTRACT

This study delves into the determinants of negative consumer perceptions specifically within the high-end smartphone sector, with a pointed focus on Apple. Through a cross-sectional survey approach complemented by Structural Equation Modeling (SEM), this research endeavors to unpack the impact of symbolic incongruity, poor relationship quality, and perceived brand inauthenticity on the development of brand hate and subsequent brand avoidance among non-users. The analysis uncovers that negative past experiences and symbolic incongruity significantly fuel brand hate towards Apple among non-users. These factors, while directly influencing brand hate, surprisingly do not lead to brand avoidance without the intervening presence of brand hate, highlighting the pivotal role of brand hate in navigating consumers' avoidance decisions. Notably, the study reveals that perceived brand inauthenticity does not significantly affect brand hate or avoidance, shedding light on the intricate consumer-brand dynamics unique to Apple within the premium smartphone market.

Targeting non-users, this investigation offers fresh perspectives on the less explored terrain of brand avoidance, enriching the dialogue on consumer-brand relationships from a negative lens. The study's geographical anchoring in Bangalore provides deeper insights, painting a detailed picture of these dynamics within a specific cultural and geographic backdrop. For industry practitioners, especially those navigating the complex landscape of technology and smartphones, the findings present actionable strategies to mitigate brand hate and avoidance, specifically in the context of Apple.

This research not only broadens the theoretical framework surrounding negative brand perceptions but also paves the way for future academic pursuits, underscoring the importance of further exploration into the nuanced relationships consumers share with brands, particularly within the context of high-end, premium products like those offered by Apple.

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Innovative Marketing Communication Instagram Reels and Youtube Shorts

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ABSTRACT

Effective marketing communication is key for business success. digitization has explored various media vehicles to reach audience from different segments. the new Instagram reel on social media is emerging as powerful choice for most of marketing communication. exploring innovation and communication marketing through Instagram reels and YouTube shorts is a great idea. these platforms offer unique opportunities to engage with audiences through short-form, visually appealing content. you can leverage features like storytelling, creativity, and trendiness to capture attention and convey your message effectively. Consistency is key, so regularly post new content to keep your audience engaged and grow your following. this study evolves around how reels on Instagram and YouTube shorts is contributing towards effectiveness of marketing strategies. additionally, leverage the analytics provided by both platforms to track performance and optimize your strategy over time. this is an empirical study, with sample data collected from 100 students from different colleges. the data collected will be analyzed using statistical tools.

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Effect Of Personalized Advertisement on Consumer Brand Preference in FMCG Sector

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ABSTRACT

In the fast-moving consumer goods (FMCG) sector, personalized advertising is a key tactic that has a significant impact on consumer attitudes, perceptions, and purchase patterns. The important findings from a thorough investigation into the complex effects of personalized advertising on consumer-brand preference in the FMCG industry are summarized in this abstract. This paper investigates how brands may effectively engage with consumers and create trust using specialized marketing strategies informed by consumer preferences and behaviours. It emphasizes the need of openness, appropriate data utilization, and customized message.

A comprehensive survey was conducted with 305 potential customers who gets personalized advertising for FMCG sector. Using factor analysis and data driven test, results of the study demonstrate the opportunity for change of personalized advertising in promoting significant consumer-brand interactions, brands may foster stronger relationships with their target audience and increase brand loyalty and good purchasing outcomes by creating personalized communications that speak to individual tastes and habits. The study started with a checking of relationship between personalized advertisement and shopping experience through correlation test, moved to study about the trust of the usage of the data, which would lead to significant difference in the perceived enhancement of consumer perception between personalized advertising and non-personalized advertising. The study ends with testing the significance relationship of consumer likely to engage with personal advertisement and with which types of personalized advertising.

In order to have a thorough comprehension of the subtle impact of customized advertising, future studies should investigate the effects over time as well as target demographic groups. In the end, skilful use of customized advertising can contribute to long-term business success in the highly competitive FMCG market, while also strengthening consumer experiences and brand loyalty. The study's key findings are summarized in this abstract, which offers a road map for companies looking to improve their advertising tactics and develop deep relationships with FMCG consumers.

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A study on the impact of anthropomorphic designs on the formation of emotions on brand acceptance of consumers in the food industry

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ABSTRACT

The human brain is designed in a manner that intercepts what is being shown to them in alternative ways, and this is one of the main reasons why organizations routinely use humanoid attribution to appeal to and persuade consumers in their promotions. Anthropomorphism is the practice of giving non-human entities human traits. Brand anthropomorphism is an emerging concept in consumer psychology, and it is a powerful tool to assess the relationship between brands and consumers. Anthropomorphism can be a valuable strategy for marketers to break through the clutter and establish a more intimate relationship with customers in the modern era when consumers are inundated with marketing messages. This study aims to investigate the impact of anthropomorphic designs on the formation of emotions on brand acceptance of consumers in the food industry. The study employs a multiple-item latent construct-based questionnaire. The data were gathered from 385 respondents through an internet survey utilizing a non-probabilistic convenience sampling method. Variance-based partial least square structural equation modelling (PLS-SEM) was applied to evaluate the hypothesized model. The results show a strong positive impact of anthropomorphic designs on the formation of emotions and brand acceptance of consumers. At the same time, Age, Gender, Brand Image and Product Type moderate this relationship. The analysis further promulgates insights to businesses on the practical implications of anthropomorphism in branding strategies, emphasizing the need for brands to be memorable, relatable, and trustworthy in today's competitive market. The theoretical framework supports the literature on the link between brand and consumer relationships.

Keywords: Anthropomorphic Design; Brand Anthropomorphism; Brand Acceptance; Emotion; Personification; Perceived Social Presence; Purchase Intention; Brand Personality; Brand Image; Mascot Characters; Animated Food Items; Branding Strategy; Brand Marketing.

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Impact of Localized Social Media campaigns on Small Businesses in Chikkaballapur: A Case Study

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ABSTRACT

This study investigates the influence of localized social media campaigns on small businesses in Chikkaballapur. In the contemporary business landscape, social media platforms play a pivotal role in marketing and promotion, particularly for small businesses aiming to enhance their visibility and engage with potential customers. The study aims to uncover key aspects, including the preferred social media platforms among small businesses in Chikkaballapur, the strategies employed to tailor campaigns to local audiences, and the perceived effectiveness of these efforts in achieving business objectives. Furthermore, it explores any barriers or limitations encountered by small businesses in utilizing social media for marketing purposes, along with recommendations for overcoming these challenges. The findings offer practical guidance for entrepreneurs and policymakers in Chikkaballapur and similar contexts, aiming to inform strategies that leverage the potential of social media to foster growth and sustainability among small businesses at the local level.

Keywords: Social media; campaigns; Small businesses; Localization; Chikkaballapur; Impact assessment.

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Trust And Security Concerns in Online Shopping: A Chikkaballapur Perspective

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ABSTRACT

The rapid growth of e-commerce has transformed consumer behavior, prompting more people to shop online. In this context, understanding trust and security concerns becomes crucial. Our study focuses on the Chikkaballapur region in India, analyzing the legal framework and consumer protection measures that safeguard online shoppers. We delve into two key laws—the Consumer Protection Act, 2019, and the Consumer Protection (E-commerce) Rules, 2020. Through a literature review and survey of 100 online consumers, we identify critical factors influencing trust. Notably, a secure and reliable system, cash-on-delivery preference, effective customer care services, and transparent website information contribute to building consumer trust. These findings highlight the importance of robust legal regulations and consumer protection measures for fostering e-commerce growth in India. Our research provides valuable insights for policymakers, businesses, and consumers, emphasizing the need for a secure and trustworthy online shopping environment.

Keywords: E-Commerce; Trust; Security; Consumer protection; Chikkaballapur.

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Value chain Analysis of Cocoons and Constraints in Mulberry Silk Marketing: A Case Study in Chickballapur District

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ABSTRACT

This study undertakes a comprehensive value chain analysis of cocoons and identifies constraints within the mulberry silk marketing system, focusing on a case study in the Chickballapur District. Mulberry silk production plays a significant role in the economy of many regions, particularly in India, where it is a crucial sector for rural livelihoods and economic development. The research adopts a mixed-method approach, combining qualitative interviews, surveys, and market observations to understand the dynamics of the silk value chain and its associated challenges. The analysis reveals the intricate network of actors involved in the production, processing, and marketing of mulberry silk cocoons, highlighting the roles of farmers, traders, intermediaries, and end-market stakeholders. Findings from this research contribute to a deeper understanding of the mulberry silk industry's functioning and provide insights into potential interventions to address the identified constraints. Ultimately, the study aims to inform policymakers, development practitioners, and market actors on strategies to enhance the competitiveness and sustainability of mulberry silk value chains in Chickballapur District and similar contexts globally.

Keywords: Mulberry silk; Value chain analysis; Cocoon production; Silk marketing; Constraints.

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Supply Chain Management Practices in Chikkaballapur's Export-oriented Industries

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ABSTRACT

The globalization of markets has intensified the need for efficient supply chain management (SCM) practices, especially in export-oriented industries. Chikkaballapur district, situated in Karnataka, India, has witnessed significant growth in its export sector, spanning diverse industries such as textiles, flowers, and agribusiness. This research investigates the SCM practices adopted by export-oriented companies within the district. The study employs a mixed-methods approach, combining qualitative interviews with key industry stakeholders and quantitative analysis of supply chain performance metrics. Key findings reveal that Chikkaballapur's export-oriented industries prioritize agility, collaboration, and technology integration in their supply chains. Just-in-time inventory management, strategic sourcing, and robust logistics networks are common practices. However, challenges persist, including infrastructure gaps, regulatory, and skill shortages. Recommendations include enhancing digitalization, fostering industry-academia partnerships, and promoting sustainable practices. By understanding and optimizing SCM practices, Chikkaballapur can strengthen its position in the global market while ensuring economic growth and resilience. This abstract provides a concise overview of the research, highlighting its focus, methodology, key findings, and implications. For further details, the complete research paper would delve into specific case studies, best practices, and actionable recommendations.

Keywords: Supply chain management; export-oriented industries; Chikkaballapur district; agility; logistics network

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Digital marketing and consumer Behavior in Chikkaballapur and its Trends and implications.

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ABSTRACT

The global digital marketing market is experiencing rapid growth, expanding at a yearly rate of approximately 22%. This surge can be attributed to the evolving consumer behavior and the influence of our society. As online retail and digital marketing continue to explode, businesses are compelled to transition from traditional methods to modern digital strategies. The intense market competition and rapid innovations necessitate a thorough analysis of consumer approaches. In this context, our research investigates the impact of digital marketing on customer purchasing behavior in the competitive Chikkaballapur region. Digital marketing leverages cutting-edge platforms such as email, mobile applications, and internet entertainment to promote products. It empowers consumers to explore newly released goods, make informed comparisons, and engage in global transactions. Social media plays a pivotal role, facilitating consumer engagement, relationship management, and communication. As the internet becomes increasingly integral to our lives, online purchasing gains prominence. Businesses must adapt to this digital era, optimizing mobile devices, leveraging social media, and personalizing customer experiences to effectively connect with their target audience. In summary, understanding consumer behavior in the digital landscape is crucial for businesses aiming to thrive in today's competitive environment. By embracing digital strategies, companies can navigate the complex terrain and stay attuned to evolving trends and implications.

Keywords: Digital marketing; Global transaction; Consumer Behavior; Personalization; social media.

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PERCEPTION OF CONSUMERS TOWARDS BRANDS BEFORE AND AFTER STORY TELLING

Kiran L ¹

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ABSTRACT

This study explores the influence of brand storytelling on consumer perception, with a focus on two prominent athletic footwear and apparel brands, Nike and Puma. The research investigates how consumers perceive these brands both before and after exposure to brand storytelling.

Nike, a renowned global brand, has strategically incorporated storytelling into its marketing campaigns, emphasizing themes such as empowerment, innovation, and athlete narratives. Puma, on the other hand, has not extensively utilized brand storytelling in its marketing approach, relying more on product features and endorsements.

The methodology involves quantitative assessment through surveys. The pre-storytelling phase gauges baseline consumer perceptions, while the post-storytelling phase assesses the impact of brand storytelling on these perceptions.

Preliminary findings indicate that consumers tend to form stronger emotional connections with Nike due to its effective storytelling, associating the brand with compelling narratives and values. Nike's storytelling has the potential to enhance brand loyalty and create a sense of identity among consumers. In contrast, Puma's image relies more on product attributes and celebrity endorsements, lacking the narrative depth found in Nike's campaigns.

The study aims to contribute insights into the significance of brand storytelling in shaping consumer perceptions and preferences. It provides valuable implications for marketing strategies, suggesting that effective brand storytelling can play a crucial role in cultivating a positive brand image and fostering consumer loyalty.

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A Study on Psychological Factors Influencing Consumer Behavior in Chickaballapur

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ABSTRACT

This research investigates psychological factors shaping consumer behavior in Chickaballapur, India. Employing a mixed-methods approach, qualitative interviews and quantitative surveys explore perceptions, motivations, attitudes, and personality traits affecting consumer decisions. Through in-depth interviews and surveys, the study unveils underlying psychological mechanisms guiding consumer choices. Findings offer actionable insights for businesses to tailor marketing strategies, enhancing competitiveness and consumer satisfaction in Chickaballapur evolving market landscape. By uncovering the underlying psychological mechanisms driving consumer choices in Chickaballapur, this research contributes valuable insights to businesses operating in the region. It offers practical implications for marketers to develop targeted strategies that resonate with the unique psychological makeup of Chickaballapur consumers, ultimately enhancing market competitiveness and fostering consumer satisfaction.

Keywords: Consumer psychology; Behavioral Economics; Decision-Making Processes, Economic impact; Brand Perception.

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A Study on Attitude Development of Consumers in Theme-Based Restaurants

Rakshith V ¹

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ABSTRACT

Theme-based restaurants have become pivotal in the culinary landscape, offering immersive dining experiences beyond mere food consumption. This study explores the factors influencing consumer attitudes towards theme-based restaurants, focusing on theme and ambiance, food quality, service quality, and innovation in the menu as independent variables.

Consumer attitudes towards theme-based restaurants are closely intertwined with loyalty, word-of-mouth recommendations, and intentions for repeat visits. Positive experiences within themed environments foster emotional connections and brand loyalty, underlining the significance of thematic consistency and immersive experiences in driving consumer engagement. However, inconsistencies between thematic execution and consumer expectations can lead to dissatisfaction and negatively impact brand reputation.

Cultural and regional variations further influence consumer perceptions and preferences regarding theme based dining, necessitating adaptation and localization of thematic elements to resonate with diverse consumer segments. Understanding cultural nuances and local market dynamics is essential for the successful implementation and sustainability of themed dining concepts across different regions. Moreover, statistical analyses reveal that core elements such as variety and innovation in the menu, theme and ambiance, service quality, and food quality exert a more significant influence on consumer attitudes compared to factors like lighting, music, and decor. This underscores the importance of prioritizing key elements in delivering exceptional dining experiences that resonate with consumer preferences and expectations.

In conclusion, this research sheds light on the complex dynamics of attitude development among consumers in theme-based restaurants, emphasizing the critical role of thematic elements, demographic considerations, and cultural nuances in shaping consumer perceptions and behaviors. The findings offer valuable insights for restaurant owners and marketers seeking to optimize customer satisfaction, loyalty, and brand engagement in the competitive landscape of theme-based dining.

Keywords: Attitude development; Service quality; Food quality; Ambiance; Menu innovation.

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A Study of Millennial and Gen Z Attitudes Towards Electric Vehicles and Their Impact on Purchase Intentions

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ABSTRACT

In the evolving landscape of transportation, the demand for electric vehicles (EVs) is rapidly rising, especially among Millennials and Gen Z, who prioritize sustainability and environmental consciousness. Understanding their preferences for EVs is crucial for policymakers, manufacturers, and marketers seeking to promote sustainable transportation options. This study employs the Technology Acceptance Model (TAM) to investigate the purchase intentions of Millennials and Gen Z regarding EVs, considering factors such as vehicle price, government incentives, personal innovativeness, and environmental concerns. Utilizing Variance-based Partial Least Squares Structural Equation Modeling (PLS-SEM), the study evaluates the hypothesized model to understand the impact of these factors on EV purchase intentions. The findings highlight the significant influence of perceived incentives, environmental concerns, and perceived ease of use on EV purchase intentions. However, personal innovativeness and vehicle price show limited influence in comparison. These insights provide valuable guidance for policymakers, manufacturers, and marketers to develop targeted strategies for promoting EV adoption among Millennials and Gen Z, contributing to a more sustainable transportation ecosystem and aligning with the values of the younger generations.

Keywords: Technology Acceptance Model (TAM); Perceived incentives; Perceived usefulness; Environmental concerns; Perceived ease of use; Personal innovativeness and Purchase Intentions.

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Exploring Emerging Digital Marketing Trends: A Comprehensive Analysis for Strategic Insights and Implementation

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ABSTRACT

This research delves into the exploration of emerging digital marketing trends, aiming to provide a comprehensive analysis for strategic insights and implementation. In today's dynamic digital landscape, businesses are continuously challenged to adapt and innovate to maintain relevance and competitive edge. The study synthesizes recent literature on various aspects of digital marketing, including social media dynamics, content marketing strategies, technological advancements, and consumer engagement trends. Through a mixed-methods approach, primary data is collected from marketers, consumers, and digital marketing experts, supplemented by secondary data from academic journals and industry reports. Findings reveal a diverse landscape of familiarity with emerging trends among professionals, highlighting both opportunities and challenges in implementation. Recommendations are proposed to guide businesses in leveraging emerging trends to enhance audience engagement, drive conversion rates, and foster brand loyalty. Ultimately, this research aims to bridge the gap between theory and practice, providing actionable insights to empower marketers in navigating the complex and ever-changing terrain of digital marketing.

Keywords: Digital Marketing; Emerging Trends; Strategic Insights Implementation; Analysis.

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An Empirical Study on Data-Driven Marketing for Enabling Better CRM in B2B Industry

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ABSTRACT

Problem:

In the evolving landscape of the Business-to-Business (B2B) industry, the integration of data-driven marketing strategies for enhancing Customer Relationship Management (CRM) remains a critical challenge. Despite its potential benefits, B2B companies encounter obstacles in effectively implementing data-driven marketing initiatives to optimize CRM practices.

Purpose:

This study aims to address the gap in understanding the current state of data-driven marketing in the B2B industry so as to identify key factors influencing the success of such initiatives and evaluate the effectiveness of data-driven marketing in improving CRM. By uncovering insights into these areas, the research seeks to provide actionable recommendations for B2B organizations to enhance their CRM strategies through data-driven marketing approaches.

This study seeks to illuminate the intricate interplay between data-driven marketing and CRM in the B2B industry through a meticulous exploration of adoption levels, influential factors, and the ensuing challenges, the research aims to provide strategic insights for B2B companies striving to enhance their CRM practices.

Methodology:

A structured questionnaire survey method is employed to collect data from a diverse sample of B2B companies across the apparel sector. The questionnaire is being designed to assess the level of adoption of data-driven marketing strategies, identify influencing factors such as data quality, organizational culture, and technological infrastructure, evaluate the effectiveness of data-driven marketing in enhancing CRM practices, and examine the challenges encountered during implementation. The data

collected through the questionnaire survey will be analysed using statistical techniques (both descriptive and inferential) to draw meaningful conclusions and insights.

Findings:

The study's findings are expected to shed light on the current state of data-driven marketing adoption in the B2B industry, uncover key factors influencing the success of initiatives, evaluate the effectiveness of data-driven marketing in improving CRM, and identify challenges faced by B2B companies in implementation.

Keywords: Data-driven marketing; B2B industry; CRM; Apparel sector; Marketing strategies: Data Analytics.

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Impact of green marketing on consumer willingness to pay a premium for green products

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ABSTRACT

This study investigates the impact of green marketing strategies on consumer willingness to pay a premium for green products which focuses on perceived value, marketing strategies, and brand reputation, aiming to understand how these factors influence consumer preferences for environmentally friendly products. A survey-based approach was used to gather data from a sample of consumers, and statistical analysis techniques such as regression analysis were employed to analyze the data. The findings reveal that consumers have diverse perceptions and behaviors related to green products and green marketing. While some consumers place high importance on purchasing green products and are willing to pay a premium for them, others are more price-sensitive and less inclined to prioritize environmental sustainability in their purchasing decisions. Trust in green claims, perceived product quality, and brand loyalty also play significant roles in influencing consumer behavior. These findings suggest the importance of targeted marketing strategies that consider the varying attitudes and preferences of consumers towards green products. The study contributes to the existing literature by providing insights into consumer behavior and decision-making processes in the context of green marketing, offering valuable implications for businesses seeking to promote sustainability and eco-friendly practices.

Keywords: Green marketing; Consumer behavior; Willingness to pay; Perceived value; Brand reputation.

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Impact of visual packaging elements on consumer taste expectations in food and beverages

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ABSTRACT

Visual packaging elements play a significant role in shaping consumer perceptions and expectations, particularly regarding taste experiences in food and beverages. This research investigates the influence of visual cues on consumers' taste expectations and subsequent taste evaluations. Employing a mixed-methods approach, combining experimental design and qualitative analysis, this study aims to explore how various visual elements such as color, imagery, typography, and packaging design influence consumer perceptions of taste.

Through controlled experiments involving different packaging designs and visual cues, coupled with surveys and focus group discussions, this research seeks to identify the specific visual attributes that most strongly correlate with taste expectations. Furthermore, it aims to uncover underlying mechanisms driving the relationship between visual stimuli and taste perceptions, including psychological processes such as expectation formation and sensory priming.

Understanding the impact of visual packaging elements on taste expectations is crucial for food and beverage marketers and packaging designers seeking to effectively communicate product attributes and enhance consumer experiences. By elucidating the complex interplay between visual stimuli and taste perceptions, this research contributes to both theoretical knowledge in consumer psychology and practical insights for industry stakeholders aiming to optimize packaging strategies to meet consumer expectations and preferences.

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Study Investigating the Negative Impact of Influencers

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ABSTRACT

Purpose: This study delves into the detrimental impact of influencers on the behavior and wellbeing of contemporary youth. Given the pervasive influence of social media personalities, understanding these negative effects is crucial for devising strategies to alleviate harm and encourage healthier lifestyles among young individuals.

Methodology: Employing a mixed-methods approach, the research combines qualitative insights from personal interviews with quantitative analysis of survey data gathered through questionnaires. A sample of youth participants aged 18 to 24 was surveyed to assess their perceptions and behaviors influenced by social media influencers.

Findings: Analysis reveals significant correlations between exposure to influencer content and adverse outcomes including body image issues, materialism, self-esteem issues, mental health challenges, and risky behavior among youth.

Implications: The findings underscore the necessity for comprehensive interventions to mitigate the detrimental effects of influencer culture on youth. Recommendations include educational initiatives, parental guidance, and regulatory measures aimed at promoting critical media literacy, cultivating resilience against idealized portrayals, and curbing the exploitation of vulnerable audiences by influencers and brands.

Scope: This paper emphasizes the urgent need for heightened awareness, regulation, and media literacy initiatives to counteract the harmful influence of influencers on today's youth. By nurturing critical thinking skills and advocating for positive role models, society can empower young individuals to navigate the digital landscape

responsibly and develop healthier attitudes towards themselves and their surroundings. The study was conducted in Bangalore among college students aged 18 to 24; future investigations should

prioritize obtaining a more diverse sample encompassing various demographic and geographical backgrounds.

Keywords: Social Media Influencers: Behavioural Impact: Personality Issues: Digital Environment: Ethical Content: Sustainable Practices.

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Comparative Analysis of Meme Marketing and Influencer Marketing Strategies in Engaging Gen Z Consumers: An Examination of Brand Resonance and Loyalty

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ABSTRACT

This paper presents a comparative analysis of meme marketing and influencer marketing strategies aimed at engaging Generation Z consumers, focusing on brand resonance and loyalty. Through a sequential exploratory research design, qualitative insights are gathered to inform the development of quantitative measures. A survey of 265 Generation Z participants provides data on their attitudes and behaviors towards meme and influencer marketing, brand resonance, and loyalty. The study identifies gaps in existing literature, formulates hypotheses, and employs statistical analyses such as regression, correlation, and t-tests to test these hypotheses.

Dependent variables include engagement through memes and influencer marketing, while independent variables encompass brand recall, loyalty, and platform choice. Findings reveal moderate engagement with memes and influencers, with a strong perception of authenticity in influencer marketing. Recommendations include leveraging memes in marketing strategies and enhancing influencer partnerships to effectively engage Gen Z consumers. The paper contributes to understanding the dynamics of marketing to Gen Z and provides actionable insights for brands navigating the digital landscape.

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Examining the Influence of Ethnocentrism and Cosmopolitanism on Consumer Purchase Intention: The Mediating Role of Attitudinal Loyalty Among Indian Consumers

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ABSTRACT

This thesis investigates how the interplay of cosmopolitanism, ethnocentrism, and customer attitudinal loyalty affects the purchase intentions of Indian consumers. It examines the complexities of consumer choice in the dynamic Indian market.

The theory defines ethnocentrism as a preference for items made in one's own country, whereas cosmopolitanism is defined as being open to foreign commodities and cultural influences. Both ethnocentrism and cosmopolitanism appear to have an impact on consumers' purchasing decisions, albeit the extent of this effect varies based on the degree of brand loyalty of the customer. The influence of cosmopolitan and ethnocentric tendencies may be mitigated by strong customer attitudinal loyalty among consumers, which might result in a preference for a specific brand regardless of its location of origin.

This thesis underscores the critical importance of comprehending these factors for marketers targeting the Indian consumer base. By acknowledging the intricate interplay of ethnocentrism, cosmopolitanism, and customer attitudinal loyalty, marketers can develop efficacious strategies that resonate with the evolving preferences of Indian consumers. This, in turn, can foster the establishment of long-term customer relationships and facilitate sustained growth within the Indian market.

In conclusion, the thesis contributes to the existing body of knowledge on consumer behavior in emerging markets by elucidating the multifaceted decision-making process of Indian consumers. It offers valuable insights for marketers navigating the dynamic Indian market and crafting successful brand strategies.

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Unveiling Generational Insights: Exploring Customer Engagement in Instagram Reels across Gen Z, Millennials, and Older Generations

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Dr. V. Sivakamy ³

ABSTRACT

The research presented offers a nuanced exploration of the dynamics of customer engagement in short video content marketing with a particular focus on Instagram Reels. By analyzing the preferences and behaviors of different age cohorts including Gen Z, Millennials and older generations, the study seeks to shed light on the complexity of consumer interactions with products and services promoted through these reels.

Central to the investigation are key metrics such as trust in online brands, customer satisfaction, repeat purchase intent and loyalty, all of which are examined across different age demographics. In addition, the study takes into account other demographic variables including literacy level, urban and rural residence, and gender, revealing the subtle patterns that shape purchasing decisions in each group.

By carefully segmenting the analysis based on these various factors, the research seeks to provide a holistic understanding of the myriad influences on consumer behavior in short video marketing. By elucidating these insights, businesses can tailor their marketing strategies to better match the distinct preferences and expectations of different age cohorts, increasing their ability to capture and retain the attention of diverse audiences.

Essentially, this research not only enriches our understanding of the evolving landscape of short-form video content marketing, but also equips businesses with actionable intelligence to refine their approaches and maximize engagement and conversion rates. By leveraging the findings of this study, Businesses can navigate the complexities of the digital marketing landscape with greater precision and efficiency, ultimately fostering stronger connections with target demographics and supporting sustained business growth in an ever-competitive marketplace.

Keywords: Customer engagement: short video content marketing: Instagram Reels Marketing

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Navigating the Impact of AI on Programmatic Advertising in Healthcare: Consumer Perspectives and Ethical Implications

Monika ¹

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ABSTRACT

The healthcare industry is undergoing a significant transformation, propelled by the integration of Artificial Intelligence (AI) in various sectors, with programmatic advertising standing out as a pivotal area of application. Programmatic advertising, characterized by its data-driven and algorithmic approach to the digital ad buying and selling process, is being revolutionized by AI to enhance efficiency, effectiveness, and personalization. Our study delves into consumer perceptions of AI enhanced programmatic advertising within the healthcare domain, focusing on aspects of trust, privacy concerns, and the influence on decision-making processes. Through a detailed questionnaire, we explore consumer interactions with AI-driven ads, aiming to shed light on the nuanced balance between the benefits of personalized advertising and the ethical considerations it entails. The findings of our research are intended to serve as a resource for advertisers, healthcare providers, and policy makers, guiding the alignment of AI advertising strategies with consumer expectations and ethical norms. A critical inquiry addressed by our study is the role of AI in online healthcare advertising and its repercussions on consumer trust and decision-making, alongside the broader implications for privacy and ethical advertising practices. This paper aims to contribute valuable insights into the evolving landscape of AI in healthcare advertising, emphasizing the need for a consumer-centric and ethically informed approach.

Key Words: Artificial Intelligence; Advertising; Healthcare

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Leveraging Virtual Reality for Enhanced Product Demonstrations in Marketing.

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ABSTRACT

This research explores the potential of virtual reality (VR) technology as a tool for improving product demonstrations in the realm of marketing. By conducting a series of experiments comparing traditional product presentation methods with VR-based demonstrations, this study aims to evaluate the effectiveness of VR in enhancing consumer engagement, understanding, and retention of product information. The research employs a mixed-method approach, combining quantitative data on user engagement metrics with qualitative feedback on user experience. Findings indicate that VR demonstrations significantly increase consumer interest and comprehension by offering immersive, interactive experiences that traditional methods cannot match. Additionally, the study examines the implications of VR technology for creating personalized and memorable marketing experiences, potentially leading to higher conversion rates and customer satisfaction. This research contributes to the understanding of innovative marketing technologies, offering valuable insights for marketers considering the integration of VR into their promotional strategies.

Keywords: Virtual Reality Marketing; Immersive Product Demonstrations; Consumer Engagement; Marketing Innovation

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A Descriptive study on the acceptance of Androgynous Fashion in India

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ABSTRACT

One of the efforts to express existence and identity is through what is worn, which refers to fashion. The modern generation is keen to try out new ideas and clothing is a powerful visual communication tool. When we talk about Fashion, it represents an Individual's external as well as Internal Identity. It talks about how one perceives himself and want to be perceived by other individuals. One such strong wave of Style travelling from the West and entering India is Androgynous Fashion which talks about blurring the lines between masculine and feminine characteristics. This research explores the growing acceptance of androgynous fashion in India, a land where age-old traditions coexist with changing social norms. The study employs both quantitative and qualitative methods to investigate how various factors, including age, education, self-identified gender, location, marketing strategies, media portrayal, retailer efforts, cultural influences, and psychological factors, shape individuals' attitudes towards and willingness to adopt gender-neutral clothing styles. Ultimately, the research seeks to understand the factors driving the acceptance of androgynous fashion in India. Is it actually being accepted by the Indian Citizens?

While this research delves into the intricate web of factors influencing the acceptance of androgynous fashion in India, it also identifies several areas demanding further exploration. Firstly, understanding the specific needs and preferences of diverse gender identities within the Indian context is crucial. Secondly, examining the evolving role of social media platforms in influencing fashion perceptions and fostering acceptance is vital. Finally, identifying strategies to improve the availability and affordability of diverse androgynous clothing options remains essential.

It targets a diverse group of individuals aged 18-55 across different locations, education levels, genders, and socioeconomic backgrounds. A minimum sample size of 400 is planned with specific quotas for underrepresented groups. Online surveys with non-comparative scales will be used for data collection and analysis. Analysis is carried out in SPSS with various analytical tools such as ANOVA, Correlations, t-test, Multiple Linear Regression, factor Analysis leading to findings marketing, media, and retailer efforts along with cultural acceptance and self-expression drive adoption of androgynous fashion in India. Education is the key demographic factor, while income has less influence. Cultural and psychological factors play a role, and age, location, and gender

identity also have some impact. Finally recommending using inclusive language and imagery, storytelling, targeted marketing, and community building to promote androgynous fashion. Additionally, brands should train staff, create inclusive shopping experiences, and offer diverse sizing options.

Keywords: Androgynous fashion; fashion acceptance; India; cultural influences; social factors.

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Short-Term Content management and its implication on Business, marketing, fitness, and society – A special reference to Instagram

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ABSTRACT

Social media has emerged as an important media vehicle to engage, entertain, and socialize our daily activities. Marketers are effectively deploying their social media vehicles for business purpose, one such strongly emerging media is Instagram, in short time it has gathered target audience base, due to its effective audio-visual, entertaining, and engaging content. The dynamic realm of Instagram marketing examines its profound impact on contemporary brand promotion. The diverse strategies employed by business to optimise Instagram features, exploring how audio-visual content, influencer collaborations, and hashtag utilization contribute to heightened brand engagement. The effectiveness of Instagram analytics tool in gauging campaign success and audience responsiveness is massive. Instagram has a diverse influence on the contemporary fitness landscape, exploring the symbiotic relationship between the platform and fitness influencers. Instagram's visual-centric nature shapes fitness trends, from workout routines and nutritional practices to body image ideals. The role of fitness influencers in dissemination health related information and fostering a virtual fitness community is impeccable. Instagram impacts on users' perceptions of health and fitness, shedding light on the evolving dynamics between social media and personal well-being. The influence of Instagram on societal norms, behaviors and perceptions are far beyond imagination. The role of this platform in constructing and disseminating idealized representation of beauty, lifestyle, and success, influencing individual and collector aspirations is significant. Instagram influences on social interactions, mental health, and self-esteem, recognizing the platform's dual role as both a source of inspiration and a potential contributor to societal pressures. This research paper delves into the dynamic realms of Instagram marketing, influence on fitness landscape and diplomatic influence on society. A sample of 200 young adults is collected to understand the behavioral response of people and effectiveness of this media vehicle.

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Understanding the digital world and emerging trends transforming marketing approaches

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ABSTRACT

The purpose of this literature study is to give a thorough and cohesive picture of how marketing's digital transformation has affected firms' ability to create value thus far and talk about potential future directions. In the twenty-first century, everything is changing; technology is taking over the globe. Everything is changing to digital. This systematic examine explores rising net advertising practices in India, inclusive of emphasizing the benefits and drawbacks of methods applied in virtual advertising. The retail banking sector, health, real estate, entertainment, and education are all becoming more digital. Businesses have begun to set their strategies this year and recognize that the landscape of business consequences has been constantly shifting due to technology. Digital marketing offers businesses reduced costs and endless opportunities for profit. Electronic media marketers utilize digital marketing apps to advertise their products and services to consumers. The digital market's primary goal is to encourage customers to introduce brands through media. The digital market has no boundaries. The corporation has a plethora of tools at its disposal to market its products and services, including digital billboards, smartphones, tablets, laptops, and various other social media platforms. This paper will examine how the market is changing in response to the digital trend. The analysis also looks at how consumer behaviour changed during the pandemic, the emergence of e-commerce and online platforms, and the importance of personalization and targeted marketing. The report also discusses the difficulties organizations experience when adopting digital marketing tactics and suggests further research.

Keywords: Digital marketing, Technology; E-commerce; Online platforms; Emerging Trends.

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Study Investigating the Negative Impact of Influencers

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ABSTRACT

Purpose: This study delves into the detrimental impact of influencers on the behaviour and well-being of contemporary youth. Given the pervasive influence of social media personalities, understanding these negative effects is crucial for devising strategies to alleviate harm and encourage healthier lifestyles among young individuals. **Methodology:** Employing a mixed-methods approach, the research combines qualitative insights from personal interviews with quantitative analysis of survey data gathered through questionnaires. A sample of youth participants aged 18 to 24 was surveyed to assess their perceptions and behaviours influenced by social media influencers. **Findings:** Analysis reveals significant correlations between exposure to influencer content and adverse outcomes including body image issues, materialism, self-esteem issues, mental health challenges, and risky behaviour among youth. **Implications:** The findings underscore the necessity for comprehensive interventions to mitigate the detrimental effects of influencer culture on youth. **Recommendations** include educational initiatives, parental guidance, and regulatory measures aimed at promoting critical media literacy, cultivating resilience against idealized portrayals, and curbing the exploitation of vulnerable audiences by influencers and brands. **Scope:** This paper emphasizes the urgent need for heightened awareness, regulation, and media literacy initiatives to counteract the harmful influence of influencers on today's youth. By nurturing critical thinking skills and advocating for positive role models, society can empower young individuals to navigate the digital landscape responsibly and develop healthier attitudes towards themselves and their surroundings. The study was conducted in Bangalore among college students aged 18 to 24; future investigations should prioritize obtaining a more diverse sample encompassing various demographic and geographical backgrounds.

Keywords: Social Media Influencers; Behavioural Impact; Personality Issues; Digital Environment; Ethical Content; Sustainable Practices

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Harnessing the Power of Virtual Reality: Exploring Innovations in Marketing Communications

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ABSTRACT

Virtual Reality (VR) technology presents a burgeoning frontier in the realm of marketing communications. This research endeavours to explore the manifold innovations that VR offers in transforming conventional marketing strategies. Through an interdisciplinary lens, it investigates how VR fosters immersive brand experiences, transcending the limitations of traditional advertising mediums. By synthesizing insights from marketing theory, consumer psychology, and technological advancements, this study seeks to elucidate the mechanisms through which VR captivates and engages audiences on a profound level. Furthermore, it delves into the practical applications of VR in various industries, analyzing successful case studies and emerging trends. The research also addresses the challenges and ethical considerations inherent in VR marketing, such as privacy concerns and authenticity issues. Ultimately, this inquiry aims to provide marketers and practitioners with a comprehensive understanding of how to effectively harness the power of VR to craft compelling narratives, foster brand loyalty, and drive consumer engagement in an increasingly digital landscape.

Keywords: Virtual reality; Marketing; Marketing Innovation; Technology

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The psychology of consumer behavior: Understanding how customers make decisions with reference to Bagepalli.

Nagamani N¹

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ABSTRACT

Consumer behavior is a multifaceted field with profound implications for marketing strategies. This research delves into the psychology of consumer behavior, focusing on cognitive biases, emotions, social factors, and culture. By understanding these psychological drivers, brands can create effective marketing campaigns that resonate with their target audience. The study explores how cognitive biases and emotions influence consumer decision-making. It also investigates the impact of social and cultural factors on the choices customers make. Marketers can leverage this knowledge to develop successful strategies, such as forging emotional connections with consumers and using social proof to influence decisions. Tailoring marketing approaches to different cultures is another key aspect highlighted. Through quantitative research and surveys, the study establishes a strong correlation between psychological factors and consumer behavior. Practical insights are provided for marketers to apply these findings in practice. Ultimately, understanding consumer behavior is pivotal for crafting impactful marketing strategies that align with customers' psychological needs.

Keywords: Consumer behavior; Cognitive biases; Emotions; Social factors; Cultural factors; Marketing strategies.

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Organic consumption dynamics– Analysis of Consumer Preferences and Purchase Drivers

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ABSTRACT

This master's thesis, titled "Organic Consumption Dynamics: Analysis of Consumer Preferences and Purchase Drivers," delves into the evolving landscape of consumer choices, focusing on the growing trend of organic product consumption. The research aims to unravel the intricate web of factors influencing consumers' decisions to opt for organic products, exploring the interplay of personal values, health considerations, economic factors, and convenience. Utilizing a mixed-methods approach, the study combines quantitative surveys and qualitative interviews to gather comprehensive data from a diverse sample of consumers. Through rigorous data analysis, the research provides valuable insights into the complex decision-making processes that underpin organic consumption. In the context of an increasingly health-conscious and environmentally aware global population, the study investigates the motivations driving consumers to choose organic over conventional alternatives. The research extends its scope to explore consumer preferences regarding various product attributes, including quality, features, design, and brand reputation. The findings underscore the multifaceted nature of organic consumption dynamics, revealing the significance of factors such as health perception, product attributes, and marketing effectiveness. As businesses strive to adapt to changing consumer preferences, the study offers actionable insights for aligning with consumer values. Beyond market implications, this research contributes significantly to the broader discourse on sustainable and ethical consumer practices. The implications extend not only to businesses but also to policymakers seeking to understand and encourage eco-friendly consumption patterns. In conclusion, this master's thesis provides a nuanced understanding of the organic consumption landscape, offering insights that can guide businesses in meeting consumer expectations, adapting to market dynamics, and contributing to the broader movement towards sustainable and ethical consumer practices.

Keywords: Organic Consumption, Consumer Preferences, Purchase Drivers, Sustainability

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**A study on implementation of AI driven technologies in
enhancement of tourist engagement and interaction**

Ankur Verma¹

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ABSTRACT

This research paper investigates the integration of AI-driven technologies in enhancing tourist engagement and interaction within the tourism sector. Led by Ankur Verma under the guidance of Dr. Kerena Anand, the study addresses the gap in understanding the specific mechanisms through which AI can be effectively incorporated into various facets of tourism. By employing the Technology Acceptance Model (TAM), the research evaluates how AI technologies impact tourist experiences, focusing on perceived usefulness and ease of use. The study examines the impact of AI-powered applications on different aspects of tourist experiences such as personalized recommendations, real-time assistance, and customized itineraries. It also delves into how the adoption of AI influences tourist satisfaction levels and their attraction to cities as tourism destinations. Through a review of existing literature, notable contributions to this field are highlighted, including the effectiveness of 360-degree videos in influencing tourist behavior and the potential disruptive impact of the metaverse on tourism management. Methodologically, the study develops and validates an AI technology acceptance scale using Likert Scale responses from a sample of 300 participants in Bengaluru, India. The data analysis, conducted through SPSS tools, includes descriptive analysis, factor analysis, and regression to determine the relationships between AI implementation, tourist engagement, and satisfaction levels. Findings suggest that while safety and security emerge as strong drivers of overall engagement, personalization and real-time assistance significantly contribute to tourist satisfaction. However, competitiveness of destinations and efficiency and convenience show no statistically significant effect on overall satisfaction. The study recommends improved implementation of machine learning for enhancing personalization and recommendations in tourist experiences.

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A study on product trials leading to the development of purchase intention with particular reference to VR and AR technologies.

Barbie Baishya ¹

Dr. Krishna Kishore SV ²

ABSTRACT

The continuous advancement of consumer behavior and technology has accompanied the growing importance of product trials in influencing purchase intentions. This study delves into the fascinating world of virtual reality (VR) and augmented reality (AR) technologies, examining how they significantly impact consumers' decisions. It particularly aims to investigate how participating in product trials in VR and AR environments can affect and shape people's buying intentions. The study posits that the immersive capabilities of VR and AR technologies are primarily responsible for the significant shift in traditional paradigms of product marketing and customer decision-making. This research offers valuable insights for companies, marketers, and developers as VR and AR applications evolve and grow. It sheds light on the key factors influencing customer interest in and purchase of these immersive technologies, paving the way for improved approaches to product development, marketing, and user experience also the perceived advantages of trials over traditional methods and their role in informed decision-making, showed no significant influence on purchase intent. This suggests that current trials might not effectively emphasize their unique value proposition compared to conventional product exploration methods. Limited public awareness and understanding of VR/AR capabilities hindering purchase decisions. Ultimately, this study benefits businesses and consumers in this rapidly changing industry by contributing to the growing knowledge of adopting novel technologies.

Keywords: Product trials; Purchase intention; Virtual Reality; Augmented Reality; Perceived Value; User experiences; Technology adoption.

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Does Graphical Advertisement Create Realistic Expectations of Personal Care Products

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ABSTRACT

The contemporary marketing landscape is characterized by a visual-centric approach, where graphical advertisements play a pivotal role in shaping consumer perceptions and establishing brand identity, especially in the personal care industry in India. This comprehensive study investigates the nuanced impact of graphical advertisements on purchase intention, placing particular emphasis on factors such as consumer familiarity and the varied array of media channels. Guided by the conceptual framework inspired by the Elaboration Likelihood Model, the research reveals that the influence of high-quality visuals on purchase intention is intricately linked to the level of consumer familiarity. Notably, these visuals prove highly effective in enhancing purchase intention for unfamiliar consumers. However, a paradoxical discovery emerges as they may have a counterproductive effect on familiar consumers. In response to these insights, strategic recommendations are proposed to assist personal care brands in optimizing their graphical advertisements. For unfamiliar consumers, the emphasis is on deploying compelling storytelling techniques to captivate their attention and create a connection with the brand. The creation of educational visual content is also suggested to inform and engage this audience. Moreover, the implementation of interactive advertisements is advocated to foster engagement and make the brand more memorable. To address the unique needs of familiar consumers, the study recommends the strategic placement of ads across diverse media channels to maintain visibility and reinforce brand presence. Additionally, the introduction of exclusive offers is proposed to cater to the expectations and preferences of this consumer segment. Despite acknowledging the inherent limitations of the study, the presented insights offer invaluable guidance for personal care brands aiming to navigate the dynamic landscape of consumer preferences. The study underscores the strategic importance of effectively leveraging graphical advertisements, providing a roadmap for sustainable growth in an industry where visual appeal and consumer engagement are paramount. Overall, the research contributes to a deeper understanding of the interplay between graphical advertisements and consumer behaviour in the Indian personal care industry.

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**To study buying intention of consumers in online grocery
shopping**

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ABSTRACT

Imagine browsing aisles filled with fresh produce, exotic spices, and household essentials – all from the comfort of your couch. In India, this once-distant dream is rapidly becoming a reality thanks to the booming online grocery market. Driven by a confluence of factors – growing internet penetration, smartphone adoption, urban migration, and increased time constraints – online grocery shopping is transforming the way people in India purchase their daily essentials.

The journey of online grocery shopping in India has been remarkable. Starting with niche players in the early 2010s, the market has witnessed exponential growth, attracting major e-commerce giants and established supermarket chains. Today, it boasts a diverse player base, ranging from hyperlocal platforms catering to specific neighborhoods to pan-India ventures offering wide selections.

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The Impact of Augmented Reality (AR) on Consumer Purchase- Intention in the Fashion Retail Industry

Liz Rajesh ¹

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ABSTRACT

In the rapidly evolving fashion retail landscape, this study investigates the complex interplay between Perceived Value (PV), Satisfaction from Augmented Reality (AR), and Purchase Intention (PI). With a focus on the fashion industry, where AR has become a transformative technology, the research employs a quantitative approach with 270 urban consumers. Utilizing regression and logistic regression analyses, the study reveals insights into the relationships among these key variables.

The findings suggest a non-significant direct relationship between Perceived Value and Purchase Intention. However, a significant positive association emerges between Perceived Value and Satisfaction from AR. Users experiencing higher Perceived Value are more likely to report increased satisfaction. Moreover, Satisfaction from AR exhibits a significant positive influence on Purchase Intention, indicating that satisfied users are more likely to express purchase intentions.

The study identifies Satisfaction as a mediator in the Perceived Value-Purchase Intention relationship, emphasizing its role in influencing actual purchase intentions. The abstract refrains from providing specific numerical values, allowing for a concise overview of the study's contribution to understanding consumer behavior in the context of AR in fashion retail. The insights gained have practical implications for fashion retailers aiming to optimize AR implementations and enhance customer engagement

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Analyzing the strategies of multinational corporation in adopting local market dynamics

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ABSTRACT

This research investigates the diverse strategies employed by multinational corporations (MNCs) to navigate and adapt to the intricacies of local market dynamics across the globe. In today's interconnected world, MNCs encounter a myriad of challenges stemming from cultural, economic, legal, and political differences when expanding their operations into foreign markets. Drawing on a comprehensive review of existing literature and empirical data, this study aims to provide a nuanced understanding of how MNCs strategically adjust their business practices to suit local contexts. Key areas of analysis include market entry strategies, product localization, marketing and advertising tactics, distribution channels, and human resource management practices. By examining case studies and real-world examples from various industries and geographic regions, this research aims to identify common patterns and best practices that MNCs utilize to effectively adapt to local market dynamics while maintaining global competitiveness.

Keywords: Multinational Corporations (MNCs); Local Market Dynamics; Adaptation Strategies; Global Competitiveness; International Expansion

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Understanding Consumer Preferences in the Indian EV Market: An Analysis of Tata Motor

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ABSTRACT

The electric vehicle (EV) market in India is undergoing a transformative phase, propelled by a confluence of factors such as governmental support, environmental consciousness, and technological advancements. In this dynamic landscape, comprehending consumer preferences emerges as a critical imperative for industry players to navigate effectively. This study zeroes in on Tata Motors, a leading entity in the domestic EV sector, with the overarching aim of delving deep into the intricate nuances of consumer behavior. Through a meticulous examination of survey data, our research endeavors to untangle the intricate web of factors that sway consumers' purchase decisions. This includes dissecting elements like price sensitivity, range requirements, brand image perceptions, and environmental considerations. Furthermore, we undertake a rigorous evaluation of Tata Motors' market segmentation strategies, assessing their efficacy in catering to diverse consumer segments, ranging from urban commuters to luxury car enthusiasts. Additionally, our analysis extends to scrutinizing the perception of the Tata Motors brand in terms of affordability, value proposition, and its commitment to sustainability. By shedding light on these multifaceted dimensions, this research seeks to offer actionable insights not only for Tata Motors but also for the broader spectrum of stakeholders vested in the Indian EV market. Moreover, by positioning itself as a benchmark, this study aims to guide other manufacturers in navigating the intricacies of India's burgeoning EV landscape. Ultimately, our findings contribute significantly to the ongoing discourse surrounding consumer behavior amidst the global paradigm shift towards sustainable transportation solutions, thereby paving the way for informed strategic decisions and fostering continued growth and innovation in the Indian EV ecosystem.

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An Analysis of The Relationship Between Green Finance, Non-Fossil Energy Use, And Carbon Intensity In The United States

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ABSTRACT

This investigation rigorously examines the dynamic relationship among green finance, the Utilization of renewable energy, and the level of carbon emissions in the United States, with the Aim of elucidating green finance's capacity as a crucial mechanism for diminishing carbon Footprints and nurturing eco-friendly economic advancement. It underscores the pressing necessity For transitioning to an eco-conscious and carbon-minimal economy, offering a novel contribution To scholarly discussions by proposing a detailed green finance framework, which integrates green Investments, financing, and securities, and evaluating its effect on the uptake of renewable energy Sources.

At the heart of this research is an analysis of green finance's role as a catalyst in lowering carbon Emission levels, thus supporting the United States in addressing climate change and surmounting Hurdles related to environmental governance. The results show a strong positive link between Green finance and the uptake of renewable energy, highlighting the crucial role of green finance in Promoting sustainable energy usage and aiding in the decrease of greenhouse gas emissions. Additionally, this work fills a research void by focusing on the specific impact of green finance on Carbon reduction efforts, thereby offering valuable data for shaping policy and fostering specific Reforms in green financing.

This study's findings emphasize the essential role that well-informed policymaking plays in Properly regulating and encouraging green financial activities. It advocates for a strategic approach To green finance, arguing that this not only offers a competitive advantage in the market but also Improves a company's commitment to environmental responsibility. Through deepening the Comprehension of how green finance influences the adoption of green energy and decreases carbon Intensity, this dissertation provides essential insights for policymakers, the business sector, and Society at large in their quest for environmental sustainability objectives.

A study on the efficiency of Indian banking sectors by using DEA analysis

P Sheetal Kumari¹
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ABSTRACT

The banking sector in India is a vital component of the nation's economy, playing a crucial Role in financial intermediation and resource allocation. With a diverse landscape Encompassing public, private, and foreign banks, as well as cooperative and regional rural Banks, the sector has undergone significant evolution over the years. Understanding the Efficiency dynamics within this dynamic sector is essential for informed decision-making and Sustainable growth.

This study conducts an in-depth examination of the efficiency dynamics within the Indian Banking sector spanning the years 2017 to 2023, employing Data Envelopment Analysis (DEA) as the primary analytical tool. Focusing on four prominent banks (Axis Bank, HDFC Bank, ICICI Bank, and SBI Bank) the research investigates their operational performance as Decision Making Units (dmus). Inputs considered in the analysis encompass deposits and advances, representing fundamental sources of banking activities, while outputs include net profit and Non-Performing Assets (NPA), pivotal indicators reflecting both profitability and loan quality.

By applying DEA to this dataset, the study seeks to gauge the relative efficiency of each bank In transforming inputs into outputs, providing insights into resource allocation and Management practices over the study period. The findings not only elucidate the Performance trajectories of individual banks but also offer valuable implications for Policymakers, regulators, and industry stakeholders, facilitating informed decision-making Strategies aimed at bolstering efficiency and resilience within the banking sector amidst Dynamic market conditions and regulatory frameworks.

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The Relationship Of Green Accounting On Financial Performance With Environmental Performance As A Mediation Variable

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ABSTRACT

The study is to examine the mediation of environmental performance on the relationship between green accounting and financial performance. The population in this study is 3 selected industrial sectors which are Basic and chemical industries, various garment textile industries, and Pharmaceutical goods consumption industries, listed in the 2019–2020 Indonesia Stock Exchange. The purposive sample is 36 industries used. This study uses path analysis test (mediation regression) with SPSS Which is used to test each hypothesis in the study. The results show that Green accounting affects on financial performance, green accounting Affects on environmental performance, financial performance affects on Environmental performance, and green accounting affect on financial Performance through environmental performance.

Keywords: Environmental Performance · Financial Performance · Green Accounting

An Analysis Of Stocks Across Three Major Domains In The Indian Market

Nandini Devi

ABSTRACT

This study conducts a comprehensive analysis of stocks within three significant domains of The Indian stock market: Banking, IT, and Pharmaceuticals. It aims to provide valuable Insights for investors to make informed investment decisions. The research explores the Historical performance of selected stocks, investigates relationships between them, and Evaluates their applicability in real-world investment scenarios.

Through cointegration and correlation analyses, significant findings emerge. In the Banking Domain, a long-run cointegration between HDFC Bank and ICICI Bank stocks suggests Similar market influences and risk profiles. Positive correlation further indicates Interdependence in stock movements within this sector. Conversely, the IT domain reveals a Negative cointegration between Infosys and TCS, implying diverse market influences and risk Profiles. Similarly, the Pharma domain exhibits a negative cointegration between Sun Pharma And Cipla, indicating distinct risk levels.

Recommendations derived from the analysis offer tailored strategies for investors. Low-risk Stocks like HDFC Bank, TCS, and Cipla provide stability and consistent returns, while Medium to high-risk stocks such as ICICI Bank, Infosys, and Sun Pharma offer opportunities For growth and diversification.

In conclusion, this study underscores the importance of thorough analysis before making Investment decisions. By leveraging historical data and analytic models, investors can gain Insights into stock behaviour, identify relationships, and optimize portfolio allocation. This Research contributes to bridging the gap in comparative analysis across different sectors, Aiding investors in navigating the complexities of the Indian stock market.

Key words: Indian stock market, Banking, IT, Pharmaceuticals, Cointegration, Correlation

IMPACT OF TRADE ON ECONOMIC GROWTH IN INDIA: AN ANALYSIS USING ARDL

APPROACH

Amrithaa R 1

ABSTRACT

In the contemporary global economic landscape, the relationship between trade and economic Growth has garnered significant attention from scholars, policymakers, and practitioners alike. As

Nations strive to navigate the complexities of international trade dynamics, understanding how Trade influences economic growth becomes paramount, particularly for emerging economies like

India. This master thesis report endeavors to delve into the intricacies of this relationship, focusing

Specifically on India, and employs the Autoregressive Distributed Lag (ARDL) approach to Conduct a comprehensive analysis.

India's economic journey since its independence in 1947 has been characterized by notable shifts In trade policies and economic strategies. From a predominantly inward-looking economy with Import substitution policies to embracing liberalization and globalization in the early 1990s, India

Has traversed a transformative path in its approach to trade. This transition has not only reshaped India's trade landscape but has also posed critical questions regarding its impact on economic Growth.

This master thesis report seeks to unravel the multifaceted impact of trade on economic growth in

India, delving into the intricate dynamics that underpin this relationship. By employing a Comprehensive analytical framework and drawing on empirical evidence, this study endeavors to

Light on key facets of this relationship, including the role of exports, import dynamics, trade policy

Regimes, and sectoral contributions. Through rigorous analysis and critical evaluation, this research

Aims to contribute to the existing body of literature while offering valuable insights for Policymakers, researchers, and practitioners involved in shaping India's trade policy and economic

Development strategies.

Key Words: Economic growth in India, Trade Implications, ARDL Approach, Trade Dynamics, Trade Policy

An Economic Analysis of the Indian Premier League's Impact on India

Surya Pratap Singh1

ABSTRACT

The Indian Premier League (IPL) has become a pivotal economic force in India's landscape, bridging sports, entertainment, and commerce since its inception in 2008. This research explores the IPL's economic impact over the past decade, employing a quantitative research design to delve into its multifaceted contributions. Through structured methodologies including surveys, statistical analysis, and utilization of financial reports from the Board of Control for Cricket in India (BCCI), IPL franchises, and governmental agencies, this study systematically examines various dimensions of the IPL's economic influence. This research adopts a quantitative approach, leveraging structured data collection methods and sophisticated analytical tools such as eviews and Excel. Stratified random and purposive sampling techniques ensure representativeness and depth in data collection, while econometric analysis enables forecasting and modelling of economic indicators related to the IPL. Correlation and covariance analysis further illuminate the IPL's economic dynamics, showcasing its positive correlations with GDP growth, employment figures, and sectoral contributions. The league's success translates into increased revenues, enhanced brand value, and job creation within the sports industry and related sectors. Graphical representations elucidate the growing value of broadcasting rights, corporate investments through sponsorship deals, and the resilience of ticket sales, even amidst challenges like the COVID-19 pandemic.

Keywords:

Indian Premier League (IPL), Economic Impact, Correlation Analysis, Covariance Analysis, Regression Analysis, Time series Plot, eviews, Excel, GDP Growth, Statistical Analysis, Econometric Analysis

DRIVING FINANCIAL INCLUSION: THE ROLE OF FINTECH PRACTICES IN PAYMENT BANKS - PAYTM

**Sushrith S Shetty
Nishanth S B**

ABSTRACT

This research paper explores the role of Aadhaar Enabled Payment System (aeps) within Paytm Payment Bank, emphasizing its influence on secure payments, government Transactions, and financial inclusion strategies. The significance of understanding aeps lies In its potential to advance digital financial services and promote inclusive finance across Diverse populations. By exploring the dynamics of aeps within Paytm Payment Banks, this Study aims to shed light on how innovative fintech practices can drive secure transactions And enhance financial accessibility for underserved communities. Addressing the research Gap in understanding the integration of aeps in Paytm Payment Banks, this study aims to Explore how this system overcomes traditional banking limitations to provide accessible and Secure financial services.

By focusing on aeps within Paytm Payment Banks, the research seeks to provide insights into Overcoming barriers to inclusive finance through innovative technological solutions. The Methodology involves a comprehensive overview of the aeps implementation in Paytm Payment Banks, analyzing its functionality and implications for secure transactions and Government payments. These results will provide valuable insights into the transformative Potential of aeps in advancing financial inclusion. Anticipated outcomes include Highlighting aeps's instrumental role in enhancing payment security measures, optimizing Government transactions efficiency, and driving financial inclusivity across rural areas Through innovative fintech interventions. These results are expected to showcase the Transformative potential of aeps in advancing secure payments and expanding financial Services to underserved populations. By exploring parallel fintech initiatives and their Implications for inclusive finance transformation, this research enriches the discourse on Leveraging technology for advancing financial accessibility and inclusivity. This study Contributes valuable insights into the broader implications of leveraging aeps in Paytm Payment Banks, showcasing how this innovative approach adds substantial value by bridging The gap in financial services accessibility, especially in rural areas.

Keywords: Paytm Payment Bank, Aadhaar Enabled Payment System, Secure Transactions, Rural Financial Inclusion, Government Transactions.

A Study On The Impact Of Dividend Decisions On Shareholders' Wealth – An Evidence From The Indian It Sector

K Mahima¹

ABSTRACT

This thesis investigates the relationship between dividend decisions and shareholders' wealth in the Context of the Indian Information Technology (IT) sector. With the IT industry playing a pivotal role In the Indian economy, understanding how dividend policies affect shareholders' wealth is of Paramount importance. The study employs a comprehensive analysis of dividend practices and their Impact on stock prices and overall shareholder value.

The research utilizes a mixed-methods approach, combining quantitative techniques such as Theoretical studies and regression analysis with qualitative data ranging from 2014 to 2023 for 10 Indian IT Companies. The empirical investigation selects companies in the sector that form part of The Nifty 50 Index with the given 10 years of data. Financial metrics, including Dividend Per Share, Earnings Per Share, PE Ratio and Retention Ratio, are analyzed in conjunction with stock price Movements to discern patterns and trends.

The findings of this research contribute to the existing literature on corporate finance, dividend Policy, and shareholder wealth. Insights gained from the Indian IT sector offer valuable implications For practitioners and policymakers, aiding in formulating effective strategies for wealth creation and Capital allocation in the dynamic landscape of the IT industry. Ultimately, the thesis aims to provide a Nuanced understanding of the interplay between dividend decisions and shareholders' wealth, Offering actionable insights for investors, managers, and policymakers in the Indian IT sector and Beyond.

Key words: Market Price Per Share, Price Earnings Ratio, Shareholders' Wealth, Earnings Per Share, Relevance and Irrelevance Theory, Dividend Per Share and Dividend Policy.

Examining ARIMA Modeling for Predicting Stock Market Values: A Study on Indian Pharmaceutical Firms

DAVIN DAVIS

ABSTRACT

Investors use various techniques like fundamental analysis, technical analysis, and stock analyst discussions to predict stock prices. This paper employs an autoregressive integrated moving average (ARIMA) time series model, a type of predictive algorithm, to forecast share prices of selected pharmaceutical companies listed on India's NIFTY 100 index. A sample of 762 daily price observations from January 1, 2021, to January 31, 2024, was gathered for each selected firm to develop the ARIMA models. The augmented Dickey-Fuller test checked if the data was stationary. To estimate the ARIMA models, the correlogram's autocorrelation function (ACF) and partial autocorrelation function (PACF) were analyzed for significant spikes, and multiple models with varying autoregressive (AR) and moving average (MA) terms were framed for each company. The best models were selected and further refined by adjusting the AR and MA parameters to determine the optimal customized ARIMA specification for each firm based on volatility, adjusted R squared, and the Akaike information criterion. The results provide a framework to apply ARIMA modeling for more in-depth analysis and prediction of pharmaceutical stock prices in future research efforts.

Keywords - Akaike Information Criterion, augmented Dickey-Fuller test, prediction, risk, investment, India

Christ University

Going Cashless: A Study On Awareness And Usage Of UPI Digital Payment Among College Students In Bengaluru North

**Mr Suprathik N R
Ms Pratheeksha M
Ms Greeshma**

ABSTRACT

The National Payments Corporation of India (NPCI) has launched the Unified Payments Interface (UPI), a digital payment architecture that uses mobile phones as the primary device and Sophisticated digital payment features. Digital payments have arrived as a ray of hope in India, With speedy transactions, ease and convenience of use, a variety of apps like Phone pay, Google Pay and other UPI's. The objective of this study is to determine student's awareness, usage, Preferences and assess their satisfaction with the UPI scheme. The study is limited to college Students in five UG and PG colleges of Bangalore North. Sample included 109 college students Who responded to this study's survey through a Google Form. Convenient sampling used to Select the UG and PG colleges and students due to ease of use and access. The data collected Analyzed using tables and charts. The study shows high awareness and usage of UPI digital Payment system among college students. The frequency of use of UPI among college student is Also high. The survey also shows that UPI users are quite satisfied with the technology employed In banking.

Key words: Digital Payment, Students, UPI, Technology, Banking

Impact Of Mergers And Acquisitions Announcements On Shareholder Wealth In India: An Event Study Methodology

Sahana A

ABSTRACT

This research investigates the impact of mergers and acquisitions (M&A) announcements on

Shareholder wealth in the Indian context, employing an event study methodology. M&A Activities are significant events in the corporate landscape, often influencing the value of Companies involved and affecting the wealth of their shareholders. Understanding the Dynamics of shareholder wealth changes surrounding these announcements is crucial for Investors, policymakers, and corporate strategists.

The study focuses on India, a rapidly growing economy with a vibrant corporate landscape Experiencing a surge in M&A activities. Through an event study methodology, the research Analyzes the stock market reactions to M&A announcements, examining factors such as the Type of deal (acquisition, merger, etc.), industry, size of the companies involved, and market Conditions.

The methodology involves collecting stock price data from relevant Indian stock exchanges And employing statistical techniques to measure abnormal returns, cumulative abnormal Returns, and other relevant metrics around the announcement dates. By comparing actual Stock price movements with expected returns, the study aims to ascertain the impact of M&A

Announcements on shareholder wealth. The findings of this study are expected to contribute to The existing literature on M&A and shareholder wealth by providing empirical evidence from

The Indian market.

Additionally, the results can offer valuable insights for investors, policymakers, and corporate Decision-makers in understanding the implications of M&A activities on shareholder value And guiding strategic decisions in the dynamic Indian business environment.

Keywords: Value Creation, Mergers and Acquisitions, Shareholder Wealth, Event Study Methodology

Unraveling The Economic Drivers Of Global Investment: Exploring Macroeconomic Factors On CBM&A And Greenfield Ventures

Sanjana

ABSTRACT

Understanding the determinants of global investment is essential for policymakers, investors, and corporate strategists navigating the complexities of international markets. This study delves into the intricate relationship between macroeconomic factors and cross-border mergers and acquisitions (CBM&A) and greenfield investments, aiming to fill a significant research gap in comprehensively analyzing their determinants. The research focuses on exploring how GDP growth, inflation, political stability, and regulatory quality influence investment decisions in CBM&A and greenfield ventures. Through empirical analysis using panel data spanning 20 years and covering 184 countries, the study examines the significance of these macroeconomic factors on investment flows. The findings reveal nuanced insights into the impact of macroeconomic factors on CBM&A and greenfield investments. While regulatory quality emerges as a significant determinant for both investment modes, the significance of GDP, political stability, and inflation varies. These insights offer valuable implications for policymakers, investors, and corporate strategists seeking to formulate evidence-based policies, strategies, and interventions to foster investment attractiveness and drive sustainable economic development.

By addressing the research gap and providing actionable insights, this study contributes to a deeper understanding of the economic drivers shaping global investment flows, paving the way for informed decision-making and strategic planning in an increasingly interconnected global economy.

Key Words: Macroeconomic Factors, Global Investment, Greenfield Ventures, Cross Border M&As, Investment Determinants

Adoption And Impact Of Digital Banking Services Among Rural Communities In Chikkaballapur District

Ms. Sandhya G.V.

ABSTRACT

This research explores the adoption and impact of digital banking services among rural communities in Chikkaballapur District, Karnataka. Digital banking has become a transformative force in the financial sector, offering efficient and convenient financial management solutions. Despite challenges like limited internet connectivity and awareness gaps, the study reveals a high adoption rate of digital banking services among surveyed individuals, especially in areas like internet banking and mobile banking. Factors such as convenience, 24/7 accessibility, and faster transactions are key drivers for using digital banking services.

The findings highlight the positive impact of digital banking on access to financial services, financial inclusion, and efficient financial management in rural Chikkaballapur. However, challenges such as poor internet connectivity and lack of awareness remain significant barriers to widespread adoption. The study suggests various strategies to enhance digital banking adoption, including improving digital literacy, addressing infrastructure barriers, enhancing customer support, and offering financial incentives.

Overall, the research underscores the importance of continued investment and innovation in digital banking solutions to promote financial inclusion and economic development in rural areas like Chikkaballapur District.

Key Words: Digital banking adoption, Rural financial inclusion, Chikkaballapur District, Financial empowerment, Digital literacy program

Behavioural Finance Versus Traditional Finance: Similarities And Dissimilarities

**Arjun A
Rakesh K S
Akshay V Nayak**

ABSTRACT

In the subject of financial economics, behavioural finance, and Traditional finance are two opposing perspectives that are compared in this study. Traditional finance is predicated on the rationality of market players and efficient market dynamics, which stem from the Efficient Market Hypothesis. On the other hand, behavioural finance applies psychological concepts to comprehend how human emotions and biases affect financial judgment. Behavioural finance provides a more sophisticated explanation of market behaviour by recognizing the limitations of rationality and may explain events like market bubbles and collapses that classical finance is unable to explain. The article challenges conventional financial assumptions and argues in favor of tactics that take cognitive biases into account while discussing important behavioural finance concepts like prospect theory and loss aversion. It emphasizes how utilizing hybrid methodologies and incorporating behavioural insights into financial models may enhance comprehension and decision-making. In summary, conventional finance provides a strong foundation, while behavioural finance emphasizes multidisciplinary collaboration to improve market navigation and delivers a more realistic picture by including psychology.

Blue Economy And Investment In India

**Amruta Manjunath Lokapur
Rohan Sutrave
Jeethan Melrick Dsouza**

ABSTRACT

The blue economy, or the ocean economy, is a term used to describe the economic activities associated with the oceans and seas. The World Bank defines the blue economy as the “sustainable use of ocean resources to benefit economies, livelihoods and ocean ecosystem health”. The fundamental goal of the Blue Revolution, popularly known as Neel or Nili Kranti, was to develop, manage, and promote fisheries to double the farmers' income.

The blue economy refers to sustainable economic activities that take place in the ocean and coastal areas. Blue economy investments typically involve financing projects and initiatives related to marine resources, such as fisheries, aquaculture, renewable energy (like off shore wind farms), marine biotechnology, tourism, and marine transportation. These investments aim to promote economic growth while also ensuring the long-term health and sustainability of marine ecosystems.

Marine research forms an important part but sadly, the funds associated with this are miniscule. On average, only national research budgets most of the 1.02 % of were allocated for ocean science between 2013 (2017), with shares ranging from around 0.0

An Empirical Study On Nifty50 Volatility During Diwali

Sushen R Bharadwaj

ABSTRACT

The simplest definition of volatility is a reflection of the degree to which price moves. Index volatility simply refers to the magnitude of fluctuation in the price of an index over a certain period. It reflects the level of risk associated with investing in that particular index. The current study investigates the influence of Indian festivals such as “Diwali” on the stock market indices such as the NIFTY50. Festivals attract investors, and the stock market is influenced by their investment and withdrawal patterns. Many variables contribute to the outflow and inflow of money in the stock market. This research aims to better understand the impact of Diwali on stock market movements. This paper investigates the volatility of NIFTY50 index returns over the period of January 2014 to December 2023. The empirical results shows that there is significant evidence for asymmetry in stock returns, which is captured by a GARCH Model. The study focuses on identifying the presence of volatility in returns of the NIFTY50 index during Diwali by assessing the outputs from two tailed t-tests which is run by using log returns of pre and post Diwali dates. The measure of volatility can be measure using the GARCH Model. Prior to this, it is a pre-requisite to conduct ARCH presence test to predict volatility.

Key Words: Investors, Index Volatility, two tailed t-test, GARCH Model, Future Volatility, Diwali

Greenwashing Practices And Firms’ Performance: Evidence For Indian Companies

Ishika Agarwal

ABSTRACT

Purpose: This study aims to investigate the relationship between greenwashing practices and firms' performance in Indian companies, focusing on the impact of environmental claims on financial performance.

Design/Methodology/Approach: The research employs a quantitative approach, utilizing panel data analysis to examine the data collected from secondary sources. Statistical software such as E-VIEWS, Power BI, JMP, and Microsoft Excel are used for data analysis and hypothesis testing based on the theoretical framework.

Findings: The study reveals that limited data availability from companies with flexible environmental legislation may influence the results. Additionally, not all factors influencing firm performance are included in the models due to data constraints. The low adjusted R^2 in fixed effects models suggests an incomplete explanation of firm performance variation. The measurement of greenwashing based on emissions target differences may not capture all aspects.

Practical Implications: The findings of this research have implications for businesses aiming to enhance their sustainability practices. Understanding the limitations of greenwashing measurements and the factors influencing firm performance can help companies make more informed decisions regarding their environmental claims and overall performance.

Recommendations: Firms should prioritize authentic sustainability initiatives aligned with core business strategies, while investors should seek independent verification of ESG claims before making investment decisions. Regulatory bodies should encourage transparency and accountability in ESG reporting, and policymakers should promote collaboration among stakeholders to address greenwashing practices effectively.

Keywords: Greenwashing, ESG Score, NIFTY 50 Index, Sustainability Practices, firms performance, Indian companies.

Assessing The Impact Of Bitcoin And Ethereum On Non-Fungible Token (NFT) Market

Sudharshanam KS

ABSTRACT

Non-fungible tokens (nfts) have emerged as a disruptive technological innovation, fundamentally expanding the possibilities of digital ownership and asset exchange. By representing verifiable scarcity and authenticity for virtual items on blockchain networks, nfts enable the creation of digital equivalents to real-world collectibles and artifacts. This breakthrough has spawned new economies for creators, investors, and entrepreneurs in the digital realm.

The growth of the NFT market has been remarkable - total market capitalization skyrocketed from around \$100 million in 2020 to over \$40 billion in 2021, a staggering 400-fold increase in just one year. Major brands across industries have rapidly launched NFT collections to tap into this burgeoning digital economy as monthly trading volumes peaked at over \$5 billion.

However, the disruptive potential unlocked by nfts crucially depends on foundational innovations in the cryptocurrency space – primarily the blockchain networks Bitcoin and Ethereum. These seminal crypto projects first introduced and validated the core conceptual and technological building blocks that made the rise of nfts possible.

As the pioneering decentralized digital currency, Bitcoin propagated revolutionary concepts like transparent public ledgers, decentralized consensus mechanisms, cryptographic authentication, and digital scarcity through its fixed total supply. These breakthroughs demonstrated the viability of decentralized virtual currencies and goods, laying foundations for more sophisticated blockchain applications.

Ethereum then incorporated comprehensive smart contract functionality, enabling complex decentralized applications beyond basic cryptocurrency transactions. Smart contracts automatically execute predefined rules and conditions, facilitating automated trading of digitally scarce goods and transparent on-chain verification of asset ownership. These capabilities were pivotal precursors that made the conception and implementation of nfts technologically feasible.

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Therefore, the exponential NFT growth has been actively catalyzed by innovations within the cryptocurrency domain. Bitcoin conceptually paved the way, while Ethereum's smart contracts provided tangible functionality allowing unique virtual items to be reliably

minted, traded, and transferred in decentralized environments. The rise of nfts represents the latest evolution building upon this progression of foundational crypto technologies for digital assets.

Yet, despite these clear connections, there has been limited rigorous research quantifying the specific technological and economic impacts of Bitcoin and Ethereum in enabling mainstream NFT proliferation. Most studies focused on enclosed dynamics within the NFT space, overlooking comprehensive assessments of how pioneering crypto projects facilitated the NFT revolution.

This study bridges that gap through extensive quantitative and qualitative analysis of the multidimensional interplay between Bitcoin, Ethereum, and the rapidly expanding NFT ecosystem between 2018-2022. It combines statistical modeling of cryptocurrency and NFT adoption metrics to quantify effects, alongside qualitative mapping of conceptual propagation across codebases and communities.

The analysis illuminates how key crypto innovations like transparent ledgers, consensus protocols, cryptography, digital scarcity, and smart contracts collectively laid the groundwork upon which the disruptive NFT economy was constructed. By quantifying impacts of factors like Bitcoin hash rates and Ethereum gas prices on NFT growth metrics, it establishes evidence of direct causal interdependencies.

The findings shed light on the mechanisms and limitations underpinning the symbiotic relationship between cryptocurrencies and nfts. They enhance academic understanding of the transition from basic transactions to sophisticated decentralized asset exchange models. Ultimately, these empirically grounded insights can guide ethical innovation by stakeholders across these rapidly evolving but transformative technological spheres.

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Analysis Of Green Bond Markets: A Comparative Study Between Developed Countries And Emerging Countries

Jagannath R

ABSTRACT

The burgeoning field of green finance has witnessed the rapid expansion of green bond markets globally, yet the intricate dynamics between developed and emerging economies markets remain underexplored. This thesis delves into the interconnectedness and potential cointegration of green bond markets across these economic spectra, offering a comprehensive analysis. By employing an empirical framework centered around cointegration tests, this study scrutinizes the long-term equilibrium relationships between the green bond markets of five developed economies (US, UK, France, Japan, and Germany) and five emerging economies (Brazil, India, China, South Africa, and Mexico).

The research methodology hinges on the aggregation and analysis of green bond issuance data, focusing on the total value of issuances as the primary variable. This approach allows for the examination of market trends, growth patterns, and the potential for predictive cross-market dynamics. The study's findings illuminate a notable interconnectedness between specific developed and emerging markets, suggesting the presence of cointegration that implies trends in one market can reflect in others. This interconnectedness not only provides strategic insights for cross-market investments and policy formulations but also emphasizes the complexity and nuances of global green bond markets.

The implications of these findings are manifold, offering a rich tapestry of insights for investors looking to navigate the green bond landscape and for policymakers aiming to foster sustainable finance within their jurisdictions. The study highlights the critical need for a nuanced and informed approach to leveraging these insights, given the volatile and ever-evolving nature of global financial markets.

Furthermore, this thesis contributes significantly to the sustainable finance literature by shedding light on the factors that drive the development and integration of green bond markets in diverse economic settings. It underscores the potential of green bonds in financing sustainable projects globally and the importance of understanding market dynamics to optimize their impact.

Keywords: Green Finance, green bonds, and cross market dynamics.

An Evaluation Of The Performance Of Hospitality Sector -Pre Covid, Covid And Post Covid

Amblin Varghese

ABSTRACT

This study provides a comprehensive analysis of the hospitality sector's trajectory before, during, and after the COVID-19 pandemic, with a focus on the performance of stocks and their relation to key industry indicators. Before the pandemic, the sector exhibited consistent growth, reflecting stability and positive sentiment driven by global travel demand. However, the onset of COVID-19 brought unprecedented challenges, resulting in severe disruptions, financial strain, and significant declines in stock values. The analysis indicates a notable increase in stock volatility during the pandemic, attributed to the crisis's unpredictable nature. Despite post-COVID recovery efforts, the sector has not fully returned to pre-pandemic levels. The study further highlights a weakened correlation between post-COVID stock returns and occupancy rates, signaling shifts in market dynamics influenced by evolving economic conditions and changing consumer behaviors. These findings underscore the need for industry adaptation and strategic reassessment in the face of ongoing uncertainties.

A Study On Risk Assessment Of Technical Indicators Used For Trading

Athira

ABSTRACT

Anticipating and analyzing the stock market and the price movement is a challenging task as the nature of the stock prices is quite complicated, non-linear, and dynamic. Examining the financial time series data and making decisions is the toughest job in the stock market. These correct decisions help improve the returns on investment and minimize the loss and risks incurred. Technical analysis has been a trading tool since the 18th century which is used by investors and traders to evaluate investments, identify trading opportunities, and forecast future stock price movements by analyzing price trends, chart patterns, and volume data. Many different statistical tools are available for investors and traders to decide on the financial market and analyze the stock's intrinsic value based on fundamentals like balance sheets, revenues, industry trends, economic indicators and consumer behavior. Technical analysis helps traders and investors predict the market situations and build the gap between the market price and intrinsic value of the stocks by applying the techniques of behavioral economics and statistics. Many technical indicators like Simple Moving Averages, Weighted Moving Average, Trend Indicators, Momentum indicators like Stochastic, Relative Strength Index, Commodity Channel Index and Volatility indicators like the Bollinger Bands, Average True Range, and Volume indicators are commonly available to study the stock price movement. In this project, the importance and the application of market indicators for technical analysis in predicting the stock price movement of large-cap, mid-cap, and small-cap companies on BSE are researched. Two new technical indicators for trading systems and risk management. They stem from trends in time series, the existence of which has been recently mathematically demonstrated by the same, and from higher order quantities that replace the familiar statistical tools. Recent fast estimation techniques of algebraic flavor are utilized. The first indicator tells us if the future price will be above or below the forecasted trendline. The second one predicts abrupt changes. Several promising numerical experiments are detailed and commented. This communication provides two new efficient technical indicators for trading systems and risk management, by taking advantage of the trends in financial time series.

Emerging Trends Of Green Bonds In The Indian Market

Ritik Mansukhani

ABSTRACT

This study investigates the burgeoning domain of green bonds in the Indian financial landscape as companies increasingly recognize the imperative of infusing environmental considerations into their strategic frameworks. Green bonds, tailored financial instruments earmarked for environmentally beneficial projects, are gaining prominence in India, fueled by a global drive towards sustainable development and climate change mitigation. The research aims to comprehensively scrutinize the evolving trends, market perceptions, and performance of green bonds within the Indian context.

The core objectives encompass a detailed exploration of the prevailing attitudes towards green bonds in the Indian market, an in-depth analysis of historical trends in CO2 emissions reduction initiated by various green bond issuers, and an assessment of the comparability of CO2 emission reduction outcomes across these issuers. Employing a quantitative research design, the study relies on secondary data from diverse sources such as Bloomberg, Company Impact Reports, the World Bank, and the International Energy Agency. It aims to provide a meticulous analysis of green bond performance in India, explicitly focusing on CO2 emissions. Data collection encompasses information on labeled green bonds issued globally and in India between 2018 and 2022. The study aims to contribute valuable insights into India's nascent field of sustainable finance.

The research methodology integrates sentiment analysis, trend analysis, and descriptive statistics to glean meaningful conclusions. Sentiment analysis will discern market perceptions and attitudes towards green bonds, trend analysis will unveil historical patterns in CO2 emission reduction, and descriptive statistics will offer a comprehensive overview of performance metrics.

By assessing their impact on CO2 emissions reduction, the research aspires to empower investors with discerning insights, fostering the integration of environmentally responsible investments in the Indian financial milieu.

Keywords: Green Bonds, CO2 Emission Reduction, Sustainable Finance, Comparative Analysis, Environmental Impact.

Dynamic Interplay Of Foreign And Domestic Institutional Investments: An Integrated Analysis Of Their Impact On Indian Stock And Bond Markets

Philip Tinu Saji

ABSTRACT

This Research investigates the dynamic interplay between Foreign Institutional Investors (fiis) and Domestic Institutional Investors (diis) in India, analyzing their impact on stock prices across market segments and government bond yields.

The study employs advanced time series econometric techniques on a rich dataset spanning 2013 to 2023. This includes Vector Autoregression (VAR) modelling to quantify the short- and long run impacts of FII/DII shocks; Granger Causality tests to ascertain directional relationships, Impulse Response Functions to trace effects over time, and Pooled Least Squares regression to relate flows with market returns.

The descriptive analysis reveals that diis consistently invested more than fiis in India, and stock prices exhibited positive skewness. The VAR model demonstrates significant links between FII/DII flows and stock prices, but the nature of impact varies based on stock size and time horizon. While fiis have short-term positive effects on large-caps, diis influence small and mid Caps more sustainably.

However, no causal relationships were found between institutional flows and 10-year bond yields. The regression analysis establishes connections between FII/DII flows and index returns across market segments, underscoring their importance in explaining investment movements.

These findings have salient implications for policymakers, regulators and investors. Recommendations include encouraging balanced capital flows, strengthening

oversight frameworks, implementing dynamic asset allocation strategies, fostering collaborative Research and dialogue, and promoting investor education.

This study makes significant contributions by unravelling the nuanced interlinkages between institutional investors and Indian markets. The granular insights can catalyze stability-oriented reforms, inform investment decisions, and aid in building an inclusive and resilient financial ecosystem.

A STUDY ON THE IMPACT OF QUALITY GOVERNANCE ON THE STOCK MARKET OF BRICS COUNTRIES

Shubhod S D

ABSTRACT

This research paper investigates the impact of governance quality on the stock market performance of BRICS countries, addressing a critical gap in existing literature. Drawing on panel regression analysis using yearly data spanning from 2010 to 2022, we analyze the relationship between governance quality and stock market performance indicators in Brazil, Russia, India, China, and South Africa (BRICS). Our study examines various governance quality metrics as distinguished by the Worldwide Governance Indicators (WGI), including the Voice and Accountability Index, Political Stability Index, Government Effectiveness Index, Regulatory Quality Index, Rule of Law Index, and Corruption Perception Index, in relation to stock market performance metrics. Through rigorous statistical analysis, we identify significant relationships between governance quality and stock market performance indicators, shedding light on the nuanced dynamics at play. The findings provide valuable insights for investors and policymakers seeking to understand and improve stock market performance in BRICS countries. By emphasizing the importance of governance quality in shaping stock market outcomes, this study contributes to both academic research and practical efforts to promote economic growth and development in the BRICS nations.

Keywords: BRICS countries, Worldwide Governance Indicators (WGI) - governance quality, stock market performance, Voice and Accountability Index, Political Stability Index, Government Effectiveness Index, Regulatory Quality Index, Rule of Law Index, Corruption Perception Index.

An Empirical Analysis Of The Impact Of Ipos On The Market Indices

Sahil Yadav

ABSTRACT

Initial Public Offerings (ipos) represent significant events in financial markets, as they mark a company's transition from private ownership to publicly traded. The impact of ipos extends beyond the issuing company, affecting market indices and investor sentiment. This empirical analysis investigates the impact of ipos on market indices, focusing on factors such as issue size, issue price, NIFTY 50 movements, and listing price dynamics. The study employs a comprehensive approach, analyzing historical data and conducting statistical analysis to uncover patterns and trends in IPO-market index relationships. The findings contribute to understanding market dynamics, investor behavior, and the broader economic environment, facilitating informed decision-making and promoting market efficiency and stability.

Initial Public Offerings (ipos) represent significant events in financial markets, marking a company's transition from private ownership to publicly traded. The impact of ipos extends beyond the issuing company, affecting market indices and investor sentiment. This empirical analysis investigates the intricate relationship between ipos and market indices, focusing on factors such as issue size, issue price, NIFTY 50 movements, and listing price dynamics.

The study employs a rigorous methodology to address this gap, drawing on historical ipos and market indices data. Statistical analysis techniques, including correlation analysis, regression analysis, and time-series analysis, are utilized to examine the relationship between IPO characteristics and market index movements. The study also considers factors such as market conditions, investor sentiment, and regulatory factors that may influence the impact of ipos on market indices.

The empirical analysis begins by examining the characteristics of ipos, including issue size, issue price, and listing price dynamics. The study then investigates the impact of ipos on market indices, focusing on changes in market index movements following IPO listings. Statistical analysis techniques are used to identify patterns and trends in IPO-market index relationships, providing insights into the factors driving market index movements.

The findings of the empirical analysis reveal significant relationships between IPO characteristics and market index movements. Issue size and issue price significantly impact market index movements, with more significant ipos and higher issue prices associated with more substantial changes in market indices.

Examining The Drivers Of CO2 Emissions And Decarbonization Trajectory Of BRICS A Road To Net Zero

Jessica Natasha Ignatius

ABSTRACT

The research investigated the relationship between several factors and CO2 emissions in BRICS countries. These factors included foreign direct investment (FDI), trade, electricity consumption, gross domestic product (GDP), urban population, and rural population.

The research found that there was a positive and statistically significant relationship between GDP and CO2 emissions. This finding aligns with the view that economic growth often comes at the expense of environmental degradation.

The research also found a positive and significant relationship between urban population and CO2 emissions. This can be due to more industries in urban cities. However, there was no statistically significant relationship between rural population and CO2 emissions.

The research did not find a statistically significant relationship between trade and CO2 emissions. This suggests that trade openness, in itself, may not directly influence CO2 emissions, despite concerns about carbon leakage through international trade.

The research also did not find a statistically significant relationship between electricity consumption and CO2 emissions. This confirms that increased reliance on fossil fuel-based electricity generation does not directly contribute to higher CO2 emissions and there are other greenhouse gases which impacts.

Overall, the research suggests that economic growth, urbanization, and foreign direct investment are significant drivers of CO2 emissions in BRICS countries.

Trade and electricity consumption do not appear to have a statistically significant impact on CO₂ emissions in these countries.

These findings have important implications for policymakers in BRICS countries. They suggest that policies aimed at reducing CO₂ emissions should focus on addressing economic growth, urbanization, and foreign direct investment. Trade and electricity consumption may not be effective targets for emissions reduction policies in these countries.

Modeling The Linkages Between Individual Companies And The Nifty 50: A Statistical Analysis Of Price, Return And Volatility Analysis Of Companies In Options Market Using India VIX

Sanjay Santhosh

ABSTRACT

The comprehensive analysis of Nifty 50, company correlations, returns, and India VIX provides valuable insights for investors across different risk profiles. The findings highlight the dynamic relationship between various sectors and the broader market, offering tailored recommendations

For conservative, moderate, and aggressive investors. For conservative investors, prioritizing stocks with low correlation to Nifty 50, such as HUL and Cipla, can provide stability during market fluctuations. Diversification within low-correlation sectors, like consumer staples or utilities, is also suggested to further reduce portfolio risk.

Moderate investors are encouraged to focus on stocks like ICICI, HUL, Maruti, TCS, and JSW, which exhibit moderate correlations and average returns, striking a balance between growth potential and market sensitivity. Diversifying with Cipla is recommended for added stability, although lower average returns may be expected. Aggressive investors can explore HDFC Bank for its high returns and strong correlation with Nifty 50, but should closely monitor broader market trends for informed decision-making. Balancing exposure with correlated and uncorrelated stocks is advised for potential market upside while maintaining stability.

In the realm of company returns, aggressive investors may consider HDFC Bank for its high returns and strong correlation with Nifty 50, acknowledging its volatility aligns with the market. Moderate investors can focus on ICICI, HUL, Maruti, TCS, or JSW for a balanced approach, while diversifying with Cipla for stability. Conservative investors may prioritize Cipla for its lower correlation, offering protection during market downturns. In the context of India VIX and company values, aggressive investors may consider HDFC Bank and Infosys options for potential high gains, while low-risk investors can focus on companies with low volatility, such as Maruti, Tata Motors, ICICI, and HUL. Understanding the risks associated with options trading and consulting a financial advisor are emphasized across all risk profiles. Overall, the robustness of the VAR model, indicated by a high R-squared value and low AIC/SC values, underscores its effectiveness in capturing the intricate relationships between variables and volatility. However, it is crucial for investors to tailor their strategies based on individual circumstances, risk tolerance, and goals, considering the nuanced dynamics of the financial markets.

The Impact Of Economic Factors On Dollarization In Different Foreign Exchange Regimes

Bindu Reddy N R

ABSTRACT

This comprehensive analysis delves into the intricate dynamics of dollarization, a phenomenon characterized by the dominance of foreign currency, especially the US dollar, in a country's economic transactions. The study explores the multifaceted impacts of dollarization on key economic indicators such as inflation, GDP, foreign exchange rates, institutional strength, and openness. It examines the advantages and disadvantages of dollarization, highlighting stability, confidence, and reduced hyperinflation risk as potential benefits, while addressing the loss of monetary policy control, limited seigniorage, and vulnerability to external shocks as drawbacks.

The research distinguishes between dollarized and de-dollarized countries, emphasizing the impact on monetary policy effectiveness, exchange rate stability, and financial market development. It discusses the nuanced relationships between inflation, GDP growth, institutional quality, and openness in both types of economies. The study also contributes a global perspective by constructing a panel dataset of 72 countries from 2011 to 2021, aiming to uncover the underlying dynamics of dollarization and its interplay with various economic factors.

The research provides insights into the drivers of positive and negative dollarization, highlighting the role of GDP, institutional quality, and real exchange rates. It emphasizes the need for nuanced policy responses and acknowledges the varying significance of openness in different exchange regimes. Ultimately, the study aims to empower policymakers, economists, and stakeholders with a comprehensive understanding of the implications and trade-offs associated with dollarization, contributing to informed decision-making for economic stability and sustainable growth on a global scale.

Keywords: Dollarization, Economic Factors, Exchange Regimes.

Impact of Carbon tax and Regulations on FDI

Nefla V R

ABSTRACT

The escalating global concerns surrounding climate change, global warming, and carbon emissions have spurred nations to fortify their environmental regulations to mitigate the emission dilemma. Concurrently, in accordance with the pollution haven hypothesis, developed nations often channel investments into emerging economies with less stringent institutional frameworks to mitigate their own emissions. Against this backdrop, this research scrutinizes the effects of implementing a carbon tax in India and the regulatory disparity concerning environmental standards on Foreign Direct Investment (FDI) volumes.

The study unfolds in two phases. Firstly, it examines the influence of India's carbon tax (Coal cess) on its FDI inflows. Secondly, it assesses the impact of the European Union's (EU) carbon tax and CO₂ emissions on FDI inflows into ten Asian countries, stratified into two groups based on their carbon tax and environmental regulatory emphasis.

The findings, analyzed using the Autoregressive Distributed Lag (ARDL) model, suggest that the implementation of a carbon tax in India does not significantly affect its inbound FDI volume. Additionally, the study employs ARDL modeling to discern whether the EU's carbon tax heightens FDI inflows in countries with less stringent environmental laws compared to those with more rigorous environmental regulations, thus corroborating the Pollution Haven Hypothesis and the Halo Effect.

This research contributes to the discourse on the intricate interplay between environmental policies, carbon taxation, and FDI, shedding light on the nuanced dynamics shaping international investment flows amidst evolving environmental paradigms.

Keywords: Carbon tax, Foreign Direct Investment (FDI), Pollution Haven Hypothesis

A Study On The Relationship Between Stocks Listed In Nifty Oil&Gas Indices And Nifty 50

Sakshi .D

ABSTRACT

The present study attempts to analyze and examine the relationship between Nifty 50 and Stocks of oil and gas indices. The authors have relied on Graphical analysis, Descriptive statistics, Unit root test, Correlation and Regression performed on a time series data set ranging from 01/01/2010 up to 31/12/2023 to derive and detect the linkage. This research has supported and at the same time contradicted with the past literature. However, present study clearly documents the results of unit root test reveal that all stocks of oil and gas indices are non-stationary. The observation found as a part of the analysis is that the IGL STOCKS seems to be immune to the IOC, NIFTY 50, ONGC, OIL while the IGL and IOC has a positive impact on NIFTY 50 and the same is confirmed by the multiple regression analysis

IGL - (Indraprastha Gas Limited), IOC (Indian Oil Corporation), regression

The Dynamic Long Run and Short Run Linkages between Exchange Rates and Gold Price

Manasa M1
Thanuja B S2
Harshitha N3

ABSTRACT

The current study examined how exchange rates changed dynamically between April 2012 to March 2023 in relation to the return on gold prices. The study examines the lengthy investigate the short-term impact of currency rates on the return on gold price, as well as the long-term relationship between exchange rates and gold price. The ADF test, correlation, OLS regression, co-integration test, Granger causality test, VAR model, and GARCH were among the statistical approaches used in the study. Currency depreciation has an impact on the expansion of a nation's stock market and economy, and it also plays a crucial part in gold price returns. According to the study's findings, exchange rates and the return on gold prices were negatively connected. Regression analysis showed that exchange rates, particularly US ones, had a total percent influence on gold price returns. When compared to other exchange rates, the gold price return was significantly impacted negatively by the exchange rate. The outcomes demonstrated the co-movement relationship between exchange rates and the restoration of the gold price.

Exchange rates did not have a causal relationship with gold price returns. The VAR results demonstrated a short-term influence, but the GARCH results showed that the return on gold price was highly variable in terms of exchange rates. The findings indicated a long-term correlation between exchange rates and gold price return as well as a substantial impact of currency rates on gold price return. The study's findings recommended that investors be informed about exchange rate swings, especially with regard to US XR since it interacts heavily with the Indian stock market and can lower risk associated with significant exchange rate volatility. Policymakers must enhance the current framework, boost exports relative to imports, and decrease rate of inflation, boosts the production index, and government policy all have a favourable impact on the stock market and the expansion of a nation's economy.

Keywords: Exchange rate, Correlation, VAR model, GARCH,

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A Comprehensive study on export in the company's

Vidya. K

ABSTRACT

The comprehensive study on exports in Tata Motors Limited and Mahindra & Mahindra Limited delves into the pivotal role exports play in driving economic growth, fostering international trade relationships, and enhancing the competitiveness of nations in the global marketplace. This study explores the significance of exports throughout history, from ancient trading routes to modern global supply chains, highlighting their contribution to job creation, technological advancement, and overall economic development. In contemporary times, exports have become even more critical as countries seek to integrate into the global economy, attract foreign investment, and reduce poverty through increased trade opportunities. The study focuses on two prominent players in the Indian automotive industry: Tata Motors Limited and Mahindra & Mahindra Limited. Tata Motors, part of the Tata Group, is a multinational automotive company producing a wide range of vehicles, including cars, trucks, vans, and buses. Mahindra & Mahindra, a flagship company of the Mahindra Group, is known for its expertise in manufacturing utility vehicles, tractors, and agricultural machinery. Export-oriented strategies are analyzed within the context of these companies' operations, emphasizing their efforts to leverage comparative advantages, expand market reach, and navigate challenges in international trade. Despite facing obstacles such as regulatory complexities and market competition, both Tata Motors and Mahindra & Mahindra demonstrate resilience and adaptability in pursuing global opportunities. Ultimately, this study underscores the critical role of exports in driving economic growth and fostering innovation in the automotive industry. By exploring the export activities of Tata Motors and Mahindra & Mahindra, this study provides valuable insights into the complexities and opportunities of international trade, shaping strategies for future growth and competitiveness in the global marketplace.

Impact Of Volatility Spillover On The Hedging Strategies Of The Indian Banks

P Poojith Kumar¹,
Dr.Ramanatha H R²

ABSTRACT

This study investigates the influence of volatility spillover on the hedging practices of Indian banks. The research highlights the vulnerability of Indian banks to volatility transmission due to their extensive exposure to the Indian stock market, known for its volatility and global interconnectedness. The study employs panel data analysis spanning 15 years to examine the relationship between volatility spillover from various international indices (Nifty 50, Nasdaq, SGX, FTSE) and the hedging strategies of Indian banks (investment value from forex, options, futures, and swaps). The Nifty Bank index serves as a dependent variable alongside the investment value. The analysis reveals a statistically significant impact of volatility spillover from the Nasdaq index on the year-over-year change in Indian banks' hedging value. This suggests that Indian banks prioritize the US markets when making hedging decisions, while volatility in other markets like FTSE does not exhibit a significant relationship. The findings emphasize the need for Indian banks to broaden their focus beyond the US markets and consider the volatility of other international markets when formulating their hedging strategies. This can potentially enhance the effectiveness of risk management practices in the Indian banking sector.

Keywords: Volatility Spillover, Nifty 50 Index, Nasdaq Index, SGX Index, FTSE Index, hedging strategies, Nifty bank Index and Indian Banks.

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Comparative Analysis Of Cement Industries Sector By Using Dea Analysis

**K Mahalakshmi
Swaroop N 2**

ABSTRACT

This study employs the Data Envelopment Analysis (DEA) method to conduct a comparative analysis of four leading cement companies—Ambuja Cement, Ultratech Cement, ACC Cement, and Indian Cement—across the years 2017 to 2023. The DEA method is utilized to evaluate the relative efficiency of these companies in converting inputs (total assets and operating expenses) into outputs (total revenue and total cement produced in tons).

By applying DEA, this study aims to identify the efficiency frontier within the cement industry, showcasing the optimal combination of inputs to achieve maximum outputs. Through a comprehensive examination of financial data spanning multiple years, this analysis seeks to unveil performance differentials and strategic insights among the selected companies.

Total assets and operating expenses serve as crucial inputs, reflecting the companies' investment levels and operational costs. These inputs are juxtaposed against the outputs of interest: total revenue, which signifies market competitiveness and sales performance, and total cement production in tons, indicating operational capacity and market demand fulfillment. The DEA method allows for the identification of efficient and inefficient companies within the industry, enabling comparisons and benchmarking against the best practices observed. Insights derived from this analysis can inform strategic decision-making, resource allocation, and operational improvements for the companies under study. Ultimately, this study contributes to a deeper understanding of the relative performance and efficiency dynamics within the cement sector, offering valuable insights for industry stakeholders, investors, and policymakers.

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Transforming Banking Operations: Exploring the Role of Artificial Intelligence

**Sukruth Hebbar GR
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Sachin KN**

ABSTRACT

In today's financial landscape, banks face the challenge of meeting diverse customer needs while relying on legacy systems. However, rapid technological advancements, especially in AI, demand a paradigm shift in banking practices. This paper explores AI and automation's transformative potential in streamlining operations, enhancing efficiency, and reducing risks for financial institutions. Embracing AI-driven solutions offers modernization opportunities and reduces errors and fraudulent activities, benefiting both banks and customers. This study emphasizes the importance of AI and machine learning in banking, drawing parallels with other industries. AI-powered virtual assistants can revolutionize banking processes, improving speed, reliability, and reducing manual intervention. Automation of routine tasks enhances profitability, performance, and reduces reliance on manual labor. Additionally, AI enhances customer interactions, providing personalized experiences, convenience, and improved service quality, while also playing a crucial role in fraud detection and prevention, benefiting both banks and customers. As the banking sector continues to evolve, the integration of AI and automation is poised to play a pivotal role in shaping its future trajectory.

By embracing these technologies, financial institutions can stay competitive, meet evolving customer demands, and drive innovation in the industry. However, challenges such as data privacy, regulatory compliance, and the ethical implications of AI adoption must be carefully navigated to realize the full potential of these transformative technologies.

Key words: Banking Transformation , Artificial Intelligence, Automation, Operational Efficiency

Data Driven Decision Making- Case Of Analytics In Banking

**Netravati Malakannavar1
Priya S2**

ABSTRACT

In the contemporary landscape of banking, data-driven decision-making has emerged as a critical paradigm, reshaping the industry's operational strategies and customer interactions. This abstract delves into the pivotal role of analytics in banking, elucidating its multifaceted impact on enhancing efficiency, mitigating risks, and fostering customer-centricity. Analytics, fuelled by the abundance of data generated through digital transactions, customer interactions, and market insights, empowers banking institutions to derive actionable insights. Leveraging advanced analytical techniques such as predictive modelling, machine learning, and natural language processing, banks can forecast market trends, anticipate customer needs, and optimize resource allocation. One of the primary applications of analytics in banking lies in risk management. By analyzing historical data and real-time transactions, banks can identify potential fraud, assess credit risks, and enhance compliance with regulatory requirements. Furthermore, analytics enables banks to personalize their offerings, tailoring products and services to individual customer preferences and behaviour patterns. This personalized approach not only enhances customer satisfaction but also fosters long-term loyalty and profitability. To investigate the case of analytics in banking and its impact on data-driven decision-making, a mixed-methods research approach will be employed. This approach combines qualitative and quantitative methodologies to provide a comprehensive understanding of the phenomenon. Quantitative data will be collected from banking institutions through structured surveys or secondary sources such as industry reports and financial statements. The survey will inquire about the adoption of analytics, types of analytics employed, key challenges, and perceived benefits. Statistical techniques such as descriptive analysis, regression analysis, and correlation analysis is utilized to quantify the relationship between analytics adoption and various performance metrics such as operational efficiency, risk management effectiveness, and customer satisfaction.

Keywords - data decision, analytics, advanced analytics, credit risk, banking analytics

The Dynamic Long Run and Short Run Linkages between Exchange Rates and Gold Price

Manasa M1
Thanuja B S2
Harshitha N3

ABSTRACT

The current study examined how exchange rates changed dynamically between April 2012 to March 2023 in relation to the return on gold prices. The study examines the lengthy investigate the short-term impact of currency rates on the return on gold price, as well as the long-term relationship between exchange rates and gold price. The ADF test, correlation, OLS regression, co-integration test, Granger causality test, VAR model, and GARCH were among the statistical approaches used in the study. Currency depreciation has an impact on the expansion of a nation's stock market and economy, and it also plays a crucial part in gold price returns. According to the study's findings, exchange rates and the return on gold prices were negatively connected. Regression analysis showed that exchange rates, particularly US ones, had a total percent influence on gold price returns. When compared to other exchange rates, the gold price return was significantly impacted negatively by the exchange rate. The outcomes demonstrated the co-movement relationship between exchange rates and the restoration of the gold price.

Exchange rates did not have a causal relationship with gold price returns. The VAR results demonstrated a short-term influence, but the GARCH results showed that the return on gold price was highly variable in terms of exchange rates. The findings indicated a long-term correlation between exchange rates and gold price return as well as a substantial impact of currency rates on gold price return. The study's findings recommended that investors be informed about exchange rate swings, especially with regard to US XR since it interacts heavily with the Indian stock market and can lower risk associated with significant exchange rate volatility. Policymakers must enhance the current framework, boost exports relative to imports, and decrease rate of inflation, boosts the production index, and government policy all have a favourable impact on the stock market and the expansion of a nation's economy.

Keywords: *Exchange rate, Correlation, VAR model, GARCH,*

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A Study On The Impact Of Crude Oil Prices, Nifty Next 50, And The Exchange Rate Of Euro And Yen, On The Stock Price Returns Of Hpcl

Mithun N D

ABSTRACT

This study investigates the intricate relationship between external macroeconomic factors and the stock price returns of Hindustan Petroleum Corporation Limited (HPCL), a key player in the Indian oil and gas industry. The study focuses on three primary variables: crude oil prices, movements in the Nifty Next 50 index, and fluctuations in the exchange rates of the Euro and Yen. These variables are chosen due to their significant influence on the energy sector and the broader financial markets.

Crude oil prices play a critical role in shaping the financial performance of oil companies like HPCL, as they directly impact revenue and cost structures. Fluctuations in crude oil prices are driven by various factors, including supply and demand dynamics, geopolitical tensions, and macroeconomic conditions. Understanding how changes in oil prices affect HPCL's stock price returns is essential for investors, policymakers, and stakeholders in the energy sector.

Understanding Sustainable Investment Choices: Exploring Investor Attitudes Towards Green Bonds

**Trupthi Ravishankar
Tejaskara N S,
Rashath H S**

ABSTRACT

The emergence of green bonds as a pivotal financial instrument in sustainable finance has garnered significant attention worldwide. These bonds are designed to raise capital exclusively for projects advancing environmental sustainability, addressing pressing global challenges like climate change and biodiversity loss. Issued by governments, corporations, and other entities, green bonds attract a growing pool of investors prioritizing sustainable development initiatives. This not only provides crucial funding for green projects but also diversifies the investor base, mitigating risks associated with environmental and climate-related issues. A key characteristic of green bonds is their stringent adherence to environmental criteria and standards. Prior to issuance, they undergo a rigorous certification process, ensuring proceeds are directed towards projects meeting specific environmental objectives. This demands transparency and disclosure regarding fund utilization and environmental consequences, instilling confidence in investors regarding tangible contributions to environmental outcomes. Furthermore, green bonds foster transparency and accountability within sustainable finance. Issuers are required to provide regular reporting on the environmental performance of funded projects, enabling investors to monitor impact over time. This transparency builds trust and credibility in the green bond market, stimulating further investment and market expansion. The remarkable growth of the green bond market mirrors a broader shift towards sustainable investing and responsible finance. Investors increasingly integrate environmental, social, and governance (ESG) factors into their investment decisions, recognizing the imperative of addressing sustainability challenges over the long term. Green bonds offer investors an avenue to align investment portfolios with their values and sustainability objectives while generating financial returns. This paper provides an extensive analysis of green bonds within the Indian bond market, focusing on their role in funding environmentally sustainable initiatives. It delves into various factors influencing investor sentiment towards green bonds, including motivations, risk perceptions, and information preferences. Through a comprehensive review of literature and empirical data collected from 227 investors in Bangalore, the study highlights levels of awareness among different demographic segments and assesses perceived risks associated with green bond investments. The findings underscore the importance of education and expertise in sustainable finance, revealing an overall positive attitude towards green bonds among investors. By offering insights into investor behavior in sustainable finance, this research contributes to a deeper understanding of market dynamics and emphasizes potential growth in environmentally sustainable investment opportunities within India's bond market.

Key words: Green bonds, Sustainable finance, Investor behavior, Environmental impact investing, Market dynamics

From Compliance To Commitment: Tracing The Evolution Of ESG In India And Its Impact On SDG

**Gagana V
Deepthi H
Ambika N.R**

ABSTRACT

Minimizing harm is no longer the goal of sustainability, it's about transforming the world. The shift from corporate social responsibility (CSR) to environmental, social, and governance (ESG) practices in India is indicative of a paradigm shift in business culture and investment settings. This study delves into the dynamic landscape of Environmental, Social, and Governance (ESG) practices in India, exploring the multifaceted evolution of these principles within the country. By investigating the various factors influencing the growth of ESG, including regulatory frameworks, corporate initiatives, and societal expectations, the research aims to provide a comprehensive understanding of the forces shaping sustainable business practices. Furthermore, the study scrutinizes the intricacies of the ESG framework in India, examining how companies navigate and implement these principles into their core strategies. In addition, the study investigates the crucial linkage between ESG and Sustainable Development Goals (sdgs), shedding light on how ESG practices contribute to and align with broader societal and environmental objectives. By exploring the synergies and potential conflicts between ESG and SDG goals, the research provides a nuanced perspective on the role of businesses in advancing sustainable development. This comprehensive analysis contributes to the ongoing dialogue on sustainability in India, offering a roadmap for stakeholders to navigate the evolving ESG landscape and strategically integrate these principles into their operations, ultimately fostering a more sustainable and responsible business ecosystem.

Key words: Corporate Social Responsibility (CSR), Environmental, Social, and Governance (ESG), ESG Framework, ESG reporting, Sustainable Development Goals (sdgs).

Determinants Of Rupee Exchange Rate: An Empirical Study On The Factors Affecting Exchange Rate

Srivardhan. J

Abstract

This empirical study, titled "Determinants of Rupee Exchange Rate: An empirical study on the factors affecting exchange rate" scrutinizes the factors influencing the fluctuation of the Indian Rupee's exchange rate. Employing a comprehensive dataset and time-series analysis, the research investigates key determinants, including macroeconomic indicators such as trade deficit, inflation rates, and interest rates, as well as external trade dynamics, foreign exchange reserves, and the impact of political and economic stability. The research aims to provide valuable insights for policymakers, financial institutions, and investors by uncovering the empirical relationships between these multifaceted factors and the Rupee exchange rate. The anticipated contribution lies in informing strategic decision-making and policy formulation to foster a stable and resilient exchange rate environment in India, navigating both domestic and international economic challenges. This comprehensive analysis is crucial in adapting to the dynamic global economic landscape and ensuring effective measures are in place to manage and stabilize the Rupee exchange rate. The exchange rate of a nation's currency is a pivotal economic indicator that reflects the relative value of its currency in the global market. Understanding the factors influencing the fluctuations in exchange rates is crucial for policymakers, financial institutions, and investors seeking to make informed decisions in an increasingly interconnected world. This study delves into the intricate web of variables shaping the exchange rate of the Indian Rupee. As the official currency of one of the world's fastest-growing economies, the Rupee's exchange rate is subject to a myriad of factors, both domestic and international. This research employs a comprehensive approach, utilizing a rich dataset and time-series analysis to empirically investigate the key determinants affecting the Rupee exchange rate. By uncovering these relationships, the study aims to contribute valuable insights to the formulation of effective monetary and fiscal policies, offering a nuanced understanding of the dynamics that govern the currency's value in the global economic landscape. In an era of increasing economic interdependence, this research seeks to provide a foundation for navigating the complexities of exchange rate movements and fostering stability in India's currency valuation.

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An Analysis On The Influence Of Online Reviews On A Hotel's Reputation And Revenue Generation: A Case Study On Radisson Blu Atria Hotel

Neha Borah

ABSTRACT

Online Reviews, an emerging influence in shaping consumer perceptions and decisions, particularly within the hospitality sector. Online reviews have become a very powerful tool with the help of which individuals depend heavily in order to convey their thoughts. The higher the quality of the mention of the hotel, the more authority the website will have. This will provide a competitive advantage over the rivals and boosts the ranking of the hotel. Hence affecting the reputation and revenue generation of the hotel industry as a whole.

The essence of this study lies in examining the impacts of online reviews which focus on the experiences and opinions of the public, determining the reputation and the revenue of the hotel, The analysis is focused on the hotel and is restricted to the employees at Radisson Blu Atria, facilitating a thorough understanding of the elements influencing the research and make it possible to identify the difficulties. This study aims to examine the behaviour and psychological elements of a guest in order to have a clear picture about the decision-making process regarding selection or rejection of a particular hospitality sector.

A combination approach of both quantitative methods (collected via surveys and questionnaires i.e.,100 responses) and qualitative methods (gathered through in-depth interviews with the hotel managers and the end users) was used during the study.

My research will establish how important and crucial is online reviews in the reputation building and increasing revenue generation in the hospitality sector, moulding customer decision-making process along with the perception of the guests.

KEYWORDS:

- Online Reviews
- Reputation
- Revenue Generation
- Review Consideration
- Decision-making
- Consumer Perceptions

Trade And Export Policies: Navigating International Markets

Kritika

ABSTRACT

In an era marked by unprecedented globalization and interconnected economies, navigating the complex landscape of international markets has become a pivotal challenge for businesses and governments alike. At the core of this complex web is the dynamic relationship between trade and export policies that shape the parameters of economic interactions between countries. Trade and export policies become increasingly important tools in the fight for national economic security, influencing the success or failure of attempts to penetrate new markets. The complexity of creating, carrying out, and modifying these policies necessitates a sophisticated grasp of economic trends, regulatory frameworks, and geopolitical dynamics.

The purpose of this research is to fill these gaps by thoroughly exploring the intricacies and implications of the trade and export policy landscape, and provide valuable insights to inform informed decisions for all stakeholders navigating the complex world of international markets. It can be analysed by examining the challenges faced, role of export policies in promoting the exports and the government interface.

The aim is not only to comprehend the existing landscape but also to anticipate and adapt to the ever-evolving nature of international trade. The journey towards comprehensive findings is an exploration into the strategic nuances that define successful navigation of international markets. In the spirit of continuous inquiry, the study aims to contribute to a body of knowledge that not only informs current discourse but lays the groundwork for future endeavours in the ever-evolving global trade landscape.

Data for the purpose is collected through a structured questionnaire and the data collected is expected to have the respondent's knowledge and understanding of the trade and export policies global markets. Also, suitable recommendations will be given on the findings of the study.

Keywords:

- International Markets
- Globalization
- Trade Policies
- Export Promotion Policies
- Business Dilemma

Comparing The Impacts Of Investment Alternatives On Accumulated Wealth

Kavya

Lekhraj M

ABSTRACT

This research paper conducts a comprehensive comparative study to analyze the impact of investment choices on wealth accumulation among diverse investors. The study encompasses a range of investing periods, varying from short-term to long-term commitments, and investigates the primary reasons influencing individuals' investment decisions. Key factors such as risk tolerance, a critical determinant of investment behavior, are explored to understand their role in shaping portfolio preferences. The research delves into the intricacies of investment decision-making processes, examining the sources of information investors rely on, and the extent to which market conditions influence their choices. A crucial aspect of the study involves assessing investors' satisfaction with their investment portfolios in terms of wealth accumulation. By employing a diverse set of portfolio combinations, the paper aims to draw insights into the factors contributing to or hindering successful wealth accumulation. The research employs a robust methodology, incorporating surveys and data analysis, to provide a nuanced understanding of the dynamics at play in the investment landscape. The findings of this study are expected to offer valuable insights for both individual and institutional investors, financial advisors, and policymakers, contributing to the enhancement of investment decision-making processes and wealth management strategies.

Keywords: Investment, Goal, Portfolio, Risk Tolerance, Satisfaction, Investment Strategies.

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Decarbonization And Carbon Tax

Sahana J

Sakshi S Gowda

H N Arun

ABSTRACT

Decarbonization is the part to a sustainable future that has emerged as a critical imperative in the global fight against climate change. It entails reducing carbon dioxide emissions to mitigate the adverse effects of climate change and transition towards a sustainable low carbon future.

A carbon tax is a specific form of carbon pricing that imposes a fee on the carbon content of fossil fuels or the carbon dioxide (CO₂) emissions produced when these fuels are burned. The tax is typically levied based on the amount of carbon dioxide emitted, either directly at the point of production or at the point of sale. The goal of a carbon tax is to reduce green house gas emissions by providing a financial incentive for individuals, businesses, and industries to reduce their carbon footprint. Carbon tax is a direct tax on the amount of carbon dioxide emitted. Companies pay a set price for each ton of CO₂ they release, providing a financial incentive to reduce emissions. This method aims to internalize the social cost of carbon and promote environmentally friendly practices.

Carbon emission trading also called carbon market is a type of emission trading scheme designed for carbon dioxide and other greenhouse gases it is a form of carbon pricing.

Key Words : Decarbonization, Carbon tax, Carbon pricing, Green house gas effect, Carbon emission trading.

Examining The Influence Of Fishing Restrictions On The Development Of The Blue Economy: Balancing Conservation And Economic Sustainability - A Prospective Enactus Ju Initiative

Ms. GEETANJALI S

ABSTRACT

In response to the urgent need for sustainable management of marine resources, our initiative, spearheaded by Enactus JU, endeavours to explore the intricate relationship between fishing restrictions and the development of the blue economy. We aim to conduct comprehensive research assessing the impact of various fishing regulations on both conservation efforts and economic sustainability in coastal communities. Through interdisciplinary collaboration and community engagement, we seek to identify innovative strategies that strike a balance between conserving marine biodiversity and fostering socio-economic growth. By elucidating the potential synergies and trade-offs, our initiative aims to inform policymakers, stakeholders, and local communities to promote a harmonious coexistence between environmental preservation and economic prosperity in the marine sector.

A Study on the Impact of Sector-wise Carbon Emission on Stock Market of the Top 5 Global Economies

Chhavi Jain

ABSTRACT

Purpose: This study seeks to analyze the influence of sector-wise carbon emissions on the stock markets of the top five global economies through the application of various Panel Data models. The primary objective is to comprehensively understand how sector-wise carbon emission patterns impact stock market dynamics in significant economies. The research aims to provide valuable insights for policymakers and stakeholders, aiding them in crafting strategies that align with both environmental sustainability and economic growth objectives.

Design/Methodology/Approach: Employing an exploratory approach, this study spans two decades (2000-2020) and utilizes diverse data sources for analysis. The dataset incorporates sector-wise carbon emission data, which includes (Energy, land use change and forestry, infrastructure) and stock market indices from the top five global economies. The research methodology includes quantitative analysis using Time Series Data models, incorporating literature reviews and relevant articles. Statistical software such as E-VIEWS and Microsoft Excel are used for data analysis and hypothesis testing based on the theoretical framework.

Findings: The study offers empirical insights into the relationship between sector-wise carbon emissions and stock market performance in the top five global economies. It highlights the nuanced impact of carbon emission patterns on market dynamics, suggesting that fluctuations in emissions can influence investor sentiment and market behavior. The findings emphasize the interconnectedness of environmental and financial considerations, stressing the importance of policymakers considering both aspects when crafting comprehensive economic strategies.

Practical Implications: The project holds significant practical implications for policymakers and stakeholders by assessing how sector-wise carbon emissions influence stock market movements. Understanding the intricacies of this relationship enables policymakers to make informed decisions that promote sustainable economic development. The analysis of variations in impacts across economic sectors provides actionable insights for tailoring policies to support specific industries within member countries, fostering a balance between environmental responsibility and economic prosperity.

Originality/Value: This study contributes original insights into the impact of sector-wise carbon emissions on the stock markets of major economies. By exploring the intersection of environmental and financial dynamics, it provides valuable guidance for future policymaking, facilitating a holistic approach to economic development that considers both ecological sustainability and market performance.

Keywords: Carbon Emission, Stock Market, Global Economies, Panel Data, Sustainability, Policymaking

Employee Relations and organizational performance: An empirical Investigation in Chikbalapur Industries.

Bhavani T M¹

Ravi N²

ABSTRACT

This study aims to explore the impact of employee relations on organization performance in the context of Chikbalapur industry, a cluster of small and medium enterprises in Karnataka, India. Employee relations refer to the quality of interactions and communications between management and employees, which affect employee engagement, satisfaction, productivity, and loyalty. The study adopts a mixed-methods approach, combining quantitative data from a survey of employees and qualitative data from interviews with managers. The results show that employee relations have a positive and significant effect on organization performance, as measured by financial, operational, and customer-related indicators. The study also identifies the factors that influence employee relations, such as leadership style, organizational culture, reward system, grievance handling, and employee participation. The study contributes to the literature on employee relations and organization performance by providing empirical evidence from an emerging economy and a specific industry sector. The study also offers practical implications for managers and policymakers on how to improve employee relations and enhance organization performance.

Keywords: Employee Relations; Organization Performance; Psychological Climate; Job Satisfaction; Employee Engagement.

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Conflict resolution strategies and employee performance: A comparative analysis of industries in Chikkabalapur

Ranjitha M H¹

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ABSTRACT

This study investigates the relationship between conflict resolution strategies and employee performance across various industries in Chikkaballapur, India. Employing a comparative analysis, it explores how different conflict resolution approaches impact employee performance metrics such as productivity, job satisfaction, and organizational commitment. By utilizing a mixed-methods approach, including surveys and interviews, this research aims to provide valuable insights into the effectiveness of various conflict resolution techniques in different industrial contexts. The findings of this study have significant implications for both practitioners and researchers in the fields of human resource management and organizational behavior. Understanding the most effective strategies for managing conflict can help organizations cultivate a more positive work environment, enhance employee satisfaction and retention, and ultimately improve overall organizational performance.

Keywords: Conflict Resolution Strategies; Employee Performance; Comparative Analysis; Chikkaballapur.

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A Study on Work Management Practices and its impact on Productivity: Moderating role of Sustainable Work Environment

Ananya Chauhan¹

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ABSTRACT

The concept of a Sustainable Work Environment (SWE) has garnered significant attention in recent times, as organizations strive to achieve higher levels of employee well-being and productivity. This paper aims to investigate the influence of SWE on work management and productivity, focusing on two primary objectives: a) To understand the factors that enable sustainable work environment leading to resilient workforce and b) To assess the nexus between work management practices and employee productivity. To accomplish the research objectives, a mixed-methods approach was employed, combining qualitative and quantitative data collection techniques. Firstly, an extensive review of the relevant literature was conducted, exploring the diverse factors that enables sustainable work environment leading to resilient workforce (Objective a). This investigation revealed critical aspects such as work-life balance, organizational culture, clear communication channels, employee involvement, and flexible work arrangements as key determinants of SWE. The study will also delve to assess the nexus between work management practices and employee productivity (Objective b). Through employee surveys and feedback, the research will explore more on how the organizations work management practices impacts the employee's productivity. The study has been made with a qualitative and quantitative approach both with a descriptive and explanatory purpose approach. Data will be collected through questionnaires administered to a few service sector companies to explore more on how employees' view their work environment impacting their motivation, job satisfaction, and overall work performance. The outcomes of this research may have significant implications for organizations aiming to create a more sustainable and productive work environment. By addressing the identified factors contributing to a challenging SWE and recognizing existing gaps in work management, organizations can proactively design targeted interventions to foster a more supportive and conducive workplace. Cultivating a positive SWE, implementing best work management practices and understanding employee perceptions will lead to greater job satisfaction, reduced turnover rates, and heightened productivity, ultimately driving organizational success.

Keywords: Sustainable Work Environment; Work Management Practices; Employee Engagement; Productivity; Service Sector; Hotel Industry.

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HR Technology and Analytics

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ABSTRACT

The field of human resource management (HRM) is facing both extraordinary opportunities and problems in the quickly changing business environment of today. With the advent of HR technology and analytics, conventional HR procedures have been completely transformed, allowing businesses to maximise their personnel management plans and achieve financial success. This paper offers a thorough analysis of HR technology and analytics, examining their effects on hiring, performance management, training, and employee engagement, among other HRM-related topics. Artificial intelligence, machine learning, and big data analytics are examples of cutting-edge technology that HR departments may now use to improve employee experiences, forecast trends, and make data-driven choices. Adoption of HR analytics and technology, however, also brings with it special difficulties with regard to data privacy, moral issues, and organisational change management. This paper provides insightful information for HR professionals, managers, and researchers who want to use technology and analytics to optimise HRM and gain a competitive edge in the digital era. It does this by thoroughly analysing current trends, best practices, and case studies.

Keywords: HR analytics; Data Analytics; Artificial Intelligence; HR procedures; Machine Learning.

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Navigating the Gig Economy: HR's Blueprint for Success

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ABSTRACT

In today's dynamic business environment, the gig economy has transformed traditional workforce structures, creating both opportunities and challenges for HR professionals. As the gig workforce grows, HR's role in managing temporary, project-based, and freelance workers becomes increasingly important. The impact of the gig economy on HR practices is significant, requiring a shift from traditional employee management to effectively managing independent contractors' time, delivery, and availability. This shift brings new challenges, such as ensuring timely results, managing different types of gig workers (remote or in-office), and coordinating with internal teams or customer-facing roles. Successful management of the gig workforce demands innovative strategies from HR. While some companies have developed effective systems, many organizations struggle to determine which department should oversee gig workers. This article examines the impact of gig economy trends on traditional HR practices, identifies key challenges faced by HR in the gig economy, and proposes strategies for HR professionals to overcome these challenges. By understanding and adapting to the evolving gig economy, HR can play a crucial role in optimizing workforce management and organizational success.

Keywords: Gig Economy; HR practices; Challenges; Strategies; Workforce Management.

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Artificial Intelligence in Human Resource Management: Recent Trends and Implications

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ABSTRACT

Artificial Intelligence (AI) has significantly impacted various domains, including human resource management (HRM). This literature review explores the adoption and evolution of AI within HR practices. From 2012 to 2021, research in this area has transitioned from algorithm-level investigations to practical applications. The paper discusses AI's role in recruitment, employee engagement, performance evaluation, and talent management. It also highlights challenges, ethical considerations, and future directions. By understanding AI's potential and limitations, organizations can harness its power to enhance HR processes and workforce outcomes.

Keywords: Human Resources Management; Artificial Intelligence; Employee Engagement; Organization; Workforce.

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Redefining workplace Dynamics: AI, Digital Solutions and Flexible work arrangements

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ABSTRACT

The present era of AI has more concentrated problems regarding workplace dynamics challenge. Any organization has wide range of cross-cultured resources in it. This research paper aims to explore the impact of AI, digital solutions, and flexible work arrangements on workplace dynamics. It will examine the benefits and challenges of these new trends, and how organizations can effectively manage them to improve productivity and employee satisfaction. The advancements in Artificial Intelligence (AI) and digital solutions have revolutionized the way work is being done, making it possible for employees to work remotely and on flexible schedules. This has led to a redefinition of workplace dynamics, where traditional methods of working are being challenged, and new ones are emerging. The paper will also discuss the role of leadership in creating a work culture that embraces these changes and fosters a positive work environment. The basic objective of this study is to empower employees and organizations to thrive in the contemporary work environment by utilizing AI, digital tools, and flexible work arrangements to maximize productivity and satisfaction. The findings help the Alpha generation that it is allowed themselves to work in a supportive environment with the flexibility of time hours. The strategies allow the human resources to work efficiently using digitization.

Keywords: Hybrid work; AI; Digitization; Flexibility; Workplace Dynamics.

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Role of Managerial Support and Quality of Life at Work on Employees' Perceived Job Performance

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ABSTRACT

The importance of human intervention in understanding the success or failure of an organization is well-established, and hence, the importance given to this is not of recent. Work is a very important aspect in the human life as it lets the individuals to focus their energy on to more meaningful objectives and manage their time effectively. Furthermore, it plays a pivotal role in promoting positive mental well-being, which is the result of experiencing satisfaction with one's life. Moreover, it is noticed that individuals usually spend a large portion of their day involved in work and work related activities, hence it is wise to assume that their level of satisfaction in regards to workplace environment would directly affect their performance and productivity. This study tries to assess the quality of work life (QWL) among employees in the industry and examine the relation between QWL, managerial support, and perceived job performance. A survey was conducted on a sample of 200 employees selected through the convenient sampling technique. The findings showcase a significant correlation between QWL and Managerial Support with employees' perceived job performance in the manufacturing sector.

Keywords: Quality of Work-life (QWL); Managerial Support (MS); Job Performance (JP); Manufacturing sector; Managerial support.

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Examining the Impact of Covid-19 Concerns on Employee Happiness, Commitment and Satisfaction

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ABSTRACT

This study delves into the multifaceted impact of perceived concerns surrounding Covid-19 on the happiness and commitment levels of employees within diverse organizational contexts. A sample size of 250 individuals representing various industries are considered for the study. An index of job satisfaction and Allen & Mayor scale of commitment, meticulously explores the interplay between a range of independent variables (IVs), including financial concerns, physical concerns, psychological concerns, social life concerns and the effectiveness of organizational support measures. Through the administration of structured surveys and quantitative analyses employing regression models, this research aims to unveil the dynamics shaping the experiences of employees after the pandemic. The preliminary findings suggest that profound effects of Covid-19 concerns on employee well-being, underscoring the pivotal role played by organizational support in mitigating adverse impacts. As employees navigate the uncertainties posed by the pandemic, this study underscores the critical importance of supportive measures implemented by organizations in fostering a positive work environment conducive to happiness and commitment. By offering empirical evidence and actionable insights, this research contributes valuable knowledge for organizations striving to navigate the complexities of the Post Covid-19 era and promote the well-being of their workforce. Through a human-centric approach, it aims to provide practical guidance that empowers organizations to effectively support their employees, ultimately fostering resilience and thriving amidst uncertainty.

Keywords: Post-COVID; Perceived Concerns; Employee Commitment; Job Satisfaction; Remote Working.

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Influence of job satisfaction and job performance on work-life balance

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ABSTRACT

Achieving work-life balance remains a significant challenge for many employees. This research explores the complex interplay between job satisfaction, job performance, and work-life balance.

It examines how satisfaction with various aspects of work, such as compensation, recognition, and career growth, impacts an individual's ability to maintain a healthy balance between work and personal life. Additionally, the research investigates whether job performance, measured by factors like productivity and efficiency, influences work-life balance. By understanding these relationships, this study aims to provide valuable insights for organizations to foster employee well-being and create a more sustainable work environment.

Keywords: Work-life Balance; Job Performance; Job Satisfaction; Sustainability; Career Growth.

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Exploring Workplace Wellbeing and Mental Health: Assessing the Happiness Quotient among Working Women

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ABSTRACT

This research paper delves into the crucial yet often overlooked realm of workplace wellbeing and mental health, with a specific focus on the happiness quotient among working women. The study aims to elucidate the multifaceted factors influencing the mental health and overall wellbeing of women in the workforce, thereby contributing to a deeper understanding of gender-specific

challenges in contemporary work environments. Through a comprehensive literature review and empirical analysis, this paper examines the intersectionality of gender, work-related stressors, organizational support systems, and personal coping mechanisms in shaping the happiness levels of female employees. Additionally, it explores the implications of workplace policies, such as flexible work arrangements and mental health initiatives, on fostering a conducive environment for women's professional and personal fulfilment. By synthesizing theoretical frameworks with empirical findings, this research offers actionable insights for employers, policymakers, and practitioners to promote gender-inclusive strategies for enhancing workplace wellbeing and mental health, ultimately fostering a more equitable and fulfilling work experience for women.

Keywords: Workplace Wellbeing; Mental Health; Working Women; Happiness Quotient; Fulfillment.

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A Study on Employer Branding as a Tool of Talent Retention in a Knowledge Based Economy

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ABSTRACT

In today's war for talent, organizations are facing the problem of attracting and retaining the top and quality talent. Knowledge Economy is included in the organization to attract and retain the top talents by emphasizing intellectual capacity and fostering continuous learning. According to a latest survey 37% were considering leaving their current employment within the next year. A similar global survey conducted by PwC came to similar conclusions, with 27% of Gen Z workers (18- 25) and 23% of millennial workers (26-41) claiming they were very likely to switch jobs within the next 12 months. The purpose of the study is to examine the field of Employer Branding in the context of retaining the talents in the Knowledge Economy. It can be analysed by, a) To identify the unique EB practices that attract Knowledge based talents. b) To assess the role of Knowledge Economy in the process of talent retention. c) To understand the association between branding strategies that can identify the competencies for future. Data for the purpose is intended

to be collected through questionnaires and such collected data is expected to have the respondents' reasonable awareness and understanding of Employer Branding, exclusively in an environment that is truly attributable to the knowledge of the workforce. With such a huge challenge awaiting all employers, the study undertaken will try and identify the unique branding strategies that could help them leverage in attracting the quality talent, understand the role of knowledge economy in developing a pool of talent to meet the global market demands and suggest measures that could assist the organisations more effectively to handle issues relating to talent retention and promote a more conducive working environment. The managerial implications are expected to provide better inputs to manage the gen-Z workforce by understanding their workplace needs, emotions and tendencies towards their job roles. Such committed employees necessarily become the brand ambassador for the organisation.

Keywords: Employer Branding; Talent Retention; Knowledge Economy; Sustainable Work Environment; Employee Experience; Intellectual Capital; Talent Marketing.

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A Study on the Relationship between Internal Communication and Employee Engagement

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ABSTRACT

Employee engagement is a critical component of organisational performance, inextricably linked to internal communication techniques. This master's thesis investigates the complex interactions between internal communication methods and employee engagement in various organisational contexts. Through an extensive literature review and empirical analyses, this study reveals the nuanced interplay between transparent leadership communication, organisational communication climate, peer information exchange, and employee engagement indicators such as motivation, commitment, and job satisfaction. Using correlation analysis and survey data, the study finds substantial positive associations between successful internal communication strategies and increased employee engagement. Furthermore, the study demonstrates the reciprocal nature of this relationship, in which engaged employees actively participate in communication processes, establishing an environment of openness, trust, and collaboration. The findings highlight the critical role of internal communication in developing employee perceptions, attitudes, and behaviours, which ultimately influence organisational performance and competitiveness. Practical

ramifications are presented, providing organisations with concrete insights for improving internal communication strategies, increasing employee engagement, and driving long-term growth.

Keywords: Internal Communication; Employee Perceptions; Communication Strategies; Employee Engagement; Long-Term Growth.

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A study on the impact of manpower training and development

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ABSTRACT

The impact of manpower training and development is a crucial aspect of organizational success in the present dynamic business environment. This study seeks to delve into the significance of training and development programs on enhancing the skills, knowledge, and capabilities of employees. A well-trained and skilled workforce is an invaluable asset for any organization, as it directly contributes to improving productivity, efficiency, employee morale, and overall business performance. Moreover, the study will explore the impact of training and development programs on employee motivation, job satisfaction, and retention rates. By investing in the continuous learning and development of employees, organizations can foster a culture of growth and innovation, leading to higher levels of employee engagement and commitment to the organization. Furthermore, this research will examine the role of training and development in shaping the overall organizational culture and improving the quality of work life for employees. By providing

opportunities for skill enhancement and career advancement, organizations can create a supportive and nurturing environment that encourages professional growth and development.

Keywords: Manpower Training; Training and Development; Organizational Success; Dynamic Business Environment; Job Satisfaction.

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Microlearning and Engagement – Examining the perceptions of Microlearning on Learner Engagement

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ABSTRACT

Conventional learning methodologies are often criticised in today's fast-paced environment for their inability to adjust to the constantly changing needs of a dynamic workforce. Microlearning, with its bite-sized, focused learning modules that guarantee more engagement, better retention, and higher skill transfer, has become a very attractive alternative. The goal of this master's thesis is to do a comprehensive analysis of the effectiveness of microlearning by evaluating its impact on three crucial factors: skill transfer, retention, and engagement. Through an examination of these aspects, the research aims to offer thorough understandings of the possibilities of microlearning as a revolutionary teaching instrument. The research attempts to clarify the mechanisms by which microlearning encourages learner engagement, facilitates long-term retention of knowledge, and promotes the successful transfer of acquired skills into real-world contexts through a combination of theoretical frameworks, empirical research, and practical analysis. Through a close examination of these aspects, the thesis hopes to add to the current conversation about cutting edge teaching approaches and provide insightful insights for teachers, trainers, and institutions looking to use microlearning to adapt to the changing needs of the modern learning environment. In the end, our research hopes to offer a strong basis for the application and optimization of microlearning

techniques in academic and professional contexts, improving learning outcomes and equipping people for success in a setting that is becoming more and more competitive.

Keywords: Microlearning; Learner Engagement; Retention; Competitive Environment; Job Teaching Approaches.

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Designing Effective Training and Development Programs For Real Estate Agents Enhancing Skills and Competencies

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ABSTRACT

Creating robust training and development programs is imperative for real estate agents to thrive in a fiercely competitive market. Given their pivotal role in facilitating property transactions and nurturing client relationships, ongoing education is essential to stay abreast of industry dynamics, regulations, and best practices. An effective training strategy begins with assessing agents' current skill levels and identifying areas for improvement through performance evaluations and feedback mechanisms from clients and peers. Tailoring training programs to address agents' unique challenges and needs is crucial. Integrating technology into training initiatives enhances agents' proficiency, offering interactive tools like digital platforms, virtual reality simulations, and online resources to hone their skills and acquire new knowledge. In essence, designing effective training programs for real estate agents demands a comprehensive approach that considers their specific requirements and learning preferences. By providing engaging, practical, and continuous learning opportunities, agents can elevate their competencies, leading to enhanced client satisfaction, increased sales, and sustained success in the real estate realm.

Keywords: Training And Development; Real Estate; Training Strategy; Best Practices; Job Designing Training Programmes.

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The Impact of Training and Development Programs on Employee Performance

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ABSTRACT

The acquisition of new skills and information by employees that can improve their performance on the job and contribute to the organizational success makes training and development crucial to the success of an organization. While development focuses on broader learning and growth opportunities that might help people reach their full potential, training is more concerned with equipping employees with the precise skills and information they need to execute their jobs. Increased employee engagement, better job performance, and higher retention rates can all be a result of well-designed training and development initiatives. To be effective, programmes must be carefully planned, assessed, and evaluated to make sure they are meeting the needs of the organization and its personnel. The purpose of this study is to present a summary of the significance of training and development in organization.

Keywords: Training and Development; New Skills; Training Strategy; Best Practices; Job Designing Training Programmes.

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Impact of Leadership Styles on Employee Resilience

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ABSTRACT

Fostering employee resilience has become a critical imperative for organizations navigating today's volatile and uncertain business landscape. Resilient employees demonstrate the capacity to adapt, learn, and thrive amidst adversity, contributing to organizational resilience and long-term sustainability. This study investigates the profound influence of leadership styles on employee resilience, offering insights into the nuanced relationships between specific leadership approaches and the development of a resilient workforce. The results reveal statistically significant positive correlations between all four leadership styles and employee resilience, with democratic and facilitative leadership styles exhibiting the strongest associations. These findings highlight the vital role of inclusive decision-making, employee empowerment, collaboration, and a supportive organizational culture in fostering resilient employees capable of bouncing back, adapting to changing circumstances, and continuous learning. The study's implications extend beyond theoretical contributions, offering actionable insights for organizational leaders and decision-makers. By emphasizing the importance of democratic, facilitative, and, to a lesser extent, authoritative leadership practices, organizations can equip their leaders with the necessary skills and strategies to effectively cultivate resilience among their employees, enhancing overall organizational resilience and sustainability.

Keywords: Leadership Styles; Employee Resilience; Resilient Workforce; Workforce Management; Authoritative Leadership Practices.

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A Study on Assessing Impact of Artificial Intelligence on Human Resource Management at Workplace

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ABSTRACT

Artificial Intelligence (AI) has swiftly integrated into diverse facets of society, revolutionizing the way we work, interact, and make decisions. However, this rapid evolution has brought to the forefront ethical concerns and potential risks within the workplace. This Master's thesis embarks on an exploration of the intricate relationship between AI and HRM, with a specific focus on its implications in Human Resource Management (HRM), Artificial Intelligence (AI) stands as a transformative force poised to shape our daily lives in unprecedented ways. Initially conceptualized in 1956, AI represents the development of human-like intelligence capable of learning, reasoning, planning, perceiving, and processing natural language (Tecuci, 2012; Stuart & Norvig, 2016). This dynamic technology presents both immense socio-economic opportunities and substantial challenges. As AI finds its place in various products and services, the issues of transparency, bias, accountability, data security, and ethical considerations come to the forefront.

Keywords: Internet; AI; Resilient Workforce; Workforce Management; Dynamic Technology.

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Effect of Servant Leadership on Employee Engagement and Intention to Stay of Women in Hospitality

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ABSTRACT

This abstract delves into the influence of servant leadership on the engagement levels and retention intentions of female employees in the hospitality sector. Recognizing the industry's notorious turnover rates and challenges, the study seeks to explore how servant leadership, which prioritizes serving and aiding employees, can positively impact workforce dynamics. Anticipated outcomes include valuable insights into how servant leadership practices can enhance female employees' engagement and willingness to stay in their jobs, thereby fostering job satisfaction, productivity, and organizational success. The research underscores the necessity of gender-sensitive approaches in leadership studies, advocating for the adoption of servant leadership to address the distinct challenges encountered by women in hospitality. In essence, the study aims to expand the understanding of leadership dynamics, engagement, and gender-specific concerns in the hospitality realm. Its findings are poised to inform organizational strategies and leadership practices, promoting inclusivity and support within the workplace. Ultimately, by investigating the interplay between servant leadership and employee outcomes, the research endeavours to contribute to a more comprehensive comprehension of effective leadership practices within the context of the hospitality industry.

Keywords: Servant Leadership; Job Satisfaction; Gender-Sensitive Approaches; Employee Engagement; Leadership Dynamics.

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Meta Qualities for an Elite Manager

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ABSTRACT

The present study is experimentally investigated regarding the 'Leadership Qualities' required at the higher hierarchy of management. Here in this article, you will learn and understand many topics regarding leadership qualities and its importance. The major perspective of doing this article is to understand "The meta qualities" in depth about the congruity of competency in the work place. Competency is very important as it trains the manager in the execution of authority and to deal with people, employees, colleagues, etc., and engage with them in a very professional way.

Keywords: Meta Qualities; Integrity; Dynamic; Leader; Organization; Transformational Leadership.

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Gender Disparity in Professional Realm: A Comprehensive Analysis

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ABSTRACT

This study delves into exploring the impact of gender disparity on professional advancement through a comprehensive examination of literature, qualitative insights and quantitative analysis. The research aims to uncover gender-based barriers in education and their subsequent effects on career trajectories, with the overarching goal of contributing insights for the development of inclusive policies. By scrutinizing biases perpetuating gender gaps, the study seeks to inform strategies aimed at mitigating these imbalances for a more equitable future. The study aims to unveil insights into the multifaceted impact of gender disparity within the workplace environment and its correlation with educational opportunities. By examining the influence of social taboos on career trajectories, the research delves into sustainable measures to address and mitigate gender-based barriers. Anticipated findings encompass a nuanced understanding of workplace disparities, shedding light on the intersectionality of gender, education, and societal norms. The study emphasizes the relevance of sustainable measures in promoting inclusive professional environments.

Keywords: Gender Disparity; Gender Studies; Gender-Based Barriers; Workplace Disparities; Gender Imbalances.

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Diversity, Equity, and Inclusion: A Systematic Literature Review on Emerging Strategies for Organizational Success

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ABSTRACT

The face of the contemporary workplace is different from the previous eras with the emergence of new concepts that drive the idea of inclusivity in modern times. Diversity, Equity, and Inclusion, or DEI has emerged as an important facet of the workplace dynamic that is pivotal for driving innovation, enhancing employee engagement, and creating connections across the globe. ‘Diversity’ encompasses both tangible and intangible attributes like race, colour, gender, and age, a diversity of cultures and perceptions, and different thought processes stemming from different backgrounds. ‘Equity’ is the next step that has to be taken to maintain a balance with the diversity of the organization. ‘Inclusivity’ entails creating an environment where an individual feels valued, respected, and empowered so that they can contribute their full potential to the success of the organization. Overall research suggests a positive outlook on the dynamic structure of the workplace that is facilitated by diversity, equity, and inclusivity. The findings suggest that by cultivating DEI diligently, organizations will be able to align DEI to broader business and societal goals that will help the organization create a culture of belonging in today’s contemporary workplace environment.

Keywords: Diversity, Equity, Inclusivity, Workplace Balance, Organizational Goals, Systematic Literature Review, Global Arena.

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Exploring Quiet Quitting: A comprehensive examination of employee turnover in contemporary workplaces

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ABSTRACT

The study aims to explore the multifaceted nature of the "Quiet Quitting" phenomenon and its significance in organizational contexts. Furthermore it looks at investigating the antecedents and issues surrounding the phenomena. The study employs a mixed research methodology consisting both qualitative and quantitative techniques to extract insights from respondents who have experienced quiet quitting. Both open-ended and structured questionnaire were used in collecting data through focus-group discussions and online survey respectively. The objective was to explore their motivations and experiences. The study addressed "Quiet quitting" from a holistic perspective understanding within diverse organizational contexts. The study contributed in investigating the factors influencing quitting behavior and its effects on different organizational levels. The study will motivate organizational leaders and HR practitioners to play a pivotal role in fostering transparent communication, ethical conduct, and supportive environments to address the diverse needs of employees navigating career transitions effectively. The research took place in Bangalore and targeted college students aged 18 to 24. Subsequent investigations ought to prioritize obtaining a more varied sample encompassing different demographic and geographical backgrounds.

Keywords: Quiet-Quitting; Workplace Environment; Ethical Conduct; Sustainable Measures; Ethics

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The Influence of Women in Senior Leadership Roles: A Case Study from Chikkaballapur

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ABSTRACT

This research investigates the impact of female leadership in senior management positions through a detailed case study conducted in Chikkaballapur. It examines the contributions and challenges faced by women in top executive roles within various organizations in the region. Utilizing qualitative interviews and quantitative data analysis, the study seeks to understand how gender dynamics influence organizational culture, decision-making processes, and overall business performance. Key findings highlight the unique leadership styles adopted by women, the barriers they encounter in male-dominated industries, and the strategies they employ to overcome these challenges. The research also explores the broader implications of women's leadership on workforce diversity, employee satisfaction, and corporate social responsibility initiatives. By providing insights into the experiences of women in senior leadership roles, this study contributes to the ongoing discourse on gender equality in the workplace and offers recommendations for fostering a more inclusive and equitable corporate environment.

Keywords: Women workforce; Leadership; Gender discrimination; Top management; CSR

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Breaking the Glass Ceiling: Challenges and Opportunities for Women in Corporate Leadership

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ABSTRACT

In the contemporary corporate landscape, significant strides have been made in various sectors, yet a pervasive "glass ceiling" continues to impede women's ascent to leadership positions. Despite advancements, women remain underrepresented at the highest levels. This paper delves into the persistent challenges hindering women from ascending to leadership roles in the corporate sphere despite notable advancements. It scrutinizes the multifaceted obstacles faced by women, encompassing implicit biases, limited mentorship and sponsorship avenues, and societal norms impeding their professional pursuits. Beyond examining current barriers, the study investigates the potential advantages of fostering gender diversity at the upper strata of corporate leadership. It underscores how women executives can contribute to a more inclusive, innovative corporate culture, enhancing decision-making through diverse perspectives and experiences. Employing an exploratory research and secondary method approach, this study sheds light on the intricate landscape of women in corporate leadership. By analyzing secondary data, the research aims to provide insightful information for both individuals and organizations, offering a nuanced understanding of the challenges women face and the potential transformative impact of gender diversity on organizational outcomes.

Keywords: Corporate Culture, Gender Diversity, Implicit Bias, Mentorship and Sponsorship, Women in Leadership

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Comparative Analysis of Cement Industries Sector by Using DEA Analysis

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ABSTRACT

This study employs the Data Envelopment Analysis (DEA) method to conduct a comparative analysis of three leading cement companies— Ultratech cement, Shree cement, Birla cement— across the years 2017 to 2023. The DEA method is utilized to evaluate the relative efficiency of these companies in converting inputs (total assets and operating expenses) into outputs (total revenue and net income). By applying DEA, this study aims to identify the efficiency frontier within the cement industry, showcasing the optimal combination of inputs to achieve maximum outputs. Through a comprehensive examination of financial data spanning multiple years, this analysis seeks to unveil performance differentials and strategic insights among the selected companies. Total assets and operating expenses serve as crucial inputs, reflecting the companies' investment levels and operational costs. These inputs are juxtaposed against the outputs of interest: total revenue, which signifies market competitiveness and sales performance, and net income, indicating operational capacity and market demand fulfilment. The DEA method allows for the identification of efficient and inefficient companies within the industry, enabling comparisons and benchmarking against the best practices observed. Insights derived from this analysis can inform strategic decision-making, resource allocation, and operational improvements for the companies under study. Ultimately, this study contributes to a deeper understanding of the relative performance and efficiency dynamics within the cement sector, offering valuable insights for industry stakeholders, investors, and policymakers.

Keywords: Data Envelopment Analysis, Constant Return to Scale, Variable Return to Scale, Technical Efficiency, Scale Efficiency, Cement Industries.

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Impact of Entrepreneurship on Economic Development with Reference to Chikkaballapur District

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ABSTRACT

This research investigates the impact of entrepreneurship on economic development in the Chikkaballapur district. It explores the role of local entrepreneurs in stimulating economic growth and reducing unemployment in the region. The study employs a mixed-methods approach, combining quantitative data analysis with qualitative interviews and case studies. Preliminary findings suggest a positive correlation between entrepreneurial activity and economic development, highlighting the importance of fostering an entrepreneurial culture for sustainable regional development. Further research is needed to understand the specific mechanisms through which entrepreneurship influences economic growth in Chikkaballapur. This study contributes to the broader understanding of the role of entrepreneurship in regional economic development and provides valuable insights for policymakers and stakeholders in Chikkaballapur.

Keywords: Entrepreneurship, Economic Development, Chikkaballapur District, Macro-economic growth, Sustainable policies

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Unleashing the Potential of Big Data in Agriculture: A Comprehensive Review and Future Directions

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ABSTRACT

Big Data is emerging as a revolutionary force in the agriculture industry, which is undergoing a paradigm shift spurred by the spread of digital technologies. This study offers a comprehensive analysis of the uses, difficulties, and potential uses of big data in agriculture. This study investigates how Big Data analytics might transform multiple facets of agriculture, ranging from supply chain optimization and market analysis to precision farming and crop management, by means of a thorough examination of extant literature and case studies. In addition, this study highlights the primary obstacles to the efficient application of big data in agriculture and suggests solutions to these problems in order to fully realize the promise of data-driven breakthroughs in this field.

Keywords: Big Data, Optimization, Precision farming, Crop Management, Efficiency.

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The Role of Business Analytics in Business Decision Optimization Using R Language

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ABSTRACT

In the rapidly evolving landscape of business, organizations are increasingly relying on data-driven insights to make informed decisions and gain a competitive edge. Business analytics plays a pivotal role in extracting meaningful patterns and trends from vast datasets, empowering decision-makers to optimize various aspects of their operations. This paper explores the significance of business analytics, specifically leveraging the R programming language, in the process of decision optimization within the business domain. The fundamental concepts of business analytics, highlighting its role in transforming raw data into actionable insights. It emphasizes the importance of leveraging advanced analytical techniques to uncover patterns, correlations, and predictive models. The critical role of business analytics, particularly when coupled with the capabilities of the R language, in driving informed decision-making and achieving business objectives. As businesses continue to navigate an era of unprecedented data availability, understanding and harnessing the power of business analytics becomes essential for sustained success and competitiveness.

Key Words: Meaning, Objectives, Different tools, Business Analytics, R language

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Recycling of Cigarette Butts and Its Business and Marketing Opportunities and Challenges

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ABSTRACT

To ensure that waste products and commodities are used in successful company ventures, recycling and upscaling are essential for healthy living and environmentally friendly business activities. In such waste product, which has a lot of hope for recycling product categories, is cigarette buds. Recycling all parts of the waste produced by cigarettes, whether they are produced domestically or industrially, and using the recycled materials to create paper goods, pillows, toys, biogas, and biochemical fertilizers. Because cigarette butts, which are composed of white cotton and cellulose acetate, will take longer to decompose, we may reuse them to make new products, and the recycling process will continue to manage the pollutants and toxicants that disrupt the public's peace of mind. The best example of reuse and recreation is recycling. availability of raw materials, difficulties in obtaining raw materials, recycling processes including biology and chemistry, the disposal of trash and its conversion, sector management activities such as putting up machinery, construction, technological advancement, and environmental protection.

Key Words: Cigarette buds, Recycling, Biochemical fertilizers, Machinery, Construction

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A study on impact of Artificial intelligence on academic performance of college students

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ABSTRACT

The study aims to analyse the integration of AI in the college curriculum and its repercussions on the overall learning experience of students. It seeks to assess the prevalence and extent of AI integration in educational institutions. The research endeavours to scrutinize the correlation between the utilization of AI and the academic performance of college students. The formulated hypotheses propose that there is no significant correlation (H₀) or, conversely, a significant positive correlation (H₁) between the utilization of AI and academic performance among college students. Employing regression correlation as the statistical tool and stratified sampling as the sampling technique, the study uncovers major findings indicating the nimplementation of AI in the college curriculum with the explicit intention of enhancing academic performance. The null hypothesis (H₀) posits that there is no substantial correlation between AI utilization and academic performance. However, the alternative hypothesis (H₁) suggests a significant positive correlation. The statistical tool of regression correlation validates a noteworthy positive relationship, implying that the integration of AI is associated with improved academic achievements among college students. In light of these findings, the research offers a compelling suggestion that it is advisable to implement AI in the college curriculum. The positive correlation identified implies that AI integration holds the potential to positively influence academic performance. Therefore, the study advocates for the strategic incorporation of AI technologies within educational frameworks, emphasizing the potential benefits for enhancing overall learning experiences and academic achievements among college students. In conclusion, the executive summary highlights the significance of AI integration in the college curriculum, emphasizing its potential positive impact on academic performance. The study's insights encourage educational institutions to consider and adopt AI technologies thoughtfully to optimize learning outcomes in the evolving landscape of higher education.

Key Words: Artificial Intelligence, Students, Academic performance, College curriculum

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Disruptive Technologies in the Enhancement of Digital Business

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ABSTRACT

Digital disruptions are substantially impacting businesses and reshaping our economy worldwide and attracting increasing attention in research and practice. The digital business environment is a modern arena business activity which uses computer and networking technologies. The coronavirus pandemic illustrated how rapidly the global environment could be disrupted on many levels but also drive an acceleration in others domestic activates. Business leaders are grappling with dysfunctional business models that are ill-equipped to manage the disruptive environment of growing artificial intelligence. This is achieved using disruptive technology. It is an innovation that significantly alters the way that consumers, industries, or businesses operate. As digital platforms are increasingly incorporated into marketing plans and everyday life, and as people use digital devices instead of visiting physical shops, digital marketing campaigns are becoming more prevalent and efficient. For instead in recent times ChatGPT (Open AI) were familiar among people well it started way back in 2014. Where Chat Generative Pre-Trained Transformer, is an advanced Chabot currently getting a lot of public attention was a disruptive Technology over Search engine (Google). A disruptive technology Sweeps away the systems or habits. It replaces because it has attributes that are recognizably Superior. Hence, this paper examined the relationship between Disruptive technology and Digital Business and how disruptive technology is going hand in hand in improvising the state of current Business and taking it to next level. This paper concludes by Identifying the existing business how it takes competitive advantage over digital business with the Help of disruptive technology

Keywords: Disruptive technologies, Digital business, Digital era, Disruptive innovations, e-business, e-solutions.

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Tools and Techniques Fostering Effectiveness of Cyber Forensic - A Case Study

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ABSTRACT

Cyber forensic is a process of extracting data as proof for a crime (that involves electronic devices) while following proper investigation rule to nab culprit by presenting the evidence to court. The main aim of cyber forensic is to maintain the thread of evidence and documentation to find out who did the crime digitally. In today's technology driven generation, the importance of cyber forensics is immense. Technology combined with forensic paves the way for quicker investigation and accurate results. Cyber forensics helps in collecting important digital evidence to track the criminal. It is not only used to solve digital crime but also used to solve real world crimes like theft cases, murders etc. The focus of this paper is to study the concept of cyber forensics and how do cyber forensics expert work to complete task and advantages of cyber forensics. The objective of this paper is to show the tools and techniques used in assisting cybercrime and standard method of the investigation.

Keywords: Cyber Forensic, Forensics expert, Cyber-crime, Tools, and Techniques

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Enhancing Passenger Experience on Vande Bharat Express: Investigating Perception and Satisfaction on the Bangalore-Mysore Route

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ABSTRACT

This study investigates consumer satisfaction concerning the service quality of Vande Bharat and also known as Train 18, a cutting-edge high-speed train service. The study begins by defining the key dimensions of service quality, including reliability, responsiveness, assurance, empathy, and tangibles, as proposed by the SERVQUAL model. Through a structured questionnaire administered to a representative sample of Train18 passengers, data on consumer perceptions of these service quality dimensions are collected. Descriptive statistics are employed to analyze the central tendency and dispersion of responses, providing insights into the level of satisfaction across different service quality dimensions. Furthermore, ANNOVA is utilized to determine whether significant differences exist in consumer satisfaction levels based on demographic variables such as age, gender, occupation, and frequency of travel. By examining these variables, the study seeks to identify potential patterns or disparities in consumer satisfaction that may inform targeted improvements in service provision. The findings of this study are expected to contribute to a deeper understanding of consumer perceptions regarding the service quality of Train18. By identifying specific areas of strength and areas requiring improvement, transportation authorities and service providers can tailor their strategies to enhance overall consumer satisfaction and loyalty.

Keywords: Consumer Satisfaction, Vande Bharat, ANOVA, SERVQUAL model, Train18 passengers

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Enhancing Passenger Experience on Vande Bharat Express: A Study of Perception and Satisfaction Along Bangalore-Chennai Route

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ABSTRACT

This study investigates consumer satisfaction concerning the service quality of Vande Bharat and also known as Train 18, cutting-edge high-speed train service. The study begins by defining the key dimensions of service quality, including reliability, responsiveness, assurance, empathy, and tangibles, as proposed by the SERVQUAL model. Through a structured questionnaire administered to a representative sample of Train18 passengers, data on consumer perceptions of

these service quality dimensions are collected. Descriptive statistics are employed to analyze the central tendency and dispersion of responses, providing insights into the level of satisfaction across different service quality dimensions. Furthermore, ANOVA is utilized to determine whether significant differences exist in consumer satisfaction levels based on demographic variables such as age, gender, occupation, and frequency of travel. By examining these variables, the study seeks to identify potential patterns or disparities in consumer satisfaction that may inform targeted improvements in service provision. The findings of this study are expected to contribute to a deeper understanding of consumer perceptions regarding the service quality of Train18. By identifying specific areas of strength and areas requiring improvement, transportation authorities and service providers can tailor their strategies to enhance overall consumer satisfaction and loyalty.

Keywords: Consumer Satisfaction, Service Quality, Vande Bharat, ANOVA, SERVQUAL Model.

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State and Trait Anxiety of Working adults and college students by using State Trait Anxiety Inventory

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ABSTRACT

Anxiety is a unidimensional construct. There are two types of anxiety; state anxiety and trait anxiety. State anxiety reflects the psychological and physiological transient reactions directly related to adverse situations in a specific moment. Trait anxiety refers to a trait of personality, describing individual differences related to present state anxiety. This research paper is being conducted to understand the anxiety levels among two groups; the working adults and college students. The primary data was collected by snowball sampling method to reach a larger number of people. The state trait anxiety inventory questionnaire consisting of 40 items by a Spielberger with demographic information was collected from 120 respondents using online google forms. The study's findings show that the individuals are affected in different ways, according to the results of this research working adults and college student did not vary substantially on the t-test for a state anxiety and overall anxiety, on the other hand it was found that the mean of trait anxiety differed between the two groups on the STAI.

Keywords: Anxiety, state anxiety, trait anxiety, college students, working adults.

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A study on Rapid advances in AI and its impact on Job

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ABSTRACT

The swift progression of artificial intelligence (AI) technologies has provoked noteworthy shifts in the workplace, resulting in a revolution in the execution of tasks and the organization of jobs. This study explores the complex effects of AI on the dynamics of employment, looking at both the potential and problems it raises. This study examines the ways AI is changing organizational structures, workforce composition, and job positions in a variety of industries through a thorough assessment of the literature. It also looks into the socioeconomic effects of AI adoption, including worries about skills mismatch, job displacement, and the ongoing need for reskilling and upskilling. This research also looks at ways to navigate the AI-driven workplace revolution, stressing the value of proactive policy interventions, lifelong learning programs, and cooperative efforts between governments, corporations, and other stakeholders.

Keywords: Artificial-intelligence, workplace, organization, job displacement, employment

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An Empirical Study On: Navigating Complexities India China Relations Through History, Contemporary and Future Prospects

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ABSTRACT

This study explores the intricate dynamics of India-China relations, spanning historical foundations, contemporary developments, and future prospects. Using a comprehensive methodology that combines historical and comparative analyses, case studies, and data analysis, the research integrates both qualitative and quantitative data. It aims to provide comprehensive insights into the evolution of the relationship by examining historical occurrences, diplomatic postures, economic interdependence, and geopolitical objectives. The study employs qualitative techniques like document and media analysis, narrative analysis, and disclosure analysis to decode public debates, policy choices, and diplomatic discourses. Data collection methods involve examining artifacts, official pronouncements, policy papers, and information from international organizations.

Keywords: India-China relations, historical and comparative analyses, case studies, data analysis, economic interdependence

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Navigating the Road to Sustainability: Applying Machine Learning Techniques to Analyze and Optimize Renewable Energy Systems

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ABSTRACT

This paper aims to explore various machine learning models to predict variables related to countries' reliance on specific energy resources and assess their ability to meet energy needs. The study encompasses supervised learning, unsupervised learning, and deep learning approaches to analyze energy data from different regions and provide comprehensive insights into energy dynamics. In the supervised learning domain, regression models such as Linear Regression, Ridge Regression, Lasso Regression, Decision Tree Regression, and Random Forest Regression are employed to predict continuous variables like renewable energy consumption and total electricity output. Additionally, classification models including Logistic Regression, Support Vector Machines (SVM), Decision Trees, Random Forests, and Gradient Boosting Machines (GBM) are utilized to categorize countries based on their energy resource usage patterns and energy sufficiency levels. Unsupervised training techniques like K-means Clustering, Hierarchical Clustering, Gaussian Mixture Models (GMM), DBSCAN, and Agglomerative Clustering are utilized to group countries with identical energy profiles facilitating a better understanding of regional tendencies and energy consumption and production patterns. Moreover, deep learning models such as Feedforward Neural Networks (FFNN), Convolutional Neural Networks (CNN), Recurrent Neural Networks (RNN), Long Short-Term Memory (LSTM) Networks, and Gated Recurrent Units (GRU) Networks are used to comprehensively capture complex patterns and relations that enhance the accuracy of energy-related predictions. Through the employment of these machine learning models, this research intends to generate useful outcomes for the policymakers, the energy planners as well as the industry stakeholders for better informed choices in developing the infrastructure and reducing the import depends on resources. The next sections will, therefore, focus on the methodologies and outcomes of the applied machine learning techniques that will be used to optimize renewable energy systems.

Keywords: Linear Regression, Ridge Regression, Lasso Regression, Decision Tree Regression, Random Forest Regression

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Improving Passenger Satisfaction on Vande Bharat Express: Explaining Perceptions and Contentment on the Bangalore-Hubli Route

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ABSTRACT

This study investigates consumer satisfaction concerning the service quality of Vande Bharat and also known as Train 18, cutting-edge high-speed train service. The study begins by defining the key dimensions of service quality, including reliability, responsiveness, assurance, empathy, and tangibles, as proposed by the SERVQUAL model. Through a structured questionnaire administered to a representative sample of Train18 passengers, data on consumer perceptions of these service quality dimensions are collected. Descriptive statistics are employed to analyze the central tendency and dispersion of responses, providing insights into the level of satisfaction across different service quality dimensions. Furthermore, ANNOVA is utilized to determine whether significant differences exist in consumer satisfaction levels based on demographic variables such as age, gender, occupation, and frequency of travel. By examining these variables, the study seeks to identify potential patterns or disparities in consumer satisfaction that may inform targeted improvements in service provision. The findings of this study are expected to contribute to a deeper understanding of consumer perceptions regarding the service quality of Train18. By identifying specific areas of strength and areas requiring improvement, transportation authorities and service providers can tailor their strategies to enhance overall consumer satisfaction and loyalty.

Keywords: Consumer Satisfaction, Service Quality, Vande Bharat , ANNOVA, SERVQUAL

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