



REVA
UNIVERSITY

Bengaluru, India

School of Management Studies

**In collaboration with Association of Indian
Management Schools (AIMS)**

Presents

**Conference Proceedings of Two-Day
International Conference on**

**“Contemporary Developments on Entrepreneurship,
Business and Management
in Digitized Era – Towards Industry- 5.0”**



**27th and 28th
December, 2022**

All Rights Reserved.

Copyright © by Eswar Publications.

This book may not be duplicated in any way without the express written consent of the publisher, except in the form of brief excerpts or quotations for the purpose of review. The information contained herein is for the personal use of the reader and may not be incorporated in any commercial programs, other books, database, or any kind of software without written consent of the publisher. Making copies of this book or any portion thereof for any purpose other than your own is a violation of copyright laws.

Limits of Liability/Disclaimer of Warranty: The author and publisher have used their effort in preparing this International Symposium on “Contemporary Developments in Entrepreneurship, Business and Management in Digitized ERS-Towards Industry-5.0” book and author makes no representation or warranties with respect to accuracy or completeness of the contents of this book, and specifically disclaims any implied warranties of merchant ability or fitness for any particular purpose. Neither Eswar Publications nor author shall be liable for any loss of profit or any other commercial damage, including but limited to special, incidental, consequential, or other damages.

Trademarks: All brand names and product names used in this book are trademarks, registered trademarks, or trade names of the irrespective holders.



CHIEF PATRONS

Dr. P. Shyama Raju, Hon'ble Chancellor, REVA University

Sri.Umesh S Raju, Pro-Chancellor, REVA University

PATRONS

Dr. M. Dhananjaya, Vice Chancellor, REVA University

Dr. Rajashekhhar C Biradar, Pro-Vice Chancellor (Engineering), REVA University

Dr. Vidya Shankar Shetty, Pro Vice-Chancellor (Strategy and Planning), REVA University

Dr. N. Ramesh, Registrar, REVA University

Dr. Shubha. A, Dean of faculty, RBS, SOM, SOC, REVA University

Dr. B.P. Divakar, Director, Research and Development, REVA University

CONVENORS

Dr. Nitu Ghosh, Director of SOM, REVA University

CO-CONVENORS

Prof. Maria B, Assistant Professor, SOM, REVA University

Prof. Bharti Ayer, Assistant Professor, SOM, REVA University

ADVISORY COMMITTEE

Dr. Pramod Pathak, Former Professor & Head, Management Studies, IIT-ISM, Dhanbad

Dr. MadhavendraMisra, Professor, Indian Institute of Information Technology, Allahabad

Dr. Sandhya. S, Professor, NITTE School of Management

Dr. M. Subramanyam, Director, School of Commerce, REVA University

Dr. Karthik Rajendra, Deputy Director (Sponsored Research), REVA University

ORGANIZING COMMITTEE

Dr. Jalaja. V, Assistant Professor, School of Management Studies, REVA University

Dr. K.P. VenkataSwamy, Assistant Professor, School of Management Studies, REVA University

Prof. Nagaraju L.G, Assistant Professor, School of Management Studies, REVA University

EDITORIAL COMMITTEE

Dr. J.Ravi, Associate Professor, REVA University

Dr. Madhavi. K, Associate Professor, REVA University

Dr. C.H. Venugopala Rao, Associate Professor, REVA University

Dr. SuganyaSubramaniyam, Assistant Professor, REVA University

ABOUT REVA UNIVERSITY

REVA University has been established under the REVA University Act, 2012. The University is located in Bengaluru on a sprawling green campus, spread over 45 acres of land, built with state-of-the-art infrastructure creating an environment conducive to higher learning and research. The University prides itself in contributing to the holistic development of every student. The University currently offers 32 Undergraduate Programmes, 24 full-time Postgraduate Programmes, 2 part-time Postgraduate Programmes, Ph.D. Programmes in various disciplines and several Certificate/Diploma and Postgraduate Diploma Programmes in Engineering, Architecture, Science and Technology, Commerce, Management Studies Law, Arts & Humanities, and Performing Arts. The programmes offered by REVA University are well planned and designed based on in-depth analysis and research with emphasis on knowledge assimilation, practical applications, hands-on training, global and industrial relevance, and social significance.

VISION

REVA University aspires to become an innovative university by developing excellent human resources with leadership qualities, ethical and moral values, research culture and innovative skills through higher education of global standards

MISSION

- ❖ To create excellent infrastructure facilities and state-of-the-art laboratories and incubation centres.
- ❖ To provide a student-centric learning environment through innovative pedagogy and education reforms
- ❖ To encourage research and entrepreneurship through collaborations and extension activities
- ❖ To promote industry-institute partnerships and share knowledge for innovation and development
- ❖ To organize society development programmes for knowledge enhancement in thrust areas
- ❖ To enhance leadership qualities among the youth and enrich personality traits, promote patriotism and moral values.

ABOUT THE SCHOOL OF MANAGEMENT STUDIES



Understanding the need of the hour of present generation millennial students to differentiate between the core studies and the future requirements, the School of Management Studies keeps exploring the new areas of academic up skilling and at the same time, our aim is to provide holistic education to all our students.

Keeping in view the Global requirements, the BBA curriculum has been reviewed and discussed with the Industries and Corporate time and again. Based on the Global academic requirements, the curriculum has been redesigned. We have initiated the process of implementation of the NEP (New Education Policy) to cater the needs of the Nation and bring the right exposure in academics for present generation learners. The Faculty of Management is also accordingly upgrading their knowledge to effectively provide and disseminate the knowledge to prepare the students for the various competitions. Delivering quality education is the need of the hour. And School of Management Studies very well understands and strives towards bringing the quality education for the development of the students and also for societal benefits. Students while pursuing BBA has been exposed to various outreach programs, social development outreach programs and Nation development programs. This will not only help in their present studies but also helps in applying for Higher education in India and Abroad as well.

In order to give various options of choice, the School of Management studies give following Program options for the prospective students.



VISION

To produce world class management experts through excellent teaching and research so as to offer professional services at National and International levels.

MISSION

- ❖ To provide high-standard, forward-looking, morally, socially and ethically responsive, coherent, interdisciplinary and career-oriented programs in a dynamic global education environment.
- ❖ To contribute to the enrichment and dissemination of knowledge through theoretical, applied and problem-oriented research for the benefit of students, faculty, and society in general;
- ❖ To serve the community by undertaking customer-oriented research, providing training and professional consultation for business, industry and government and pursue research in partnership with business and governmental organizations.

MESSAGE FROM CHANCELLOR



LEADERS OF REVA UNIVERSITY WILL RULE THE WORLD

At REVA University we nurture student community, as we have realized learning should be continuous, and cross all borders. Hence, REVA University adopted the mission to make learning unlimited. Our driving principle ‘Learning Unlimited’ is empowered with the adoption of technology.

As we have seen in the recent past, technology in education is not just an enabler, but a necessary medium, and the crisis in the Education sector during the pandemic helped us all understand the importance of virtual learning.

Going forward, digital-first is an approach every University must adopt, and I am happy to share that much before in 2016 REVA University laid a roadmap to be a technology-driven university. Our early preparedness helped us in transition from offline to online learning. Now, Blended Learning is the way forward and is the biggest enabler of seamless learning. Our core vision remains to change the way students learn from traditional learning methodologies and we are happy to adapt and adopt technological changes.

The ecosystem at REVA University is not only tech-centered but is developed in such a way that it contributes to the overall development of a student. This international conference is one such initiative, and I wish all the very best to all the participants and happy learning.

Dr. P. Shyama Raju

Chancellor, REVA University

MESSAGE FROM VICE – CHANCELLOR



REVA UNIVERSITY STRIVES HARD TO BRING THE BEST IN THE STUDENTS FOR THEIR HOLISTIC DEVELOPMENT

A university system will be focusing mainly on teaching and learning; research and innovation and professional services. As a University, we would like to bring revolutionary changes in these major activities to remain in the competition. Our immediate goal is to achieve the status of “Institution of Eminence” and in the near future, we would like to be a World Class University.

We strive to make our students, great thinkers and meet not only their aspirations and but also their parents. We would keep India's scientific, technological, economic and social aspects in mind while developing our curriculum. In all, REVA University will focus on developing the emotional, intellectual, social, economic, environmental, spiritual and physical well-being of every student.

I wish all the participants of this conference an exclusive learning experience and exposure.

Dr. M. Dhanamjaya

Vice-Chancellor, REVA University

MESSAGE FROM REGISTRAR



QUALITY EDUCATION BRINGS ACADEMIC EXCELLENCE

The future belongs to those who believe in the capabilities of young minds. At REVA all our endeavours of achieving academic excellence are driven by the goal of creating a solid edifice for a brilliant future for our youth.

Ingrained with a philanthropic vision and missionary ardour to encourage the youth to achieve brilliance in their chosen fields of study, REVA University has already carved a niche for itself in academia worldwide. A concrete demonstration of the extraordinary passion and commitment, recognition for its proactive management, state-of-the-art infrastructure and facilities; well-equipped laboratories with modern equipment, highly qualified & experienced faculty members, and best practices in teaching and learning processes make the University the most sought-after University. In order to be at par with international standards and to provide global attributes to our students, the Outcome Based Education System (OBE) with project-based learning techniques have been employed in the design of our contemporary curriculum. Choice-based Credit Systems (CBCS) with continuous assessment of grade point averages have made our offerings truly international.

I wish this conference a grand success and joyful learning experience and the best take always for the future challenges.

Dr. N. Ramesh

Registrar, REVA University

MESSAGE FROM DEAN



CONSTRUCTIVE DELIBERATIONS LEADS TO QUALITY EXPOSURE

In this disruptive digital economy, high quality management exposure is essential and this should enable the participants to gain knowledge, exposure, skills and develop confidence that is essential for a leader to take initiative and responsibility.

We are confident that *ICSOM22* will play an important role in encouraging activities in research and development of Entrepreneurship, Business and Management in Digitized era with respect to Industry 5.0 and give an excellent opportunity to forge collaborations between research institutions both within the country and with international partners.

It's been ensured that the participants of this conference will enjoy two days learning environment. Wish you happy learning.

Dr. Shubha. A,

Dean, Faculty of RBS, Commerce and Management Studies

MESSAGE FROM DIRECTOR



INNOVATION IS THE KEY TO LEADERSHIP

We, at School of Management Studies, strive best to bring out the potential of the students at various levels. This can be possible by giving right exposure and such kind of platforms, where students get an opportunity to witness and listen to expert speakers and leaders globally.

The aim of the two days international conference is to bring the experts from the globe together to a common platform to deliberate on contemporary issues for the benefit of the student, teaching and learning community. The galaxy of Academicians, researchers and Industry experts deliberate and exchange knowledge leading to innovative thoughts and solutions enlightening the audience. The ultimate aim is to develop a research culture among students and learners building a stronger generation of learners and future leaders for the nation.

The future vision is to arrange and explore more such platforms for the benefit of the academicians.

Dr. Nitu Ghosh,
Director, School of Management Studies

ABOUT THE CONFERENCE

Digitalization has changed enterprises, societies and lifestyles and it seems to be completely disrupting business processes leading towards Industry 5.0. Education, healthcare, financial transactions, financial management, corporate finance and investments, public procurement and distribution, tax collection by the government, as well as trade and international business, are all impacted by the digital revolution, especially after the covid-19 pandemic. For start-up communities, digitalization has also created new doors of opportunity, and the pandemic has accelerated the process.

To face the challenges of the business and entrepreneurial environment on the route to Industry 5.0, digitalization and automation are the game changers. One aspect of the post-Covid world that has been identified as distinctive is the digital revolution. Industry 5.0 is best viewed as the logical next wave after Industry 4.0. Whether it is ensuring quality, product availability, product customization, or sustainable operations, both address fundamental challenges, such as digital transformation, which links the supply chain to manufacturers and other stakeholders. As the next revolutionary wave in industrial growth, Industry 5.0 aims to improve upon Industry 4.0 by combining human ingenuity with that of precise, emotional, and smart machines to provide effective results with minimal waste. Currently, Businesses are using digital tools to trace their environmental footprints and assess how potential environmental changes can impact their operations.

In this era of digitization, terms like artificial intelligence (AI), the internet of things (IoT), and related concepts are frequently used to describe a phenomenon that will eventually connect all things to digital networks and lead to the digital transformation of current businesses and how they formulate strategies. Big data, artificial intelligence (AI), platform technologies, crypto currencies, blockchain technology, Internet of Things (IoT), and 3D and 4D printing are a few of the technologies associated with digitalization. Digitalization has also emerged as a crucial component of sustainable development. Social process improvement, sustainable manufacturing and other sustainable methods of doing business have been facilitated by the Industry 4.0 technologies. Business leaders and industrialists look forward for more benefits from Industry 5.0 towards sustainability and achieving SDGs. Although few studies have endeavoured to explore the nuances of Industry 5.0 in various settings and dimensions, research in this domain remains scanty.

Access to an interconnected network of untapped big data through digitalization could be advantageous for both society and the environment. In order to achieve an equitable, ecologically sustainable, and healthy society, the development of smart systems linked to the internet of things can create special opportunities to strategically address issues related to the sustainability in the next few decades. This viewpoint outlines the possibilities that digitalization can offer for creating a future society that is sustainable.

We look forward to have industry academia coming together for this wonderful, meaningful cause.

TRACKS OF THE CONFERENCE

Track: I – Digitization and Industry 5.0

1. Industry 5.0 and business strategy.
2. Role of sustainability, society, and ethics, in Industry 5.0.
3. Emerging digitalization trends in International business management.
4. Enabling technologies (i5.0) and smart Manufacturing/smart factories.
5. Industry 5.0 and smart monitoring.
6. Industry enabling technologies (i5.0) and firms' effectiveness.
7. Data integration for business management.
8. Industry 5.0 and efficient natural Resources deployment.
9. Industry 5.0 technologies- Applications and challenges
10. Model Sustainable practices in Business.

Track: II- Entrepreneurship

1. Disruptive Entrepreneurial Innovations using Technology
2. Tech Entrepreneurs- Opportunities and Challenges
3. Industry enabling technologies (i5.0) and development of competitive strategies in entrepreneurship.
4. Reverse innovation in Business
5. E-entrepreneurship- prospects in Industry 5.0
6. Sustainable entrepreneurship in Digital era
7. New entrepreneurial opportunities and models in Industry 5.0
8. Digital Entrepreneurship
9. Role of the Entrepreneur as Strategist
10. Strategic Issues in Managing Technology and Innovation in new venture creation

Track: III- Finance

1. Fraud risk management
2. Electronic Finance and cyber crime
3. Fin tech business and models
4. Financing decisions of banks.
5. Financial Services Management
6. Technological progress and Banking
7. Intellectual Property Strategy & Management
8. Bit coins and Digital currency Trading
9. International Finance and Investment in Digitized era
10. International Trade Law, Economics and Finance
11. Financial and fiscal innovations for sustainable development
12. Modern trends in Finance in Industry 5.0

Track: IV- Sustainability in Human Resource Management

1. Integration of values into HR Training for sustainability
2. Ethical Governance at HR level
3. Innovative HR Strategies.
4. Green HR and Sustainability
5. Gig leaders and moonlighting
6. Corporate learning and development
7. People analytics and the future of Work
8. Agile workforces
9. Prospects for Women workforce in Industry 5.0
10. Employee Retention in Dynamic Environment
11. Sustainable Retention strategies in Dynamic Environment
12. Sustainable Green HRM practices
13. Future of work in Industry 5.0

Track: V Marketing Theory and Applications

1. Digitization of Rural marketing
2. Mindful marketing in Digitized era
3. Digital consumer culture and digital Acculturation
4. Omni Channel marketing
5. Customer Relationship Management
6. Digital marketing for start-ups Relationship Marketing
7. Emerging Issues in Marketing Transformative Consumer Research
8. Market Structure and Pricing
9. Role of analytics data and insights in Marketing
10. Product and Brand Management
11. Recent trends in Marketing
12. Marketing 4.0 to 5.0

Track VI: Operations, Supply chain and IT in Digitized era- towards Industry 5.0

1. Scheduling Problems in Manufacturing and service Organizations
2. Digitization in productions and Operations for Industry 5.0
3. Sustainable Supply Chain Management & Reverse Logistics
4. Sustainable SCM solutions in Retail Industry
5. Quantity Control & Six Sigma Management
6. Eco design and Green Manufacturing
7. Behavioral Operations Management & Industry 4.0
8. Smart City & Urban Planning
9. Health-care Management
10. New Product & Service Management through Robotic

Track: VII Data Analytics

1. Data analytics in management consulting for Industry 5.0
2. Big data analysis in organizational performance
3. Predictive analytics for Industry 5.0
4. Data analysis in Operations management
5. Data technology for Clinical Supply management
6. Big data analysis for Supply chain
7. Technological advances in Data analytics for Industry 5.0

THEME OF THE CONFERENCE

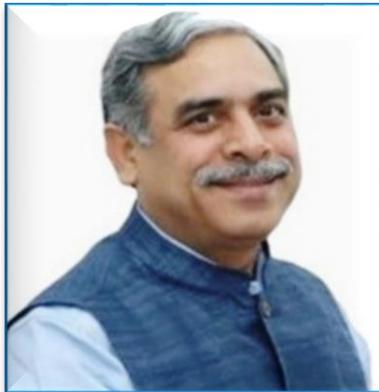
**“CONTEMPORARY DEVELOPMENTS IN
ENTREPRENEURSHIP, BUSINESS AND
MANAGEMENT IN DIGITIZED ERA- TOWARDS
INDUSTRY-5.0”**

PRE – CONFERENCE WORKSHOP



Dr. Mohan Agarwal

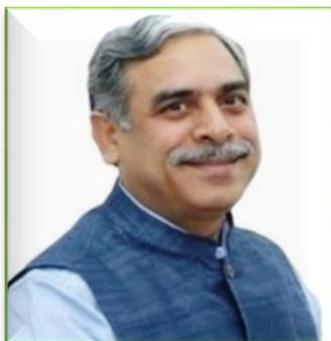
President of Gulf Marketing Association Dubai,
Professor of Business, US Fulbright Fellow to USA,
European Foundation for Management Development



Dr. Shailendra Singh

Professor (HAG) and Dean (Research) at
Indian Institute of Management (IIM), Lucknow
Ex Director, IIM Ranchi

KEY NOTE SPEAKERS 27th & 28th DECEMBER 2022



Dr. Shailendra Singh

Professor (HAG) and Dean (Research) at
Indian Institute of Management (IIM), Lucknow,
Ex Director, IIM Ranchi

Dr. Shailendra Singh is interested in improving and enhancing the effectiveness of individual and organizational systems. He is keenly interested in the subject of Emotional intelligence and Stress Management. He conducts three-day workshops on Personal Growth through Emotional Intelligence and Stress Management. His current research and consulting interest include Emotional Intelligence, Leadership, Stress Management, High-Performance Organizations, Creativity and Innovation, Organizational Culture, Job Attitudes, Organizational Citizenship Behaviour, and Quality Issues in Organizations.

He has Organizational Behaviour and Dean of Research at the Indian Institute of Management Lucknow. Dr. Singh has earned his Master's Degree in Psychology from the University of Allahabad and Ph.D. from the Indian Institute of Technology Kanpur, India. He is a recipient of the Best Human Resource Management Professor in India Award in 2012 instituted by the Devang Mehta Foundation Mumbai. He has served IIM Ranchi as Director for five years from 2017 to 2022 and has also worked as a Board Member of institutions of national importance and a Visitor nominee for IIT Delhi, NITs, and many Central Universities.

KEY NOTE SPEAKERS 27th & 28th DECEMBER 2022



Dr. Raman Gujral,
Director,
Department of Projects-Corporate.
Regional Director, Southern Regional Office, Bengaluru
Entrepreneurship Development Institute of India (EDII)

I am happy that the School of Management Studies at REVA University is organising a two-day International Conference on the Theme "Contemporary Developments in Entrepreneurship, Business and Management in Digitized Era- Towards Industry 5.0" on 27th & 28th Dec 2022.

The REVA University shall continue to create successful entrepreneurs, business people, and scholars who have shined out of this prestigious academic institution as they carry the name with pride & honour.

I extend my warm greetings and felicitations to all associated with the University and wish the International Conference all success.

KEY NOTE SPEAKERS 27th & 28th DECEMBER 2022



Mr. Tilak Banerjee
Founder and CEO, Turing Forge LLC.

Tilak Banerjee has been a global ambassador for innovation and automation in Finance. In a career spanning more than 23 years Tilak has headed Global Business Services for several top multinationals (GE Capital, GOOGLE, DELLEMC, GENPACT, Takeda & others) and has been recognized as a leading Intelligent Automation practitioner and one of the top thought leaders of the Shared Service Industry by several international forums.

He has also been instrumental in advising different organizations on the Shared Services maturity model and the Human-Bot interaction model of the future which has been a key topic of his discourses across the world. Over the last two decades Tilak has driven significant changes through high-impact and innovative projects in the organizations that he has worked for. He has disseminated his learning's and his concepts about the future of the workforce through lectures and workshops in more than 100 international forums across 5 continents. Tilak's workshops have had significant impact on global organizations in their automation journey - this includes top MNCs, Government organizations, Universities, International Health organizations and Police forces amongst others. Tilak is a CMA from the Institute of Cost Accountants of India and certified in Six Sigma, LEAN methodologies and Design Thinking. He is also an author, illustrator and photographer and has a number of internationally published books to his credit. His vision is to continue in his journey of transforming organizations, changing mindsets and ushering in a future where the human and the digital workforce work seamlessly together."



Dr Deepti Ganapathy

Chairperson, Centre for Management Communication
IIM Banagalore

Dr Deepti Ganapathy has 17 years of practitioner and academic experience with India's leading media and education conglomerates- these include The Times Group, Deccan Herald, NDTV, IIM Indore and School of Business Management, NMIMS University. At IIM Bangalore, she teaches Communication courses for the MBA programme and offers several Executive Education courses. She has been Program Director for various custom and short-duration programmes, and offers Open Programs on Sustainability and Communication.

Her Massive Open Online Course (MOOC) on Health Communication was launched during the pandemic for Healthcare professionals by IIM Bangalore's Digital Initiative which partners with EdX.

I congratulate the organisers of the International Conference on Contemporary Developments in Entrepreneurship, Business and Management in Digitized Era- towards Industry 5.0. The theme of this conference couldn't be more relevant at a time when the Indian economy is poised to become the entrepreneurial seat amidst the digitised landscape it already leads in the globe. Having scholars, practitioners and students deliberate on this intersection while keeping sustainability and the impact on business constantly in the spotlight is a good attempt at this.

KEY NOTE SPEAKERS 27th & 28th DECEMBER 2022



Dr. Triparna de Vreede is the associate director of the School of Information Systems and Management and the academic director of the Master of Science in Management Program at the Muma College of Business at University of South Florida (USF). She has a PhD and a master's degree in industrial and organizational psychology and a master's degree in management information systems from the University of Nebraska at Omaha. She has an MBA in human resources and B.Com. from Osmania University as well.

Dr. de Vreede is an interdisciplinary researcher and educator who specializes in innovative research and pursues grants from federal and corporate sources. Her research and consulting passion lies in helping employees thrive in organizations. She believes that healthy and happy employees are not only good for organizational bottom lines, but are also foundational to a healthy society. Dr. de Vreede also teaches multidisciplinary graduate and undergraduate courses. At USF, she has developed and teaches courses like people analytics, principles of collaboration, and managing creative projects.

Her expertise lies in advanced collaboration, facilitation and group-meeting techniques that enable teams and organizations to reach actionable solutions quickly. Her research, practice and teaching involve topics like behavioral AI, leadership, collaboration, teams, culture and information systems. She is the founder/director of Chrysalis Consulting, a personal and organizational development firm that specializes in executive coaching, intra-organizational trainings wellness and life coaching. She has worked as an independent trainer for ING Group in the Netherlands.

PANEL SPEAKERS



Dr. Indranil Bose

International Speaker, VP,
Academics and Professor,
Adamas University, Kolkata, India.

Artificial Intelligence is rapidly revolutionizing so many industries at such an alarming rate that one such advanced AI robot, Sophia, joined the panel and was pitched questions during the United Nations's convention on sustainable development. Artificial intelligence is producing multiple solutions for hiring managers including basic recruiting tools, intermediate applications and advanced AI solutions. Together or independently, these tools are creating a more effective way for human resources to predict a candidate's future success with their company. Artificial intelligence (AI) is transforming the human resources field altogether. The current study would throw some light on artificial intelligence breakthroughs and implications with respect to HR.

PANEL SPEAKERS



Dr. Madhumita Guha Majumder

Professor & Program Head - Research & Business Analytics,
Welingkar Institute of Management

Dr. Madhumita is a Teacher-Scholar-Administrator as she is involved in knowledge creation through research, knowledge dissemination through teaching and training, administration through institution building and through designing effective academic programs. She is skilled in nurturing application of knowledge in industry through consultancy projects. She has acquired more than 25 years of teaching & training experience at national and international arenas. Currently, she is working as a Professor & Program Head, Research & Business Analytics at Prin. L.N. Welingkar Institute of Management Development and Research, Bangalore. Before joining Welingkar, she worked as a Professor & Chairperson, Centre of Excellence – Analytics at Institute of Finance & International Management, Bangalore, India. She pursued her undergraduate & postgraduate education from Jadavpur University, Kolkata & received her doctoral award from Bangalore University as a UGC Fellow. She has also been awarded her Diploma in Business Analytics by Harvard University, USA. She has specialized in Econometrics & Statistics. Her core competencies lie in the areas of Data Visualization, Descriptive Analytics, Machine Learning, Optimization Analytics, Pattern Identification, Statistical Model Building and in Natural Language Processing. She conceptualizes analytics in effective business transformation using various software including Microsoft Excel, Tableau, Power BI, R, Python, SPSS Statistics, SPSS Modeler, AMOS, JASP, Smart PLS, STATA & E-Views. She offers outstanding organizational & cross functional leadership with a strong track record of creating business models for the organization.

PANEL SPEAKERS



Dr. V. Rajesh Kumar

Professor and Dean - School of Commerce and Management,
Chanakya University

Dr. V. Rajesh Kumar is an M. Com Graduate from Bangalore University. He has got his Doctorate in “Strategy”. While Accounting and Taxation are his areas of expertise, Finance is his area of passion. He has 29 years of experience in teaching at graduate, post-graduate and professional levels and has served various Institutions in different capacities - Mount Carmel Institute of Management, Bangalore University (Department of Commerce) and Alliance Business Academy - to name a few. He is a faculty for Strategic Financial Management at the Bangalore Branch of the Institute of Chartered Accountants of India. He has authored books on ‘Financial Management’ and ‘Indirect Taxes’ for the requirement of Professional Courses, and co-authored text-books on ‘Accounting, Finance and Taxation’ for the requirements of various universities. He was the first Indian Professor to be selected for International Management Teachers Academy (IMTA) Training on ‘Case Analysis and Writing’ conducted by Central East European Management Development Association (CEEMAN) at IEDC – Bled School of Management, Bled, Slovenia in June 2006.

He is the Founder of ‘Vittam Pravina Gurushala (Finance Expert Academy)’ – an academy engaged in spreading the knowledge of finance to students, faculty, corporate and all others interested in finance. Presently, he is serving as Professor and Dean in the School of Commerce and Management of Chanakya University.

INTERNATIONAL PANEL SPEAKERS

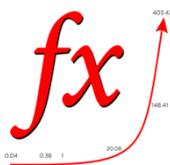


Mr. Ganapathi Subramaniam
Information Security Director, UPS, UK



Dr. Narentheren Kaliappen, Ph.D.
Professor, School of International Studies,
(International Business) UUM, Malaysia.
(AACSB Accredited)

THANKS TO OUR SPONSORS



FLAIRX NETWORKS

Bring out The
Entrepreneur

so glad to have you join us

Table of Abstracts

| S No. | Paper Title and Name of the Authors | Page No. |
|-------|--|----------|
| 1 | Operationalising Work from Anywhere Model through Digital Sustainable HRM: A Global Insight <i>Dr. Nitu Ghosh</i> | 6 |
| 2 | The mediating role of Psychological Contract between the Leadership Styles and Employee Performance in Industry 5.0 <i>Dr. Nitu Ghosh¹, Prof. Fazeelath Tabassum²</i> | 7 |
| 3 | Role of Branding for Business Schools: A Systematic Review <i>Kritika Verma, PrernaNarwal, Dr Rupali Madan</i> | 8 |
| 4 | Prospects for Women Workforce in Industry 5.0 <i>Dr.V.Mahalakshmi</i> | 9 |
| 5 | Hybrid Robust Fuzzy Transportation Problems and their Application in Computer Vision <i>Dr.J.Ravi, Dr.R.Umadevi, M.Jayanthi, A.Nithya, S.Akila, R.Muthukumar</i> | 10 |
| 6 | Online food delivery research: A bibliometric review <i>Dhanya Mohan.P, Dr.Rakesh Krishnan. M</i> | 11 |
| 7 | Environmental, Social, Governance (ESG) Practices In Private Sector Banks in India <i>Laxminarayana. M, Dr.Manickavasagam.V</i> | 12 |
| 8 | Post-Purchase Regret – A Review of Literature <i>Chandan. A, Elangovan N, Jacob Joseph.K, Kerena Anand</i> | 13 |
| 9 | Gig Leaders and Moonlighting <i>Dr.Aruna, Prof. David, V.Sethumadhavan</i> | 14 |
| 10 | Interactive Marketing Technologies Adoption in Indian Retail <i>Mrs. MariaBoaler, Dr.Pankajakshi. R</i> | 15 |
| 11 | Impact of Work life Balance and Stress Management on Women Police in Visakhapatnam City Andhra Pradesh <i>Dr. T.Hemalata</i> | 16 |
| 12 | Smart Mobility – A study on Bangalore Metro Rail Corporation LimitedBengaluru <i>Dr. Hemalatha P,Reshma KP</i> | 17 |
| 13 | A study on Problems faced by the Entrepreneurs in Small Scale Readymade Garments Industries – With special reference to Finance, Raw materials and Labours <i>Dr.K.Sangeetha, Dr.Y.Fathima</i> | 18 |
| 14 | Student Innovators and Digital Entrepreneurship: Post Pandemic Era in India <i>Dr.S.JainabZareena</i> | 19 |
| 15 | Brand Placement in Movies: A Successful Strategy for Brand Management <i>VishwanathaM.R</i> | 20 |
| 16 | Big data analytics for supply chain <i>Sinchana.S, Shivakumaraswamy.M.S</i> | 21 |
| 17 | An Empirical Study on Customer Investment Behavior <i>Mrs. Kavyashree M B, Dr. Anupama Sundar</i> | 22 |

| | | |
|----|--|----|
| 18 | Role of the Entrepreneur as Strategist <i>Dr. Adarsh Rath</i> | 23 |
| 19 | Sustainability in Pilgrimage Tourism – Prospects & Challenges <i>Prof. Manjunath V. S, Dr. Madhavi Kappagantula</i> | 24 |
| 20 | The future of Entrepreneurship Education in INDIA and Covid-19: Scope, Challenges, Role of B-schools, critical assessment and motivate the students <i>Aditi Aggarwal</i> | 25 |
| 21 | Training and Development as a Critical Success Factor for HR-TQM in Public Transportation <i>Deekonda Pranaya, Dr.P.Sreedevi</i> | 26 |
| 22 | A study on respondents’ attitude and discernment towards LIC products and services in Visakhapatnam district of Andhrapradesh with reference to LIC of India <i>Dr.B. Udaya Bhaskara Ganesh, Prof. B.MohanVenkataram</i> | 27 |
| 23 | Students' opinions about online education and career prospects in the context of the COVID-19 pandemic. <i>Bhakti S Ashtekar, Prof Dara Vijaya Lakshmi</i> | 28 |
| 24 | Impact of Pro-environmental measures on IT Employee’s behaviour at workplace <i>Meenaz Zaiba, Divya Shree</i> | 29 |
| 25 | Impact of Social Media Advertising on Online Purchase Intention <i>Manasa.N</i> | 30 |
| 26 | Digitalization and Industry 5.0 and various business strategies used by Indian Companies <i>Prof. Renu Sangappa Desai</i> | 31 |
| 27 | The Effectiveness of Work-Life Balance in Managing the Stress Level of an Individual in Bangalore, India <i>Serene Shaji, Stephy Shaji</i> | 32 |
| 28 | Effectiveness of Regional Language in Market Communication Mix on Brand Building of Telecom Sector in Mumbai <i>Dr. Guru basavaaradhya.s, Mr.Shahrungshajahan</i> | 33 |
| 29 | A study of the recruiting and selection process in organisations about the current situation <i>Pragun Kumar.Y, Dr.Suganya.S</i> | 34 |
| 30 | A study on the triumph of the warehouse management system in the Logistic industry’s digitized era towards Industry 5.0 – An empirical study <i>Prof.Geetha.V, Prof. Akshatha. S</i> | 35 |
| 31 | A Study on the Influence of Social Media Marketing on Purchase Intentions among Generations Y and Z in the Food Industry with special reference to Bengaluru North District <i>Ms.Reethu Rachel Raj,Ms.Kusuma.N.C</i> | 36 |
| 32 | Impact of Information processing biases on sustainable Investment decisions <i>Shreekritha, Dr. Diwakar naidu</i> | 37 |

| | | |
|----|--|----|
| 33 | Digital Entrepreneurship: Edupreneur – Gap and Servqual Model Overview <i>Prof.Shwetha.T.A, Sieanna J Fernandes</i> | 38 |
| 34 | Applications of Blockchain Technology in Business: A Literature Review <i>Shaik BaseeraAnjum, Sakshi Sachdeva</i> | 39 |
| 35 | Factors influencing Social Entrepreneurship concerning India. <i>Nagaraju.L.G, Dr.Shubha.A</i> | 40 |
| 36 | Factors affecting Diffusion of E-vehicles <i>John Pravin Motha</i> | 41 |
| 37 | Hydroponic System <i>Vedanti Nagaria</i> | 42 |
| 38 | Impact and Growth Analysis of Organic Agribusinesses through the use of Digitization in Uttarakhand <i>Surabhi Saxena, Dr. Suman Viz</i> | 43 |
| 39 | A study on Digital Transformation in Talent Acquisition <i>Kesavan K.R</i> | 44 |
| 40 | Achieving Industry 5.0 through Government 5.0: What West Bengal state sector is thinking? <i>Chandrajyoti Sen Majumder</i> | 45 |
| 41 | The Influence of Celebrity branding on Consumer Purchasing Behaviour <i>Monisha P.N, Dr.Suganya.S</i> | 46 |
| 42 | Challenges, Opportunities, Success Factors and Effectiveness of Women Enterprises in Rural Vicinity <i>Dr.Hanumanthu Uday Bhaskar</i> | 47 |
| 43 | Internal communication in Building Employee Engagement <i>Dr.Jalaja.V, Vanaja. V</i> | 48 |
| 44 | A Study on Impact of FII on Indian Stock Market Special Reference to Nifty 50 Indexes Sensex <i>Dr .V.Prashanth Kumar, Dr Sathyanarayana Gardadu</i> | 49 |
| 45 | Study on Impact of Data Analytics on Business Operations <i>Ravikrindi Vamsi Dhanush</i> | 50 |
| 46 | Economic Valuation of Water Resources and Food Security in India <i>Thipperudrappa.E</i> | 51 |
| 47 | Flair X Networks initiative on Positive Learning among Higher Education Students: Build Start-up Ideas in Next Gen Entrepreneurs and Promote Talents <i>Dara Vijaya Lakshmi, Chaitanya Valaparla</i> | 52 |
| 48 | A study on smart city and urban planning with reference to TMS in digitalized era industry 5.0 <i>Pavani Nallana, Srikar Kalamal, VikeshKinkeri</i> | 53 |
| 49 | A Comparative Analysis of the impact of Digitalization on Stress With reference To Working Women <i>Kavya. J,Prince Kumar, Jisha Kuruvilla</i> | 54 |

| | | |
|----|---|----|
| 50 | An Empirical Study on Different Investment Options for Salaried People and Their Perceptions, with Particular Reference to Bengaluru City <i>Nagesha .C S</i> | 55 |
| 51 | A Study of CRM Strategies and its Impact on Customer Retention in Selected Apparel Retail Outlets of Hassan City <i>Sowjanya Rajesh, Dr. Lakshmi.P</i> | 56 |
| 52 | Service quality of chatbot in Banking-A Review <i>Sheela Margaret D, Dr. Elangovan N, Dr. Sriram, Dr. Vedhabalaji</i> | 57 |
| 53 | A Study on financial service management of HDFC Bank. <i>Sai Vignesh Kumar Devalraju</i> | 58 |
| 54 | Front-Running in Indian Capital Market and SEBI’s Quest to Protect the Interests of Small Traders <i>Ujjawal Anand, Dr. S.P. Srivastava</i> | 59 |
| 55 | Digital Banking Habits among unorganised sector women employees in Bengaluru city. <i>Ms. Shwetha M K, Dr. Suma Singh</i> | 60 |
| 56 | Challenges in the Field of Architecture Academic Entrepreneurship it’s Future in 21st Century Education <i>Alisha Shaw</i> | 61 |
| 57 | A Study of Work Environment related Stress among Female Employees in the Education Sector in Ludhiana City <i>Harneet Kaur, Roohi, Manjeet Kaur</i> | 62 |
| 58 | Impact of Stress on Emotions and Work-Life Balance among Women Teachers in Higher educational institutions <i>Saadia Tarannum, Dr. Anni Arnav</i> | 63 |
| 59 | The Integration of Modern Technologies in Banking Industry 5.0-Recent Trends & Development <i>Prof. Anitha Kumari. B, Dr. Suganya Subramaniam</i> | 64 |
| 60 | A Study on Entrepreneurial Opportunities in Industry 5.0 Built on Blockchain. <i>Arijeet Basu, Anand Kashyap, Anirudh Kumar</i> | 65 |
| 61 | Industry 5.0 and Quintessential Leadership – An insight into select small family-owned businesses in Bangalore <i>Dr. Bhavani .M.R</i> | 66 |
| 62 | Stress Management Strategies of Working Mothers <i>Dr Shobha, Dr Mamatha, Ms Shwetha M K</i> | 67 |
| 63 | Technological Innovations in the Era of Industrial Revolution 5.0 <i>Sara Ajaz, Varnashree Shekar, Shwetha. T. A</i> | 68 |
| 64 | Impact of COVID on NPAs in the Indian Banking Sector: A Case Study of Selected Private Banks <i>Chetna Sharma, Dr. Suganya. S</i> | 69 |
| 65 | Impact of Work Engagement on Moonlighting: Mediating Effect of Psychological Contract <i>Sugnanai Hiremath, Prof. Fazeelath Tabassum</i> | 70 |

| | | |
|----|--|----|
| 66 | A Study on Factors Allure to buy Electric Vehicle – An Empirical Study. <i>Kavitha. G, Poornima .K</i> | 71 |
| 67 | A Study on Prospects for Women workforce in Industry 5.0 – Opportunities and Challenges <i>Dr. Grace Hemalatha</i> | 72 |
| 68 | Does the Information Present on Online Media Reflect a Response To The Stock Market? <i>Neetu Jain</i> | 73 |
| 69 | Society 5.0 and Industry 5.0.: A conceptual study on the emergence of enabling technologies towards sustainability <i>Jyoti Gupta, Dr. Mili Dutta , Dr. Raghavendra K</i> | 74 |
| 70 | Work-Life Balance and Demographic Variables: Evidence from Empirical Analysis of Female Doctors. <i>Gayatri M. P.</i> | 75 |
| 71 | NEP 2020: Possible Challenges and Implementation issues -With Special Reference to Commerce Teachers of First Grade Colleges Under Mangalore University. <i>Prof. Ramakrishna Shetty, Mr. Bhanuprakash</i> | 76 |
| 72 | A study on awareness about Sustainability marketing in Event Management companies with special reference to Bangalore <i>Roopashri V</i> | 77 |
| 73 | A Study on HRM Practices and Its Impact on Teachers’ Job Satisfaction with Reference to Private Degree Colleges Under Mangalore University <i>Mr. Ramakrishna Shetty, Dr. Ganesh Bhat S</i> | 78 |
| 74 | A Conceptual Study on Sustainable Employee Retention Strategies in A Dynamic Work Environment <i>Vimalan R, Prof Dara Vijaya Lakshmi, Prof Bharti Ayer</i> | 79 |
| 75 | Herd Mentality Among E-Retail Consumers <i>Abhishek Duttagupta</i> | 80 |
| 76 | Can Traditional Universities adapt to the realm of Digital Examinations? A review of digital examinations held at School of Management Studies, REVA University, India <i>Prakash Borah, Abhishek Duttagupta</i> | 81 |
| 77 | Technology and its impact on Customer choice <i>Alankita Acharya, OmkarThilak, Avijeeth Suresh</i> | 82 |
| 78 | A study of Data Analytics and its impact on Business growth <i>Sharani.S</i> | 83 |

Operationalising Work from Anywhere Model through Digital Sustainable HRM: A Global Insight

Dr. Nitu Ghosh

Associate Professor and Director, School of Management Studies, REVA University,
Bengaluru, Karnataka, India

Email: nitu.ghosh@reva.edu.in

Abstract

Recent uncertainties have transformed the business environment and work systems disruptively. The decades of morphological transformations in business models and work systems due to digital and technological advancements have operationalised businesses (Kotarba, 2018) in the present context characterised by the impact of covid pandemic crisis. The radical disruptions in work models are the new future of work in the form of remote work models and Work from Anywhere (WFA) model. The pandemic forced many knowledge and technology companies globally to shift from traditional office work to fully remote work policies and this transformation is intended to be permanent future of work for many owing to the business efficiencies accrued from the work arrangements (Yang et al., 2022). However, long term policy decisions regarding remote work mode depends upon various aspects that needs to be addressed and assessed in different economies of the world. Earlier researches have asserted that remote work models can be effective when the network topology involving the collaborative work environment and well-connected organisation structure is implemented at all levels and business divisions (Granovetter, 1973). Organisational Culture and structure that bridges the structural holes in the organisation and builds well networked configurations between people, processes and power-positions can enable effectiveness of remote work models (Uzzi & Spiro, 2005). However, the dilemma is to analyse how long and in what contexts can work from anywhere be effective and viable. Can this become the next future of work permanently? What are challenges that would be encountered in making WFA as the permanent policy for future of work. This paper explores the dimensions of Work from Anywhere (WFA) model and also highlights the challenges involved in implementing WFA as the future of work-system policy through a systematic review. The paper adopts systematic literature review (SLR) research methodology and bibliometric analysis to highlight a summary of pertinent reviews in the context of the review agenda of the paper. Dephi methods and qualitative analysis has been adopted to propose a model. The findings and recommendations regarding the WFA model and its viability are the interesting revelations of this paper that would have immense practical implications in finalising the policy regarding WFA implementation.

Keywords: *remote working, virtual organisations, work home interference, work from home, work from anywhere, flexible work arrangements, post-covid work system, future of work, teleworking.*

The mediating role of Psychological Contract between the Leadership Styles and Employee Performance in Industry 5.0

Dr. Nitu Ghosh¹, Prof. Fazeelath Tabassum²

Associate Professor, and Director, School of Management,
REVA University, Bangalore, Karnataka, 560064,
Email: nitu.ghosh@reva.edu.in

Assistant Professor, School of Management,
REVA University, Bangalore, Karnataka, 560064,
Email: fazeelath.tabassum@reva.edu.in

Abstract

Leadership has continuously highlighted a complex set of phenomena that require an interdisciplinary perspective on social influence. Leadership has a significant influence on the performance of employees in the workplace. The psychological contract is a nonverbal, implicit understanding between an employer and employee that includes unspoken expectations from both parties based on shared cultural, linguistic, and behavioural norms at work (Mueller, 2009). The purpose of this study was to identify and evaluate existing information on the relationship between leadership styles (transactional leadership, transformational leadership, charismatic leadership, autocratic leader, and laissez-faire leadership) and employee performance and the mediation role of psychological contract (relational contract and transactional contract) in Industry 5.0. The study is an empirical analysis. The data collection sources were primary and secondary. A systematic questionnaire is used in this study, comprising questions on employee performance indicators, leadership styles, and psychological contract variables. The findings show that employee performance is highly influenced by leadership styles. Diverse leadership styles influence employee performance differently, and different principles can coexist in the same organization due to the psychological contract's role as a mediator. By including a previously undiscussed mediator role of the psychological contract, the study has helped to establish the relationship between leadership styles and employee performance.

Keyword: Employee performance, Leadership, Psychological contract, Industry 5.0

Role of Branding for Business Schools: A Systematic Review

Kritika Verma¹, Prerna Narwal², Dr Rupali Madan³

¹Student, MBA, J C Bose University of Science and Technology, Faridabad, Haryana, India

Email: krituverma98@gmail.com

²Student, MBA, J C Bose University of Science and Technology, Faridabad, Haryana, India

Email: narwalprerna26@gmail.com

³Assistant Professor, J C Bose University of Science and Technology, Faridabad, Haryana, India

Email: rupalimadan@gmail.com

Abstract

Branding is an eminent element for building a positive reputation & spreading awareness about any firm. This paper talks about the role of branding for B-schools. It is descriptive research that describes the perspective of a B-school as to why branding is necessary, and how it helps them to attract students & build a positive image in their eyes. The main purpose of this paper is to synthesize the objectives of the research (a) to highlight the role of branding for a B-school to attract & retain the maximum number of students and (b) to know the role of brand promotional activities in building brand equity.

Practical Implication: This study suggests that B-schools should opt for branding activities to build positive brand equity & attract potential students. It will assist future scholars in better understanding the branding elements & how they can help the firm.

Keywords: Brand Promotional activities, B-Schools, Branding, Brand Equity.

Prospects for Women Workforce in Industry 5.0

Dr.V.Mahalakshmi

Dean, Management Studies, Panimalar Engineering College, Chennai, Tamilnadu, India

Email: mbadean@panimalar.ac.in

Abstract

The study has depicted the concept of industry 5.0 and its future benefits on women employment. Industry 5.0 is a framework for modern business that has been depicting a relation between humans and technologies. In addition, the industry 5.0 gave an opportunity to develop knowledge depending on huge data. The technology enhanced the chances to take decision for an organisation with accuracy. The study also helps to know that industry 5.0 includes robotics, automation in software, Internet of Things, 3D printing, Big Data and lots more.

Apart from the innovation in technologies, these industries from the twentieth Century have shown their interest in hiring females' employees. Therefore, women have realised the benefits of higher education and skill development in technological aspects. The companies have also pay attention on providing knowledge and training to those female employees regarding industry 5.0. This kind of revolution also introduced women empowerment and equality at workplace. The study also helps to evaluate the sudden alternation of technologies and its effect on workers. Due to a lack of experience and knowledge in this technical field women have lost their confidence to hold their position in the company. In that case, support from higher authority may lead them to gain success in near future.

Keywords: Industry 5.0, Women empowerment, equality at workplace.

Hybrid Robust Fuzzy Techniques and their Applications in Computer Vision

Dr.J.Ravi¹, Dr.R.Umadevi², M.Jayanthi³, A.Nithya⁴, S.Akila⁵, R.Muthukumar⁶

¹Associate Professor, School of Management Studies, REVA University, Bengaluru, India

Email: ravi.jayapal@reva.edu.in

²Associate Professor, School of Science Studies, CMR University, Bengaluru, India

Email: umadevi.r@cmr.edu.in

³Professor, School of Science Studies, CMR University, Bengaluru, India

Email: jayanthi.m@cmr.edu.in

⁴Assistant Professor, Department of Mathematics, M.G.R College (Arts & Science), Hosur, Krishnagiri, Tamilnadu, India

Email: nithimouli1591@gmail.com

⁵Assistant Professor, Vivekanandha College of Arts & Sciences for women (A), Tiruchengode, Namakkal, Tamilnadu, India

Email: akiperiyasamy@gmail.com

⁶Assistant Professor, Vivekanandha College for women, Tiruchengode, Namakkal, Tamilnadu, India

Email: muthukumarvcw@gmail.com

Abstract

Several fundamental concepts for dealing with the fuzzy techniques are demonstrated. According to the proposed method to keeping the membership function in its standard form. In this paper illustrates a new method for solving robust fuzzy using the Hybrid method (HM). In order to maximise the optimum solution for actual robust fuzzy problems, a hybrid distribution method algorithm (HDMA) is also proposed. The minimal value of robust fuzzy computation has been demonstrated using numerical examples. Edge detection methods are used in this robust fuzzy HM. For the identification of accuracy, compared our proposed method to other methods.

Keywords: Hybrid, robust, fuzzy matrix, edge detection.

Online food delivery research: A bibliometric review

Dhanya Mohan.P¹, Dr.Rakesh Krishnan. M²

¹*Research Scholar, School of Management Studies, Cochin University of Science and Technology, Kerala, India*

²*Associate Professor, School of Management Studies, Cochin University of Science and Technology, Kerala, India*

Abstract

Online food delivery and the literature on food delivery go back three decades. The stupendous increase in online and food delivery happened after the pandemic hit the world. This paper investigates the previous literature published on online food delivery from Scopus and the Web of Science database and brings out various avenues of research. Also, this highlights the significant trends in this research area and proposes future avenues of research. The authors conducted a bibliographic study using R studio and text analysis. Network and citation analysis is done using Vos viewer software. The detailed analysis and bibliographic mapping of both the database documents bring about five inferences directing a scope for future research. Most of the studies focused on the perceptions and intentions of usage of OFD users. A study on the platforms and intention to use different platforms is one area for future research. Also, the delivery of ready-to-cook meat and seafood products and the intention to use OFD are significant areas. Trust from the supplier side is a prospective research gap identified from existing literature. A longitudinal and experimental study on OFD is still a gap in the literature. This is one among the limited studies to analyse the previous literature on-demand online food delivery and brings out the unexplored area of research in food delivery.

Keywords: *Online food delivery, technology adoption, food aggregators, bibliometric review.*

Environmental, Social, Governance (ESG) Practices In Private Sector Banks in India

Laxminarayana. M¹, Dr. Manickavasagam.v²

¹Research Scholar, Department of Corporate Secretaryship, Alagappa University, Tamilandu.

Email: researchmaroli@gmail.com

²Research Supervisor, Department of Corporate Secretaryship, Alagappa University, Tamilnadu

Abstract

Private Banks are one important segment in Indian Banking sector. Contribution of the banking sector to GDP is about 7.7% of GDP. Banking sector intermediation as measured by total loan as a % of GDP is 30%. In this contribution, private sector banks also having considerable share. They are playing good highly important role in economic development of the country Climate change and global warming are major challenges in the modern day life. Every individual and organizations are required to get awareness about the challenges of sustainability and global warming.

To protect this environment adoption of ESG practices is highly important, by every individual and business organization. The main objective of this research paper is to examine the ESG practices adopted and implemented by Private Sector Banks in India. The researcher found that even though, private sector banks are trying on profit maximization in their business operations, many private banks are showing more concern about Environment, Social and Governance aspects. But the researcher has observed that the ESG investments made by private sector banks are not up to the expectations. Over 25 private sector banks are coming under the control of RBI. The researcher has selected 5 private sector Banks for this study purpose. The researcher has collected data from secondary sources like Government publications, RBI publications, Bank’s Sustainability reports, Magazines and Journals.

Key words: Economic Development, ESG, Global warming, Private Sector banks, RBI, Sustainability.

Post-Purchase Regret – A Review of Literature

Chandan. A¹, Elangovan N², Jacob Joseph.K³, Kerena Anand⁴

¹PhD Research Scholar, School of Business and Management, Christ University, Bengaluru, India

Email: chandan.a@res.christuniversity.in

²Professor, School of Business and Management, Christ University, Bengaluru, India

Email: elangovan.n@christuniversity.in

³Associate Professor, School of Business and Management, Christ University, Bengaluru, India

Email: jacob.joseph.k@christuniversity.in

⁴Associate Professor, School of Business and Management, Christ University, Bengaluru, India

Email: kerena.anand@christuniversity.in

Abstract

In the consumer buying process, the final stage is post-purchase evaluation, and it is common for customers to experience concern after making a purchase decision. At the stage of post-purchase evaluation, the customer starts evaluating his purchase decision and starts comparing his purchase decision with others. The outcome may lead to satisfaction or dissatisfaction. Customer dissatisfaction from purchase can sometimes lead to post-purchase dissonance, and dissonance often leads to post-purchase regret. The post-purchase regret by a dis-satisfied customer will help the organisation to make an effective marketing strategy and corrective action plan and to learn of problems. Businesses that understand the root cause for post-purchase regret, which in turn has a constructive impact on reducing the regret among customers after making a purchase decision and improving the performance of an organisation. An extensive literature review is carried out for the study, and the same is critically analysed. Henceforth, through this paper, it was tried to explore the many research studies outcomes carried out by different authors and to make this as a base paper for further study in consumer post-purchase regret.

Keywords: *Post-Purchase evaluation, post-Purchase dissatisfaction, post-Purchase dissonance, post-Purchase regret.*

Gig Leaders and Moonlighting

Dr.Aruna¹, Prof. David², V.Sethumadhavan³

Department of Management, Christuraj Institute of Management Studies, Trichy,
Tamilnadu, India

Email: crc_prl@yahoo.com.

Department of Management, Christuraj Institute of Management Studies, Trichy,
Tamilnadu, India

Email: crc_prl@yahoo.com

M.B A (final), Department of Management, Christuraj Institute of Management Studies,
Trichy, Tamilnadu, India

Email: vv.sethumadhavan@gmail.com.

Abstract

It is the study of the latest trends in HR segment. In this study focuses on economical transformation in social-economical system of Job Market. There is a need right understanding of this system which is rapidly growing in labor market. The study can help by increasing traditional forms of job market and new trends. This article proposes the trends, background, and outcome of gig leader, leadership, and moonlighting. In present case, the impact of Freelance work force and short-term contracts are playing main role in financial gains. The pandemic made millions have lost their jobs; the gig market is now soaring. Till date, there is no standard method to find out correct measurement implement in the job market. Companies are enforcing strict measure to control moonlighting, but fail to understand the gig economy.

The concept of work from home has changed a lot in the job market and labor force. In the present situation whether the gig economy and moonlighting can be eliminated from main stream of the job market by giving right financial gains and scope of applying in both non-IT workers and IT sector employees.

Keywords: Gig Economy, freelancer, moonlighting, Labor force and Job market.

Interactive Marketing Technologies Adoption in Indian Retail

Mrs. MariaBoaler¹ and Dr.Pankajakshi. R²

¹ Research Scholar RRC, VTU and Assistant Professor, School of Management Studies, REVA University Bengaluru, Karnataka, India

Email: maria.boaler@reva.edu.in

²Associate Professor and Special Officer, Examination Section, Visvesvaraya Technological University, Annapoorneshwari Nagar, Nagarabhavi, Bengaluru, Karnataka, India

Email: pankajavtubng@gmail.com

Abstract

India retail sector is expected to touch. U.S. dollars 1.5 trillion by 2030 from U.S. dollars, point 8 trillion in 2020. Retailing is one of the pillars of Indian Economy with the Indian Retail Market estimated to be US\$ 600 billion and accounts for about 10 percent of its GDP. This massive growth in Indian retail sector is because of certain advantages like increasing purchasing power of Indian consumers, foreign retailers entering Indian market, emergence of new retail formats, retail convergence, rise of mega retailers, and the government. Policy supports. Hence the Indian retail industry is considered as one of the most dynamic and fast-paced industries. The goal of retail evolution has always been to improve the shopping experience. With the worldwide pandemic acting as a catalyst, digital transformation in the retail business has reached unprecedented heights across disciplines and verticals. Technology has unquestionably changed the retail landscape and altered consumer expectations in a variety of ways. According to NASSCOM India's retail sector report which says that in Indian retail an ongoing digital revolution in the Retail 4.0 era, and it is evolving through technology driven convergence Online plus Offline (O+O) and cooperation among all retail industry actors this is having an impact on market size, jobs, and the nation as a whole. The advancement in retail marketing has led to adopting of innovative and interactive technologies by retailers. Interactivity has been the most important value addition for any retailer. But interactivity was limited only to interaction with salespeople. But now with an emergence of Web pages. Apps. Virtual chat bots, AI, VR. has led to high level of interactivity between the retailer and the consumer. A number of Interactive technologies from a simple whatsapp to advanced AI, VR's have impacted how retailers need them to sustain and compete in the marketplace. Adoption of these interactive marketing technologies has been happening at various levels according to the various requirements by different Indian retailers. This study investigates what interactive technologies were adopted by retailers, trends that are driving the adoption and the challenges for the same. An empirical study will be conducted on fashion apparel retailers to study the impact of interactivity on purchase intention and brand loyalty in retail stores.

Keywords: *Interactive Technology, Omni channel retail/Phygital, Retail convergence, Virtual try-on, AI, VR and chatbots.*

Impact of Work life Balance and Stress Management on Women Police in Visakhapatnam City Andhra Pradesh

Dr. T.Hemalata

Assistant Professor, Ambedkar Institute of management studies, visakhapatnam-530007,
AndhraPradesh, India

Email: hemalata.tattikota@gmail.com

Abstract

Stress has become a part of everyone’s job especially who are performing challenging jobs like women police personnel. Women personnel were more stressed because they have a tough task of balancing work and family life. They undergo a lot of stress while discharging their duties effectively. certainly a work culture that demands round the clock i.e 24/7 availability becomes a very big victimization. The police personnel are required to work on different schedule like day and nightshifts, even on weekends and holiday .This paper aims to discuss the role of women police force how they are managing job and family and also study how they are maintaining work life balance. This study will be incorporated to highlight the challenges in terms of performing domestic activities, long duty hours and work stress. In this paper, both primary and secondary data were collected. Structured questionnaires were used to collect The secondary data was collected from website and reports primary data from the Policewomen through questionnaires.

Keywords: work life balance, Time administration, stress management, women police.

Smart Mobility – A study on Bangalore Metro Rail Corporation Limited Bangaluru

Dr. Hemalatha P¹, Reshma KP²

¹Assistant Professor, Seshadripuram College, Seshadripuram, Bengaluru, India

Email: pshemalatha88@gmail.com

²Assistant Professor, Seshadripuram College, Seshadripuram, Bengaluru, India

Email: reshma.kp27@gmail.com

Abstract

Bangalore is one of the bustling territories where people movement is increasing in day today life for different localities with different needs. Namma Metro is a quick travel framework serving the city of Bengaluru, India. Upon its inauguration, it became the first underground metro system in South India. It's a joint Venture of Government of India and Government of Karnataka is a Special Purpose Vehicle entrusted with the responsibility of implementation of Bangalore Metro rail Project. This paper attempts to examine the performance of Bangalore Metro Rail Corporation Limited in Bengaluru using ratio analysis and required tools from the period 2016-17 to 2021-22 for the period of 6 years the data was analysed from Annual reports of the Bangalore Metro Rail Corporation Limited. The main goal of the study includes analyzing the profitability, recognizing the weak operational areas and company's overall financial performance with suitable suggestion for a better soundness.

Key Words: Financial Performance analysis, Ratio Analysis, Profitability.

A study on Problems faced by the Entrepreneurs in Small Scale Readymade Garments Industries – With special reference to Finance, Raw materials and Labours

Dr.K.Sangeetha¹, Dr.Y.Fathima²

¹Assistant Professor, The Research Centre of Commerce, Fatima College, Madurai, Tamilnadu, India

Email: Sangeetha.commerceca@fcmdu.edu.in

²Professor, Department of School of Commerce Studies, Jain (Deemed-to-Be University), Bangalore, Karnataka, India

Email: yasin fathima@yahoo.com

Abstract

India has already made a name for itself as far as manufacturing of readymade garments is concerned. There are some factors that go into the Indian garment industry's favour such as cost-effective procurement and inexpensive skilled labour and quick adjustment to the kind of apparels that have potential to sell. In the face of such situation the present study aims at analyzing the existing state of the industry and also identifying the problems confronting it especially relating to finance, supply of raw materials and labour. 200 samples using stratified convenient sampling method based on experience are selected for the study. The result derived is “Delay in availing finance ” is the foremost reason relating to financial issues and “High transport cost” is the foremost reason relating to supply of raw material and with relating to labour problems non punctual by labours is the major issue . This study helps the policy maker to frame policies with regarding the issues addressed in the study based on the findings and suggestions.

Keyword: Small scale readymade textiles, Entrepreneur of readymade textiles.

Student Innovators and Digital Entrepreneurship: Post-Pandemic Era in India

Dr.S.JainabZareena

¹AssistantProfessor, SchoolofManagementStudies,

²SathyabamaInstituteofScienceandTechnology, (Deemed to be University), Chennai,
Tamilnadu, India

Email:jainabzareena@gmail.com

Abstract

In developing countries like India, the entrepreneurial aspiration of people has increased to a greater extent. Trading plays a predominant role in terms of developing the economy of the country. The study aims to investigate the role of innovators in the digitalized business environment in India. Aspiring student entrepreneurs and teachers working in Entrepreneurship Development Cell at their respective engineering institutions are the respondents of the study. Primary data was obtained from 10 teachers working in Entrepreneurship Development Cell in the HEI's and 50 students who are only interested in taking up the entrepreneurial career as their profession. The opted technique was convenience sampling. Nowadays people get easily connected with one another using digital technologies. Digitalization has paved the way for healthy entrepreneurial eco system in India. Indian government also takes more initiatives to promote entrepreneurial culture in our nation. The present study would facilitate the readers to understand the predictors of digital entrepreneurship, and its applicability in the post pandemic era.

Keywords: Digital entrepreneurship, Entrepreneurial career, Entrepreneurial eco system, Business environment, online trading.

Brand Placement in Movies: A Successful Strategy for Brand Management

Vishwanatha M.R

Assistant Professor, Presidency Business School, Presidency College, Bangalore, India

Email: mrvishwanatha-mba@presidency.edu.in

Abstract

Background: Companies are constantly looking for new ways to market their brands to consumers as traditional media becomes swamped with advertisements. In this regards brand placement in movies is emerging as one of the key strategic marketing tool explored by many advertisers and corporate houses in recent times. In-film brand placement is becoming incredibly popular all around the world. Branding is evolving into a significant source of income for Indian movies as well. However, there are no proper strategic directions for the stakeholders about the outcomes of the brand placements in movies in India.

Purpose: The main purpose of the research is to analyze the outcomes of brand placements in movies.

Method:A Structural Equation Model was developed using SmartPLS to analyze the effect of the congruence, inclusion in the scene, significance to the plot on brand-event fit, and consequently on attitude towards the brand and purchase intention towards the brand.

Result:It was found that brand placements in movies have a significant influence on attitude towards the brand and consequently on the Purchase intention towards the brand.

The unique contribution of the research:The outcome of the research is of great use to advertisers and companies and other stakeholders who intend to place their brands in the movies.

Keywords: *strategic marketing, Indian movies, SmartPLS, film brand.*

Big data analytics for supply chain

Sinchana.S¹, Shivakumaraswamy.M.S²

¹Student, Department management studies, Reva University, Bengaluru, India

Email: sinchana3113@gmail.com

²Senior manager, Capgemini, Bengaluru, India

Email: shivakumaraswamy@gmail.com

Abstract

This paper aims to examine big data analysis role in today’s business world. In today’s world there is enormous amount of data being accumulated. Big data analytics (BDA) plays a more crucial role in supply chain management (SCM). Big data is consisted of structured and unstructured data which is difficult to handle because it is too large. This BDA is now gaining considerable attention from practitioners and people who research in this field. This paper is designed by referring to articles in the net and by research. So this is basically to realise how important BDA is in the field of SCM. And also the use of BDA in field of organisation and to study it by preparing a systematic literature reviews on it. Finally learning about advanced BDA by the help of some examples.

Keywords: Big data analytics, supply chain management, structured data, unstructured data, practitioners, literature review.

An Empirical Study on Customer Investment Behavior

Mrs. Kavyashree M B¹, Dr. Anupama Sundar²

¹Assistant Professor, JSS Centre for Management Studies, JSS Science and Technology University, Mysuru, India.

Email: kavyashreemb@jssstuniv.in

²Associate Professor, JSS Centre for Management Studies, JSS Science and Technology University, Mysuru, India.

Email: anupamasundar@jssstuniv.in

Abstract

As a developing country, India is becoming economically more powerful and requires huge capital for various developmental activities. To boost investment among individual investors, it is necessary to study the investment behavior of individuals.

Investment decisions are influenced for many reasons. The behavior of investors is not fixed. It changes from position to position and from security to security. Hence, it is necessary to identify the factors that influence investment decisions. This study is conducted to identify the factors affecting the preference for various investment options by investors. The basic objective of the study is to identify the investment behavior among investors and the factors affecting their investment patterns. Information search, Overconfidence, Economic expectations, and General Factors are used as independent variables, while Investment decision-making behavior is taken as the dependent variable.

For this purpose, a survey questionnaire was used to test the hypothesis. A total of 216 questionnaires were distributed in the form of Google forms and hard copies, of which 200 valid answers are chosen for the research.

Keywords: *Overconfidence, decision-making behavior, information searches, economic expectations.*

Role of the Entrepreneur as Strategist

Dr. Adarsh Rath

Director, Sai Gopal Agro Foods Pvt. Ltd., Visiting Faculty, KIIT & NMIET, Bhubaneswar, India

Email: adarsh.rath@gmail.com

Abstract

The entire world and India in particular, is growing rapidly with technology and innovation. Startup culture is building across the country. Micro and Small Enterprises are getting established like never before. Government policies are enabling more companies to be formed so that the economy can be strengthened and unemployment issues can be addressed. Even though India has become the 5th largest economy in recent times, unemployment is still on rise. The gap with country growth, technology intervention and unemployment is the skill gap. Another challenge the country faces is productivity. India being home to the world's young population, it has huge human capital potential, but it needs to be productively utilized.

One of the solutions to the above challenges is to address the lack of ownership amongst the human capital. One thing that makes Entrepreneurs stand out is the conviction they have towards the responsibility they take and that creates the highest level of ownership. The differentiating factor of so-called productive countries is the level of ownership the employees show towards the work they do. A word coined a few years back – Entrepreneurship, is being applied in Industry, Business and also in Education. The purpose is to inculcate the Entrepreneurial characteristics at every level that can result in productivity. All of the above dots can be connected if Entrepreneurs act as Strategists to not just private organizations, government bodies, but also educational institutes and into academics. Entrepreneurs cannot just help in economic growth but also help in generating employment and employability; contribute at policy level; promote aspiring entrepreneurs at business incubation level; bridging the skill gap; increase their productivity and developing the nation as a whole. The paper will discuss the issues, challenges and also the way forward in detail.

Keywords: *Entrepreneur, Skill, Startup, Policies, Schemes, Productivity, Training, Incubation, Academics, Industry, Entrepreneurship.*

Sustainability in Pilgrimage Tourism – Prospects & Challenges

Prof. Manjunath V. S¹, Dr. Madhavi Kappagantula²

¹Asst. Professor(Marketing & Economics), School of Management Studies,

REVA University, Bengaluru, India

Email: manjunath.vs@reva.edu.in

²Associate Professor (Marketing & Systems), School of Management Studies,

REVA University, Bengaluru, India

Email: madhavi.kappagantula@reva.edu.in

Abstract

Religious tourism / Pilgrimage Tourism is one of the popular tourism types, among many. Significantly, it has been drawing more attention in India due to its rich heritage & spiritual background, key deliverables like employment generation, foreign exchange earnings and contribution towards national integration. While developing national infrastructure, environmental impact was explicitly considered. This study focuses on analyzing the prospects and challenges & attaining sustainability at pilgrimage centers and measures to be taken towards negative impact mitigation in India. Explorative research is used to analyze the proposed study. Qualitative data has been analyzed based on the relevant articles from the reputed journals. Though there are many studies conducted on sustainable development, less focus has been made on pilgrimage sustainability. This study tries to significantly fill the gap. Though the information on sustainable development of pilgrimage centers is available, it is very limited. The findings of the study reveal that the increased creation of facilities like infrastructure, accommodation, waste management, etc. would help the pilgrimage centers to sustain. Hence it is suggested that local development bodies. Govt. Authorities & Endowment Departments should align their objectives in developing sustainable practices and ensure the same is supported by all the stakeholders.

Keywords: Religious, Pilgrim tourism, sustainable development & practices, endowment, national infrastructure, environment.

The future of Entrepreneurship Education in INDIA and Covid-19: Scope, Challenges, Role of B-schools, critical assessment and motivate the students

Aditi Aggarwal

Masters in Applied Psychology, Alumni of amity University, Noida, India

Email: aggarwal.aditi53@gmail.com

Abstract

Education is an important factor in determining the entrepreneurial orientation in individuals. Formal education is positively correlated with entrepreneurship. Education and training can have definite role in enhancing entrepreneurship in the context of a developing country like India by enlarging the pool of entrepreneurs. Recognising that entrepreneurship is an innate talent but can also be motivated in the process of imparting education at the higher education levels both at the undergraduate and the post graduate levels. A teacher in higher education engaged in teaching entrepreneurship and identifies a roadmap that could be taken to refine teaching pedagogy to make this subject inspiring and encouraging. During the recent past there has been a growing debate about how well educational systems especially B-schools prepare young management graduates for Entrepreneurship. In the present scenario this debate becomes even more relevant. Should B-Schools lay special emphasis on entrepreneur education in their curriculum? This article will try to explore the future direction of research in entrepreneurial education in India and the need of making the necessary changes. Due to the large global impact COVID-19 has had on society, new entrepreneurial education management practices are required to deal with the change. To showcase this, the article mainly focusing a core objective of the major changes in education and particularly in delivery due to the pandemic. A transformational stage has happened in the process of entrepreneurial education, the article highlights several factors responsible for the dynamism in education. As a result of COVID-19, the change in entrepreneurial education is mandatory to adjust the system.

Keywords: Entrepreneurs, online teaching and learning, B-school, Experiential learning, Teaching methods.

Training and Development as a Critical Success Factor for HR-TQM in Public Transportation

Deekonda Pranaya¹, Dr.P.Sreedevi²

¹ Research Scholar, Aditya Institute of Technology Management, Tekkali, A.P

JNTU Kakinada, India

Mail: pranayadeekonda@gmail.com

²Assistant Professor, Dept of Basic Sciences and Humanities, JNTU Vizianagaram, India

Mail:sreedevi.com@jntukucev.ac.in

Abstract

TQM has been practiced at manufacturing units with production process in most cases which can also be placed and implemented in HR practices with respect to its integrated domains from recruitment to retrenchment. Totality of human resources quality is much evaluated by all organisations and the factors related to training and development facilities have the possible chances to influence HR-TQM at manufacturing and services industries also. Transportation industry is not an exception for achieving TQM of employees impacted by the strategies implemented by training and development. Nevertheless, certain factors of training and development such as Appraisal Methods, Training Quality, Reduction of Learning Time, Technology Update, Effective Management and Consistency are found to be the most influencing factors for achieving HR-TQM upgrade. The research was taken up in APSRTC of Srikakulam district in Andhra Pradesh state. As regards methodology, descriptive design with cross sectional research was adopted for this research. Convenience sampling strategy with self-administered questionnaire was executed for the data collection and the results attained through ANOVA and MultipleRegression Analysis have also been interpreted and certain management implications have also been explored and thereby recommendations are also offered to the related communities on effective quality improvements for all the categories of employees working in public transportation organisation in the study area.

Keywords: Public Transportation, Training and Development, HR-TQM, Srikakulam, Multi regression Analysis.

A study on respondents’ attitude and discernment towards LIC products and services in Visakhapatnam district of Andhrapradesh with reference to LIC of India

Dr.B. Udaya Bhaskara Ganesh¹, Prof. B.MohanVenkataram²

¹Assistant Professor, Department of Management Studies, Gayatri Vidya Parishad College of Engineering (A), Andhra University, Visakhapatnam, India

Email: udayabhaskara@gvpce.ac.in

²Assistant Professor Department of Commerce and Management Studies, Gayatri Vidya Parishad College of Engineering(A), Andhra University, Visakhapatnam, India

Email: bmohanram@gmail.com

Abstract

In life, there are risks and uncertainties. Risk cannot be averted. It involves multi-faced loss. Risk is uncertain and causes financial loss. Man does not have any control over uncertainties. This makes it essential that man thinks in favour of a device to accumulate funds to meet uncertain loss. The main services of the insurance are to provide protection against the possible chances generating losses. It eliminates worries and miseries of losses due to destruction of property and death. Further, it provides capital to the national economy.

The insurance industry of India consists of 57 insurance companies of which 24 are in life insurance business and 33 are non-life insurers. Among the life insurers, Life Insurance Corporation (LIC) is the sole public sector company. Apart from that, among the non-life insurers there are six public sector insurers.

There are 24 life insurance and 33 non-life insurance companies in the Indian market who compete on price and services to attract customers, whereas, there are two reinsurance companies. The industry has been spurred by product innovation and vibrant distribution channels, coupled with targeted publicity and promotional campaigns by insurers.

The present study aimed at how LIC and LIC Products and services penetrated into Urban and Rural Areas and its predominant role in Creating Awareness among the Policy Holders in terms of selection of policy and its unique benefits and also Claim settlement process, term rider benefits etc.

Keywords: Risks and uncertainties, the Insurance industry of India, Life Insurance Corporation (LIC), Awareness, Policy Holders and settlement process.

Students' opinions about online education and career prospects in the context of the COVID-19 pandemic.

Bhakti S Ashtekar¹, Prof Dara Vijaya Lakshmi²

¹Student, School of Management Studies, REVA University, Bengaluru, India

Email: bhaktiashtekar9@gmail.com

²Assistant Professor, School of Management Studies, REVA University, Bengaluru, India

Email: daravijaya.laxmi@reva.edu.in

Abstract

This report is based on an exploratory study that used various e-questionnaires to discover what students thought about online learning with a focus on the Karnataka region and their concerns and dilemmas regarding the job market. Since the corona virus disease (COVID-19) pandemic, the educational system has undergone radical upheaval, with consequences for the labour market. Globally, all educational institutions, both public and private, have embraced the online classroom learning model. The purpose of this paper is to understand the effects of technology adoption on students, the shortcomings of this teaching approach, and whether the learning process is sufficient to prepare students for the job market and the current work environment. In the current research, a survey was carried out. The main objective of this paper is to reflect upon the issues of challenges of online teaching to some extent and to stimulate reflections on effective strategies to enhance academic credibility and future progress of students when they enter into job market. Teaching faculties in higher education must introduce effective learning methods to encourage students to think and engage themselves in active learning and not passively gathering the information from external sources that may not enhance their critical thinking skills. The education institutions policy planners need to emphasize on such course works for students that can make students be job ready after finishing the college, and institutes must focus on career driven trainings, certification programs and provide hands on experience along with the theoretical knowledge.

Keywords: Educational institutions, educational system, teaching approach, online teaching, certification programs and theoretical knowledge.

Impact of Pro-environmental measures on IT Employee’s behaviour at workplace

Meenaz Zaiba¹, Divya Shree²

Assistant Professor, School of management studies, REVA University, Bangaluru, India

Email: Meenaz.zaiba@reva.edu.in

Assistant Professor, School of management studies, REVA University, Bangaluru, India

Email: divyashree.v@reva.edu.in

Abstract

One of the most important aspects of environmental sustainability is to promote health and welfare both today and, in the future, it is necessary to safeguard global ecosystems and conserve natural resources. Environmental issues are perhaps the most relevant part among the 17 sustainable development goals. Pro-environmental behaviour is an individual's attempt to improve and preserve the environment in order to lessen the harm caused by the destruction of nature. A person's pro-environmental behaviour is influenced by a number of factors including demographic ones like gender and years of Education, external ones like institutional, social, economic, and cultural ones, and internal ones like motivation, environmental knowledge, awareness, values, attitudes, emotions, and locus of control, responsibility, and priority. This study is about adopting a green lifestyle that shall significantly improve one's pro-environmental behaviour. However, the effects of environmental commitment, environmental awareness, green self-efficacy, and green human resource management were minimal. Prior research has focused more and more on identifying the impact of pro-environmental behaviour on employee’s related aspects. To analyse the adoptability of pro-environmental, to know acceptability of environmental measures scope of the study is limited to employees of IT sector. Study is based on conceptual data collected from research papers. The result of the study shows that there are some obstacles in our efforts to achieve environmental sustainability, but that does not mean we shouldn’t do our best. The idea of living sustainably can feel daunting, but there are plenty of small changes we can make without much inconvenience.

Keywords: Sustainability, Pro-Environment, Behaviour, Employees.

Impact of Social Media Advertising on Online Purchase Intention

Manasa.N

Research Scholar, CMS Institute of Management Studies, Bharathiar University, Coimbatore,
Tamilnadu, India

Email: manasangowdaphd@gmail.com

Abstract

Social media is now widely used in our daily lives. In particular, this applies to the millennial generation. Social media is still the most practical and straightforward method of connecting with people today. As a result, companies may utilize it as a tool to reach their target consumers through a variety of means, including advertising. The aim of the study is to conduct a survey regarding the impact of social media advertising on the online purchase intention of cosmetics among female consumers and In addition to that knowing cosmetics purchase and social media behavior. This research is carried out considering female consumers in Bangalore who are purchasing cosmetics through an online mode. For this study non-probability technique is been adopted, convenience sampling technique is used. Data was collected through the structured questionnaire from 385 respondents. A total of 21 questionnaires were collected from respondents. Once the data was collected, SPSS program is used by the researcher to carry out analysis. Cronbach’s Alpha test is conducted to test the data reliability, finding the link between social media advertising and online purchase intent is the major goal of the study. The social media advertising had three items i.e. Credibility, Entertainment and in formativeness. There is an hypotheses proposed in the study, The association between the effectiveness of social media advertising and online purchase intent for cosmetics was examined using a Pearson Correlation test. It has been discovered that social media advertising significantly influences female customers' online cosmetics purchasing intentions.

Keywords: Social media advertising, online purchase intention, consumer behaviour.

Digitalization and Industry 5.0 and various business strategies used by Indian Companies

Prof. Renu Sangappa Desai

Department of MBA, Sir M. Visvesvaraya Institute of Technology, Bangalore, India

Email: renusd8981@gmail.com

Abstract

Now-a-days with the advancement of technology, digitalization is seen in almost every sphere of the economy i.e., health, education, research and development, manufacturing, trading and service sector etc. Industry has revolutionized over the years from Industry 1.0 till the recent Industry 5.0. It has undergone many changes and contributed to industrial development with the advancement of technology. But with the advancement of technology, there is an increased need for human intervention in the manufacturing process. Industry 4.0 put forth smart technologies in the form of IOT, AI, cloud computing, cyber-physical systems in the manufacturing process where as Industry 5.0 will show case increased collaboration between human and the smart systems, integration between these two will bring high speed accuracy in industrial automation with cognitive and critical thinking skills of humans to provide personalized experience in manufacturing process. The present study is aimed to find out the various business strategies used by Indian companies to implement Digitalization and Industry 5.0. And data will be analyzed by using various analytical tools like Descriptive analysis, ANOVA and T-test and Hypothesis testing.

Keywords: Digitalization, Industry 5.0, IOT, AI, Cloud computing, Cyber-physical systems, Business strategies.

The Effectiveness of Work-Life Balance in Managing the Stress Level of an Individual in Bangalore, India

Serene Shaji¹, Stephy Shaji²

¹Student, Department of Management Studies, REVA University, Bengaluru, Karnataka, India

Email:sereneshaji98@gmail.com

²Process Executive – Content Development, Bulls Eye Home Builders, Australia

Email:stephyshaji24@gmail.com

Abstract

Today, when the entire world is dynamic in nature with changing needs. Be it in one’s personal life or at the workplace, or in one’s business, it is inevitable to understand the vital role of human beings. In this fast-running world, one has to keep up the pace to be at its peak. The purpose of this study is to bring in more productivity in an individual or in a business by bringing in a hygienic work-life balance (WLB). This article focuses on two ways of looking at work-life balance in an individual to manage the stress that could easily affect the orientation of an individual. In the personal realm of an individual, social life and self-esteem takes an important role in maintaining one’s dignity. Hence, an individual is prone to stress in order to maintain his dignity. The other aspect is related to the career of an individual. An individual, at his workplace or in his business, needs to keep up the dynamicity to maintain the pace and dignity: which would easily lead him to a high level of stress. Through this article, the authors indent to apply the methodology of conducting a survey on two aspects – personal and career-oriented in order to understand the level of effectiveness of work-life balance (WLB) in one’s life. The target respondents of the survey would be 250 working professionals who are living along with their family members in Bangalore, India. This study would surely result in increasing productivity at work and provide job satisfaction to an individual. This study would contribute to creating awareness in reducing the attrition rate in any organization, and thereby, there would be a distinct growth in an individual and business. This kind of growth in an individual and business would surely bring in the holistic growth of a nation.

Keywords: *Work-life-balance (WLB), holistic growth, self-esteem, social life, productivity, attrition rate, orientation.*

Effectiveness of Regional Language in Market Communication Mix on Brand Building of Telecom Sector in Mumbai

Dr. Guru basavaaradhya.s¹, Mr.shahrung shajahan²

¹Associate Professor & Program Manager, *Department of Marketing & IB, Affiliated to AICTE (Autonomous), ISBR Business School, Bangalore, India*

Email: guru@isbr.in

²PG22192, PGDM student, *Department of Marketing & IB, Affiliated to AICTE (Autonomous), ISBR Business School, Bangalore, India*

Email: shahrungshajahan.pg22202@isbr.in

Abstract

Introduction: Marketing is communication and persuading the customer, since India is having varied vernacular languages, it becomes imperative to understand the vitality of this in marketing. This paper analyses the vernacular/regional language, and how it is vital in the effectiveness of marketing communication mix.

Aims and Objectives: The aim of this paper is to know the usage of regional language in telecom industry as marketing mix, to also understand the extent of usage in different levels of communication mix, and also for brand building

Methodology: This study is descriptive in nature; however, quantitative analysis is adopted to analyze data collected through survey. Simple random sampling (91) is used to collect the data using structured Likert scale. The data so collected is used to validate the hypothesis drawn with inference and descriptive statistics

Analysis & Findings: The major results indicate that there is a larger visible positive impact of customer of Telecom Company who uses regional language in their marketing promotional mix. It could be concluded the importance is regional language is principal factor in determining the effectiveness of the communication

Managerial Implications: This study highlights the integration of marketing mix along with regional language as effective tool; hence it can lead major impact on decision makers to formulate more efficient and appealing communication mix.

Keywords: *Marketing communication mix, regional Language, promotional activities & Telecom.*

Study on recruiting and selection process at selected private organisations in the digital Era

Pragun Kumar. Y¹, Dr. Suganya S²

¹Student, School of Management Studies, REVA University, Bengaluru, India

Email: pragun.kumar@outlook.com

²Assistant Professor, School of Management Studies, REVA University, Bengaluru, India

Email: suganya.subramaniyam@reva.edu.in

Abstract

Organizational success in today's modern business climate is determined by the performance of the people who run the day-to-day operations of the firm. Many people are concerned about the process of recruiting and selecting all sorts of personnel for both private and public organisations. Every firm wishes to recruit the greatest human resources in order to fulfil organisational goals and obtain excellent performance from suitable candidates. There are different methods available for the recruitment of people in the field. The goal of this paper is to comprehend the relationship between an organization's recruitment and selection process, as well as its relevance to the organization's growth and effectiveness. A combination of primary and secondary data was used in the study. 47 employees were surveyed for primary data to be gathered. The percentage approach was used to get the results.

The researchers presume that recruiting has a significant impact on the selection of a suitable applicant with the desired set of skills, knowledge, and ability, resulting in cost-effectiveness. Also, for evaluation, researchers use the following criteria: (i) Ability, (ii) Hiring Process, and (iii) Organizational Culture.

Since the last decade, business organisations have focused more on human capital because it is the most valuable and beloved asset. While recruiting prospects, organisations must carefully map out their available human resources because they provide a competitive advantage. For many firms, recruitment has become a logistic of human resource capital. Because of the entry of global corporations, business organisations are improving modern recruiting and selection procedures. This research aims to reveal the recruiting and selection processes in organisations in the context of current circumstances.

Keywords: Business organisations, logistics of human resource capital, recruitment and selection process, excellent performance and organization's growth and effectiveness.

A study on the triumph of the warehouse management system in the Logistic industry’s digitized era towards Industry 5.0 – An empirical study

Prof.Geetha.V¹, Prof. Akshatha. S²

¹Assistant Professor, School of Management Studies, REVA University, Bengaluru, Karnataka, India

Email:Geetha.v@reva.edu.in

²Assistant Professor, Nagarjuna College of Engineering, Bengaluru, Karnataka, India

Email:akshatha42@gmail.com

Abstract

A study is very important to know the functioning of various aspects of marketing. A detailed analysis of each element to know their individual functions and their part in developing product channel distribution. The emergence of Multination Corporation & the portion of planned merchants have been increasing year to year. This is one of the keys for the industry. Most worldwide MNCs are rather short-rate built-up locations linking the intense market at the lowly potential charge and from side to side extremely capable distribution.

WMS is a software and hardware function with the intention of supporting the everyday operation in a warehouse. Premature warehouse management systems can only offer easy storage site functionality. But now warehouse management system (WMS) programs allow central management of everyday jobs such as tracking inventory levels and stock location by means of high-end systems which may contain tracking & routing technologies like broadcasting radiofrequency identification, SAP & voice identification.

In this research work, we will identify the existing performance of warehouse management systems and make out the effectiveness of various technological advancements in warehouse management systems by making the study the concept of distribution and warehouse management systems in the logistics industry.

Keywords: Performance, warehouse management system, logistics, digitization.

A Study on the Influence of Social Media Marketing on Purchase Intentions among Generations Y and Z in the Food Industry with special reference to Bengaluru North District

Ms.Reethu Rachel Raj¹, Ms.Kusuma.N.C²

¹Assistant Professor, Department of Management, Sindhi College, Bengaluru, India

Email: reethurachelraj@gmail.com

²Assistant Professor, Department of Management, Sindhi College, Bengaluru, India

Abstract

The study investigates the influence of social media marketing on purchase intentions among generation Y and Z in the Bengaluru north district's food business. This study investigates how purchasing intentions fluctuate between generations. The research focuses on the generations Y and Z. In comparison to other industries, the use of social media marketing for food industry operations has expanded. The research focuses on the generations Y and Z. The study's sample size is 300 respondents (consumers) from Bengaluru's north region who are members of generations Y and Z. Furthermore, participants in this study are food industry customers who are engaged on social media. The simple random sample approach was used as the study's sampling method. Based on the study goals, hypotheses were created.

The quantitative methodology was employed for this investigation, and it was the only data gathering method used. A correlation analysis was used in this study to examine the influence of independent factors and dependent variables. ANOVA was used to evaluate how the generations Y and Z modify the connection between independent and dependent variables. According to the findings of the study, social media marketing has a greater influence on customer purchase intentions in generation Y than in generation Z. Furthermore, the study shows that online communities and online marketing have a beneficial influence on both generation Y and Z customer purchasing intentions. Finally, the link between social media marketing and customer purchase is moderated by generation Y and Z.

Keywords: Purchase intentions, social media marketing, food industry operations and marketing and customer purchase.

Impact of Information processing biases on sustainable Investment Decisions

Shreekritha¹, Dr. Diwakar naidu²

¹PhD Research Scholar, School of Commerce, REVA University, Bengaluru, India

Email: shreekritha@reva.edu.in

² Professor, REVA Business School, REVA University, Bengaluru, India

Email: divakar.naidu@reva.edu.in

Abstract

A competent investor needs to make different kinds of decisions during decision making process. Quality of investment can be seen in the outcome. There are different theories (traditional and behavioral finance) that present different views on investment decision-making based on rationality. According to the traditional perceptives, rational thinking helps to make the best choices among the different alternatives. So that the rational decision making can enjoy the optimal level of benefit whereas behavioral finance observant, most of the investors still outwardly display behavioral bias and such decisions often tend to be incompetent and irrational. This study aims to investigate how information processing biases impact investment choices in a sustainable context. Heuristics, prospects, personality traits, feelings, emotions, and ecological factors were all considered in this study of behavioral finance phenomenon variables. Investor psychology characteristics that affect wise investing choices include overconfidence, representativeness, anchoring, regret aversion, hindsight, the herding effect, and home bias. The study contributes to the identification of factors that influence the usage of sustainability data and the decision of investors to invest in environmentally friendly companies.

Keywords: Sustainability, investment decisions, heuristic, behavioural biases.

Digital Entrepreneurship: Edupreneur – Gap and Servqual Model Overview

Prof.Shwetha.T.A¹, Sieanna J Fernandes²

¹Assistant Professor, School of Management Studies, REVA University, Bengaluru,
Karnataka, India

Email: shwethata@reva.edu.in

²Student, School of Management Studies, REVA University, Bengaluru, Karnataka, India

Email: 2100163@reva.edu.in

Abstract

Many studies proved entrepreneurship as a key factor for economic growth and also for reduction of unemployment. For being a successful entrepreneur, it is very essential to understand all the concepts that are related to entrepreneurship. In order to meet the market competition and achieve the business goal, every entrepreneur should be updated with the changes that occur in customer's tastes and preferences and also in the market. The purpose of Digital Entrepreneurship is of high topicality as technological developments and advances in infrastructure create various opportunities for entrepreneurs. Society's great attention to new digital business models is opposed to very little research regarding opportunities, challenges, and success factors of digital entrepreneurship. Digital entrepreneurship plays a vital role in empowering an entrepreneur to perform all the activities accurately and effectively. As this is the process of using digital applications, it helps every entrepreneur to increase the market value for his/her product and develop the business both traditionally and technologically. As Information and communication technology (ICT) abilities are important elements of success of a digital enterprise, it is important to know how it helps people to improve their business. This is a basic study which describes digital entrepreneurship in the field of education in detail. This can enable every individual who involves in business to gain knowledge about digital edu-preneurship.

Keywords: Entrepreneur, Edu-preneur, Digital, Information and Communication Technology, Service Quality, Resilience.

Applications of Blockchain Technology in Business: a Literature Review

Shaik BaseeraAnjum¹, Sakshi Sachdeva²

¹ Student, School of Management Studies, REVA University, Bengaluru,India

Email: 2107461@reva.edu.in

²Research Scholar, School of Business and Management Studies, Christ (deemed-to-be University),Bengaluru,India

Email: sakshisachdeva348@gmail.com

Abstract

This study is to review the applications of blockchain technology in business. This research will contribute to developing a comprehensive framework highlighting block chain's state and challenges in business. The goal of this study is to carefully review and arrange the corpus of recent research literature that has either quantitatively or qualitatively examined how block chain technology is used in business. The study's goal is accomplished via a bibliometric analysis and a systematic review that is PRISMA-guided. This study focuses on applications of four primary sectors, i.e., banking and financial services, healthcare, life insurance companies, hospitality, and the tourism industry. Results show that the finance and banking sector is leading among researchers to study block chain technology, and the tourism industry is now taking a fast pace. This study will be helpful for academicians and industrials to take their future course of action.

Keywords: Block chain, finance, banking, healthcare, tourism, tourism, hospitality.

Factors influencing Social Entrepreneurship concerning India

Nagaraju.L.G¹, Dr.Shubha.A²

¹ Research Scholar, School of Commerce, REVA University, Bengaluru, Karnataka, India

Email:nagarajulg@reva.edu.in

²Dean, School of Commerce, Management Studies & Reva Business School, REVA University, Bengaluru, Karnataka, India

Email:deanrbs@reva.edu.in

Abstract

The present study is to identify and understand the factor influencing the decision to start a social impact business in social entrepreneurship. The investigative Method used to conduct quantitative research by using a questionnaire to collect data from 200 students at both bachelor & Master programs level at the school of commerce and management studies, university of REVA. The results indicate two major categories of factors that influence the motivation of social entrepreneurship in the investigated area, namely, those with positive influences (Knowledge of social entrepreneurship, aware of social problems and solved through entrepreneurial activities, Support from Government Support) and those with negative influences(Financial risk, fear of failure, lack of Experience and exposure of social-related projects).

Keywords: *Social start-ups, Social Entrepreneurship, Impact.*

Factors affecting Diffusion of E-vehicles

John Pravin Motha

Assistant Professor, School of Management Studies, REVA University, Bengaluru,
Karnataka, India

Email: johnpravin.motha@reva.edu.in

Abstract

The recent COP27 meeting in Egypt was focused on burgeoning threat of greenhouse gas emission and global warming. The transport sector is the single largest sector contributing to the emission of CO₂(carbon dioxide). In the light of India having the largest number of two wheeler population in the world it becomes more critical for developing countries like India to address the vehicular pollution.

The innovation of e-vehicles is one such option sought to minimize GHG emission. The e-vehicles have nil tail pipe emissions and are noiseless to operate. In spite of these advantages-vehicles have still not been adapted in India to the extent desired. The same trend is applicable to many other developing countries across the world. This paper tries to identify the factors influencing the consumers purchase decision for e-vehicles.

These factors may have a positive or negative influence on the adoption of e-vehicles. Are the factors related only to the physical product features or are there psychological factors in the play influencing consumer decision making?

This paper tries to delve into some of the ‘invisible factors’ and determine if the policy makers and manufacturers to identify ‘Who is the target market?’. Who are the customers most likely to purchase an e vehicle?’

Keywords: *pollution, innovation, global warming, diffusion, psychological factors, decision making process, policy.*

Hydroponic System

Vedanti Nagaria

Student, Department of Business Administration, Mount Carmel College Bengaluru,
Karnataka, India

Email: vedantinagaria887@gmail.com

Abstract

The vertical farming is more sustainable in the long run. Hydroponic farming can yield up to 10 times more produce compared to soil-based farming on the same parcel of land. Put another way, what takes 10 acres of soil-based farms to produce, can be achieved with one acre of hydroponic farms. That can mean 9 acres of land saved from being used for agriculture, each time. The agriculture is a leading cause of deforestation and biodiversity loss, A hydroponic / vertical farm can help reduce soil degradation, soil erosion, fertilizer / nutrient runoff (which causes algal blooms and chokes our water bodies) and can help preserve biodiversity and combat climate change. With a growing population that needs to be fed, there is already tremendous pressure on the earth's forests which are being cleared everyday to accommodate farmlands. Agriculture is the greatest user of freshwater on the planet it uses 70% of all freshwater available. Hydroponic farming however is so efficient that it uses just 10% of water used by soil-based agriculture.

This is due to the fact that hydroponic systems allow recycling and reuse of water and nutrient solutions, and the fact that no water is wasted (Source: How stuff works). Hydroponic farms can provide off-season crops growing in controlled environments allow growing warm-weather crops in the dead of winter and vice-versa. That means ripe red tomatoes in Chicago in December. To organic or not organic, to hydroponic or just stick to dirt? In the end it all boils down to what the consumer wants.

Keywords: Hydroponic Farming, soil degradation, soil erosion, fertilizer/nutrient runoff, off-season crops.

Impact and Growth Analysis of Organic Agribusinesses through the use of Digitization in Uttarakhand

Surabhi Saxena¹, Dr. Suman Viz²

¹Research Scholar: Management Department, SGRR University, Dehradun and Graphic Era Hill University, Bheemtal Campus, Uttarakhand, India

Email: mail2surabhi@yahoo.com

²Professor: Management Department, SGRR University, Dehradun, Uttarakhand, India

Email: sumanvij2000@gmail.com

Abstract

The green economy aim can be achieved through organic production. The objective of the study is to study the opportunities for the holistic development of organic agribusiness in a digital environment and to lead to a green economy. The growth of organic agribusinesses is also not untouched and unnoticed. Monitoring crops and weather conditions through digital means also improves the crop's quality and quantity, which in turn leads to improved and profitable business prospects. Moreover, it helps in packaging, supply chain management, and sales increment. The government of India is also working towards the digital India project. Drones are being used to perform multiple tasks for the advancement of agribusiness such as conducting field analyses, planting, and monitoring crops. The adopted research methodology included the study of the available scientific literature and Government initiatives, followed by analytical studies of available data and information. The study has been done to assess the current state of organic agribusiness in the selected area and the impact of digitization on the improvements in terms of the advancement of production, management, and sales with less harm to the environment, and will also increase the profit of organic agribusinesses due to more economical use of resources. As a result of the study, the outcome of the digitalization of agribusiness in Uttarakhand was identified with a view to transition to a green economy. The improvement of the profitability, awareness and regulatory framework for the development of organic agriculture and agribusinesses is the practical significance of the study.

Keywords: Organic Products, Agribusinesses, Digitization, Green Economy, Technology.

A study on Digital Transformation in Talent Acquisition

Kesavan K.R

Student, CMS Business School, Jain (Deemed-to-be-University)

Email: kesavan_kr21@cms.ac.in

Abstract

Talent acquisition plays a major role in organizations as it involves hiring the right talent and it is the right talent that can help the organization to flourish in business. With right talent in place, tools and technology can also impact the profit margins. There is a lot of digitalization around in every aspect of business these days. The aim of this paper is to study the digital transformation in Talent Acquisition function of Human Resource Management and the impact that it has on the organizations. This qualitative research involves interviewing the Talent Acquisition associates from IT companies. The paper also identifies the skill that is required to adapt to the changes due to digitalization in Talent Acquisition. The paper identifies the positive impact and the disadvantages of adopting digital solutions in Talent Acquisition. The findings indicate that the positive impact associated with embracing digital transformation outweighs the disadvantages. The disadvantages can be suppressed with the ability to embrace change and with a digital mindset. It is also very important for the organizations to understand to what extent digital transformation can be applied because personalization and human touch are also important aspects to be considered. It is always technology with humans that will bring positive impact and not both the aspect individually.

Keywords: Talent Acquisition, Digital Transformation, Digitalization.

Achieving Industry 5.0 through Government 5.0: What West Bengal state sector is thinking?

Chandrajyoti Sen Majumder

Ph.D Research Scholar, Department of Business Management, JIS University, Kolkata, India

Email: chandrajyoti.s@gmail.com

Abstract

Modern civilization demands the right integration of cyberspace with physical space. Recent pandemic-related lockdowns taught how one can get the right dose of online life and offline living to thrive. Going digital is no longer mere technology support but a substantial lifestyle influencer. When human goes digital, not he but his data become the ruler. Interestingly, in nations like Estonia, Japan and Australia, where data was given ultimate priority, there digitalisation has become central backbone.

The study tried to establish how government employees being the implementer of large e-governance initiatives are looking at the challenges and prospects of such digitalisation in West Bengal. The study took cue from facts, India was among the firsts to start Government 1.0 *en masse* with its UPI system and West Bengal was among the first few states in encouraging e-governance in Digital Birth and Death certificates, digital bank transfer of health scheme, as well as smart education in the public sector and thus fast travelled through the next versions. The purpose of the study is to establish true standpoint of the government against the changing paradigm of world towards Industry 5.0 through Government 5.0. Sample studies by personal interviews of government employees of some successful Departments were carried out to understand the psyche behind success or failures of e-governance projects.

Logical conclusions were drawn on statistical studies that debated the conventional thinking that government is lethargic in going for change or lacks in capacity for implementation of technology compared to private sectors.

Keywords: Modern civilization, substantial lifestyle, digitalisation, Industry 5.0, conventional thinking.

The Influence of Celebrity branding on Consumer Purchasing Behaviour

Monisha P.N.¹, Dr. Suganya.S²

¹Student, School of Management Studies, REVA University, Bengaluru.

Email: monisha2k4@gmail.com

²Assistant Professor, School of Management Studies, REVA University, Bengaluru.

Email: suganya.subramaniyam@reva.edu.in

Abstract

Celebrity branding is a marketing tactic that makes use of a celebrity's notoriety and reputation to advance a company or a product. Celebrity branding is one of the world's multibillion-dollar industries. Marketers used celebrities to endorse their products and brands in advertisements in order to increase sales and change the customer's perception of their brand, which has a positive impact on their purchasing behaviour. This research study focuses on celebrity branding and its impact on customer purchasing behaviour and perception of the company's product or brand. This study employs a quantitative approach to investigate the influence of celebrity endorsement on purchasing behaviour. The data from 75 respondents was collected via a questionnaire, and the results were analysed using SPSS.

As respondents, students from various universities were chosen to learn about their perceptions of celebrities and their attributes, as well as the impact of celebrity branding on their purchasing behaviour. It is concluded that celebrity branding is more appealing than non-endorsed advertisements. Furthermore, the tested celebrity attributes show a positive relationship with both purchasing behaviour and brand perception. It also demonstrated that celebrity endorsement has a significant influence on purchasing behaviour. Finally, the study's findings demonstrated that celebrity branding has a significant influence on customer purchasing behaviour.

Keywords: *Celebrity branding, purchasing behaviour, viewer's perception, celebrity attributes, positive relationship.*

Challenges, Opportunities, Success Factors and Effectiveness of Women Enterprises in Rural Vicinity

Dr.Hanumanthu Uday Bhaskar

Assistant Professor, Department of BS&H, Aditya Institute of Technology And Management, Tekkali, Andhra Pradesh, India

Email: hunday.3009@gmail.com

Abstract

Women are a little bit lower than half of the populations in India, but their economic and social interests are not respected due to cultural, historical and attitude barriers. Even if, Indian constitution pertaining to women empowerment is equal power & right in the social, economic and political participation. In India women have been considered as an endangered group of the society as ye, business has been a male-dominated phenomenon. The situation changed and brought women as today’s most memorable and inspirational business makers, even in traditionally male dominated sectors such as construction. Women are now represented in large number in many business sectors. It has been empirically evidenced that women’s participation in small and micro enterprises improves their quality of life, extent of literacy and life expectancy while decreasing their fertility rate. Although women entrepreneurs significantly contribute to the success of an economy in various nations of the world, there are various challenges that hinder their entrepreneurial progress and there is no comprehensive and organized research conducted about the problem of businesswomen, opportunities available for them, their preference of business type, their effectiveness and sustainability and the driving force that push them towards making a business in Srikakulam District of Andhra Pradesh. This project aims to identify major challenges and constraints of women owned enterprises across different key demographic variables. With regard to the business environment, this study assessed the opportunities for women business makers across different key demographic variables and investigated the characteristics of women-owned business enterprises, effectiveness and its contribution to economic development. This research used descriptive design to identify the bottleneck challenges, problem, and opportunities for women business makers and effectiveness of women owned enterprises. Specifically, survey approach with Multi stage sampling technique was applied to take sample representatives. Questionnaires, Interview, Focus Group Discussion and questionnaires were used as instruments for data collection. The tests used for the research were ANOVA and Multiple regressions. The research has explored certain specific managerial implications and submitted the recommendations to the related communities.

Keywords: Businesswomen, MSME, Sustainability, Srikakulam.

Internal communication in Building Employee Engagement

Dr. Jalaja.V¹, Vanaja. V²

¹School of Management Studies, REVA University, Bengaluru, Karnataka, India

Email: jalaja.v@reva.edu.in

²Department of Management Studies, Sindhi College, Bengaluru, Karnataka, India

Email: vanaja.vd@gmail.com

Abstract

The industry employees about 10 million workforces. Most of the IT projects fail not because of technology but because of people. As Human resources are considered as key for the success of any business. It is essential to nurture them regularly. Sound Internal communication plays a vital role in retaining employees and helps in achieving overall development of organization by increasing in employee productivity and employee morale. Employee engagement determines the sustainability. This study helps in understanding internal communication considering organizational culture, and role of internal communication in building employee engagement. This survey is conducted considering employees perspective in IT companies in Bangalore.

Key words: Internal communication, employee engagement, IT sector etc.

A Study on Impact of FII on Indian Stock Market Special Reference To Nifty 50 Indexes Sensex

Dr .V .Prashanth Kumar¹, Dr Sathyanarayana Gardadu²

Department of Management studies, Loyola Academy, Secunderabad, Telangana, India

Email:prashanth.pranith@gmail.com

Department of Commerce and Business Management, Loyola Academy, Secunderabad, Telangana, India

Email: drgsn2019@gmail.com

Abstract

This observe objectives to understand the impact of FII on Indian inventory market indices, which considers the effect of Sensex and Nifty indices and the evolution of FII inflows in India over the past 5 economic years, and is aware the relationship between knowing index and FII, the usage of correlation To study the effect, the use of regression evaluation to acquire records, the use of secondary data and exploratory studies strategies, the research findings are the Nifty index were given elevated and Sensex index additionally got increased and the correlation between the Nifty, Sensex and FII are bad .and the Regress evaluation also suggests that there is much less effect of FII on Nifty and Sensex from the past five financial years it got observed.

Key words: FII, Sensex & Nifty.

A Study on Impact of Data Analytics on Business Operations

Ravikrindi Vamsi Dhanush

Students, Management Student, REVA University, Bengaluru, Karnataka, India

Email: Vamsi.ravikrindi2002@gmail.com

Abstract

In this research paper we will be discussing about the Impact of data analytics on business operations. This Research explains the how Data Analytics will play a major role in the business organization. Data analytics is a method of applying quantitative and qualitative techniques to analyze data, aiming for valuable insights. With the help of data analytics, we can explore data (exploratory data analysis) and we can even draw conclusions about our data (confirmatory data analysis).It argues that in order to understand the potential business impact of a predictive model, an organization must first evaluate the model with technical metrics, and then interpret these technical metrics in terms of their financial business impact. The remaining portion of research we can know about the Business operations and data analytics. Research in operations management has traditionally focused on models for understanding, mostly at a strategic level, how firms should operate. Spurred by the growing availability of data and recent advances in machine learning. There has been an increasing application of data analytics to problems in operations management. Data analytics is important because it helps businesses optimize their performances. Implementing it into the business model means companies can help reduce costs by identifying more efficient ways of doing business and by storing large amounts of data. The techniques and processes of data analytics have been automated into mechanical processes and algorithms that work over raw data for human consumption. In this Data analytics we can know the analyzing the data of the company and percentage of the company. In this paper we can know about business operations, data analytics and we can know the how data analytics will work on the business operations.

Key words: Data analytics, Business operations, Qualitative techniques and Business impacts.

Economic Valuation of Water Resources and Food Security in India

Thipperudrappa.E

Research scholar, Department of Post-Graduate Studies and Research in Economics,
Sahyadri Arts College, Kuvempu University, Shivamoga, Karnataka, India

Email: thipperudrappae@gmail.com

Abstract

Water resource is the most important factor of living and nonliving materials. Water is the source of life. Water and food security undergoes changes with the stage of development reached by the society and development country like India. It is may be visualized to make available minimum quality of food crops and drinking water resources to entire population. According to the Food and Agriculture Organization United Nation, “food security exists when all people, at all times have physical and economic access to significant, safe and nutrition’s food to meet their dietary needs and food preferences for an active and healthy life. Food and water are indicators of human health development. Food production is dependent on water. Water and food are essential for all living beings. Nowadays, the population is increasing all over the world and there is a shortage of clean water and food. Therefore, food and water security is essential for every country in the future. Even though water resources are abundant in nature, there is a shortage of usable water. No doubt there will be food shortages. If people become malnourished and ill, the production of the country will automatically slow down and there will be lack of income, poverty and unemployment. The development of the country will stagnate of its own accord. Therefore, in the future, as India is a developing country, it is essential to preserve food and water for the future. These papers discuss in the details about the concept of water and food security with water productivity in agriculture and also water resource use for crop production valuation in India.

Keywords: water resources, Water security, food security, agriculture, Irrigation, Food grains, UNDP, Poverty.

FlairX Networks initiative on Positive Learning among Higher Education Students: Build Start-up Ideas in Next Gen Entrepreneurs and Promote Talents

Dara Vijaya Lakshmi¹, Chaitanya Valaparla²

¹Assistant Professor, School of Management Studies, REVA University, Bangalore, Karnataka, India

Email: daravijaya.laxmi@reva.edu.in

²Founder and CEO, FlairX Networks, Bangalore, Karnataka, India

Email: chaitanya.valaparla@flairxnetworks.com

Abstract

The study was carried with the coordination with founder and CEO of FlairX Networks, a Bangalore based IT company, in order to promote student involvement and participation in class room lectures and improve the depth of engagement of students in the learning program and to bring out the innovative start-up ideas through ‘A Reality Based Web-Series’ on Entrepreneurship. The major focus is to encourage engagement of students and to promote their active participation. In order to pinpoint areas of students’ learning experiences that could be improved in subsequent versions of the video streaming social network this promotes individual talents to the next level. Access to information and resources, encouragement and support, involvement and cooperation, assessment and feedback, and other aspects of the student learning experience were all examined. It seemed inevitable that academics would experiment with the use of social media as a teaching and learning tool given the global spread of social media in the twenty-first century. For instance, Stone and Logan (2018) recently investigated the potential of social media networks like WhatsApp, Twitter, Facebook, and Instagram to promote active learning among students. It is arguable that the idea that learning is fundamentally a social activity emerged in the age of enlightenment and was heavily emphasized in the work of constructivists in the 19th century rather than with the usage of social media in educational situations (Crotty, 1998; Vygotsky, 1986). This study has important applications on conducting virtual activities for enhancing motivation and encouragement of student-to-student interaction can be considered.

Keywords: FlairX Networks, social media networks, higher education, positive student learning, web series, entrepreneurship, and innovative ideas.

A study on smart city and urban planning with reference to TMS in digitalized era industry 5.0

Pavani Nallana¹, Srikar Kalamal², Vikesh Kinkeri³

^{1,2,3}Students, School of Management Studies, REVA University, Bangalore, Karnataka, India

Email: nallanapavani@gmail.com

Abstract

Smart cities are the technologically developed areas aimed at the provision of sustainability and productivity. Urban planning is the effective and efficient use of all the resources in combination with the goal of establishing the safer and greener surroundings. The main focus of our research is studying about the time and cost constraint of public transportation & TMS with respect to housing communities and workplace hotspots.

The concept that this paper talks about is replacing the conventional delivery system with delivery drones and drone technologies. In drone delivery system, the drones used to carry parcels, food, medical supplies or other items called as UAV - Unmanned Aerial Vehicle. Another concept is about including 2 Lane systems, 1st especially for the logistics and 2nd for the regular vehicles; as a part of TMS - Traffic Management System.

Keywords: Smart city, Urban planning. TMS (Traffic Management System), Logistics, UAV (Unmanned Aerial Vehicle).

A Comparative Analysis of the impact of Digitalization on Stress With reference To Working Women

Kavya.J¹, Prince Kumar², Jisha Kuruvilla³

¹Assistant Professor, School of Management Studies, REVA University, Bengaluru
Email: kavya.j@reva.edu.in

²Student, School of Management Studies, REVA University, Bengaluru,
Email: princekumarreva@gmail.com

³Student, School of Management Studies, REVA University, Bengaluru
Email: kuruvilajisha@gmail.com

Abstract

This study mainly focuses on the impact of digitalization in organizations and industries and the stress management in the working women. Digitalization refers to the changing process of digital enablement in the organization which has taken back the analog process without much differentiation. All the institutions and organization is heading towards digital work process through the use of application and internet sources. The study will enable how stress management is related to digitalization, is digitalization helping in improving the work process or build up the stress in human being especially with reference to women. In the current era, it is found that most of the women are working as professionals in various organizations and sectors across the world. Is digitalization impacting stress on working women? The study identifies the reasons behind the stress caused in working women in various organizations and its impact on working process in the organization. The study is conducted through explorative research with convenient sampling method. The finding of the study would be the comparative analysis of impact of digitalization and stress associated with working women. The stress management tactics used by women in the organization to improve the efficiency and productivity in work process.

Keywords: Stress, Digitalization, Stress Management, Working Women.

An Empirical Study on Different Investment Options for Salaried People and Their Perceptions, with Particular Reference to Bengaluru City

Nagesha .C S

Research Scholar, Department of Commerce, St Joseph’s of Arts and Science (Autonomous),
Cuddalore , Tamilnadu, India

Email: nageshreddy.cs@gmail.com

Abstract

In General perception, the term investment is a type of interest that is being involved in by the salaried individuals who have to do savings i.e. investments are made from their savings, or in other words it is the salaried individuals invest their savings. At present a variety of different investment options are available to investors are banks, Gold, Real estate, post services, mutual funds, stock markets & so on. Investors are always investing their money with different types of avenues and objectives such as profit, safety, appreciation, Income stability and risk involved. The researcher in this study has studied the different types and avenues of investments available and the factors that are required to be considered while selecting the investment with a sample size of 150 salaried employees by conducting the study in Bengaluru City, India. The study finds the preferred investment avenues among salaried individual investors using their own self-assessment test for the purpose. The analysis established that those salaried employees are considering safety as well as a good return on investment as a top priority before investment. Respondents are much more aware of the different investment avenues available in India.

Keywords: Investment, Risk, Analysis, profits, safety, salaried individuals, avenues, appreciation, return on investment.

A Study of CRM Strategies and its Impact on Customer Retention in Selected Apparel Retail Outlets of Hassan City

Sowjanya Rajesh¹, Dr. Lakshmi.P²

¹Assistant Professor, Department of Management Studies, Haranahalli Ramaswamy Institute of Higher Education, University of Mysuru

Email: sowjidbs@gmail.com

²Associate Professor, Department of Management of Business Administration, Vidyavardhaka College of Engineering, VTU

Email: lakshmip@vvce.ac.in

Abstract

The best strategy to expand your consumer base is to make your customers happier. Participants in the apparel sector can expand their customer bases by winning clients' loyalty. The research is based on a strong sample of 122 consumers and 15 store owners in Hassan. Studying CRM elements that affect customer retention techniques and analyzing CRM factors that affect customer retention methods at the chosen apparel retail stores in Hassan City were the goals of the research. The best customer retention techniques to create enduring relationships with customers include special offers, loyalty discounts, friendly discounts, and gifts on high-end purchases, among others. It is advised that the apparel stores in Hassan City should develop their data mining and storage skills. Apparel store owners should calculate the cost of losing a loyal customer.

Keywords; Customer Retention, CRM, Apparel industry, customer retention strategies in Apparel showrooms

Service quality of chatbot in Banking-A Review

Sheela Margaret D¹, Dr. Elangovan N², Dr. Sriram³, Dr. Vedhabalaji⁴

¹PhD Research Scholar, SBM, Christ University
sheela.d@res.christuniversity.in

²Associate Professor,SBM, Christ University
elangovan.n@Christuniversity.in

³Associate Professor,SBM, Christ University
sriram.m@christuniversity.in

⁴Associate Professor, SBM, Christ University
vedha.balaji@christuniversity.in

Abstract

Banking services through chatbots have become the latest strategy adopted by bankers to provide continuous service. Customer satisfaction levels will be increased by providing quality service to the customers. Through chatbots, customers are able to carry out their bank dealings without coming to the bank. This service has reduced the tension of customers waiting in long queues. It is seen that the usage of the chatbot service by the customers is not continuous. Researchers have seen that the quality of service by the chatbot is not meeting the expectation of the customers. Banks are coming up with new technology but they are failing to improve the quality of the service. This paper reviews various literature stating service quality as an important component for satisfaction leading to use continuance. This paper discusses the various dimensions of service quality like reliability, personalization, responsiveness, and assurances and their impact on the satisfaction level and use continuous of the customers.

Keywords: *Service quality, Customer satisfaction, Use continuance, Bank.*

A Study on financial service management of HDFC Bank.

Sai Vignesh Kumar Devalraju

Student, School of Management Studies, REVA University, Bengaluru.

Email: saivignesh0702@gmail.com

Abstract

This research paper discusses about the financial Management on HDFC Bank. The Indian Banking framework has played an important role in the monetary development of India. RBI is a regulatory authority of the banking system in India system. The study is to assess the monetary execution of HDFC Banks and the financial services of HDFC Bank. The fundamental goals of the Study are to assess the financial performance of HDFC Bank. The Study Covers the time of 4 years from 2019-2022.

Keywords: Financial Management, HDFC Bank, Indian Banking framework, financial performance.

Front-Running in Indian Capital Market and SEBI’s Quest to Protect the Interests of Small Traders

Ujjawal Anand¹, Dr. S.P. Srivastava²

¹Research Scholar, School of Law and Governance, Central University of South Bihar, Gaya,

Email: uanand411@gmail.com

²Professor, School of Law and Governance, Central University of South Bihar, Gaya,

Email: sanjayprakash@cusb.ac.in

Abstract

With the advent of internet in the late 1990s, a new tech revolution started in India. The following decade, financial market in India saw a new kind of trading emerge - Algorithmic Trading¹ (AT). On 3rd April 2008, SEBI started allowing Direct Market Access facility. Today, algorithmic trading in India stands at around 50% of the daily trading volume at both NSE and BSE.² But, with this swift growth in usage of algo – trading, financial market regulators saw the advent of manipulative trade practices like 'front – running'. The growing malpractice of Front-Running has not only impacted the market dynamics where the small traders are being exploited by High-Frequency Traders, but it can have major economic impact for our country. The research-paper tries to provide new insights in the applicability of proposed measures by analysing the loopholes and suggesting improvements in the implementation of the measures. The research-paper uses the doctrinal research methodology. The results show that the measures proposed by SEBI in its Discussion Paper do not give an execution plan to any of its proposals and it comprises of genuine dangers like winding down off traders and adverse selection costs. Unique contribution of the research is that this research will provide new insights in the applicability of the proposed measure in containing the menace of front-running, as this research has gone through a number of cases and comparative studies, which have shown diverse results of the application of the proposed measures in different stock markets around the world.

Keywords: Front-Running, Algorithmic Trading, High-Frequency Trading, Capital Market, SEBI.

Digital Banking Habits among unorganised sector women employees in Bengaluru city.

Ms. Shwetha M K¹, Dr. Suma Singh²

¹Lecturer, Department of Economics, Jyoti Nivas Pre-university College, Bengaluru.

Email: mkshwetha11@gmail.com

²Associate Professor, Department of Economics, Mount Carmel College (Autonomous), Bengaluru

Email id:sumasingh@mcblr.edu.in

Abstract

The last two decades have seen several digital innovations that have made banking more accessible to customers. Digitalization has redefined banking operations, products and services. Customers can perform transactions smoothly with higher speed, accuracy and convenience. Digital banking has paved way in change of banking transaction from traditional system to online process. Digital banking provides to their customers financial products and information through their laptops and mobile phone. This raises the question of how far these electronic banking reforms impact the women working in unorganised sector. The present study has been undertaken to analyse the extent to which women working in unorganised sector are aware of digital banking services. The research paper analyses the factors that attracts to digital banking. It makes a sincere effort to identify the problems faced by women working in unorganised sector while using digital banking services. A sample of 100 women working in unorganised sector from Bengaluru were chosen as respondents for the study. The convenient sampling technique is used for data collection, and for the analysis of the data SPSS has been used. The Reliability test, Friedman test and correlation were used to analyse, compare and interpret the data.

Keywords: Digital, innovation, digital banking, women, unorganised sector.

Challenges in the Field of Architecture Academic Entrepreneurship its Future in 21st Century Education

Alisha Shaw

M.Arch Urban Design, MBA Alish Urban Studio Vice President, Assistant Professor, Head Architect, Urban Designer, Researcher, Writer, Bilaspur, India, MBA Manipal University, Jaipur India

E-mail address: alishashawphd@gmail.com

Abstract

"There is no teaching without regular experimentation-author" Entrepreneurship is a motive for the upliftment of overall society leading to the progress of generation present to future genesis by updating ourselves starting from micro-supportive digital equipments to massive systems. "Academic entrepreneurship should involve institutional development by enhancing the quality of technology to reach the students effectively". The practical learning is necessary for professional industrial attraction towards the candidates which can be scheduled as per interaction between students and faculty regular intervals. Architecture Academics Challenges and Development in 21st Century Architecture Education study involves - science, structures, construction techniques , human comfort environment , Architecture History , Bye-Laws , studio work , workshop, activities , market research , industrial learning. My aim is to study teaching practices to improve classroom and studio teaching practices for equal balance of theoretical and practical knowledge of Architecture by developing teaching methodologies with help of contemporary technologies its impact on Academic Entrepreneurship development of institute. Methodology-The different "Self Invented Architectural Teaching Methodology" researcher has applied in her professional academic career in architecture during Pre-Pandemic, Pandemic and Post Pandemic which motivated her to develop technological derivable tangible and intangible for delivery of knowledge to Architecture Students. The researcher conducted case studies and literature study of current teaching plans and architecture pedagogy being incorporated in various design institutes nationally/internationally in 21st Century. Conclusion-The students got Award, Recognition and Placement in National and International Brands after author adapted her "Self-Invented Architectural Teaching Methodology" while working in Architecture Academic Practice as Assistant Professor in several architecture colleges in India since 2018.

Keywords: Architecture Teaching Methodology, Architecture Contemporary Technological Learning

A Study of Work Environment related Stress among Female Employees in education Sector in Ludhiana City

Harneet Kaur¹, Roohi², Manjeet Kaur³

¹Student, Sri Aurobindo College of Commerce and Management, Ludhiana

Email: harneetkaur8880@gmail.com

²Research Scholar, Punjab Agricultural University, Ludhiana

Email: roohiprasher21@gmail.com

³Senior Research Fellow, Punjab Agricultural University, Ludhiana

Email: Kaurmanjeet2694@gmail.com

Abstract

In today's dynamic and competitive work environment, stress is emerging as a growing issue in organizations. The term stress relates to the body's general response to environmental situations. Occupational stress occurs when there is a discrepancy between the demands of the workplace and an individual's ability to carry out and complete these demands. Steps should be taken by all the organizations to reduce stress in the workplace by offering a safe working environment. The study aims at finding out the variables causing working conditions related stress and the various stress coping techniques utilized both at individual and organizational level. For the research purpose 50 female employees from education sector were selected on random. Primary data was collected with the help of structured and non-disguised questionnaire. The findings reveal that major cause of workplace stress is workload. Employees believe that they are overburdened due to more administration and paper work. Organizations offer coping strategies such as flexi-time, job design, recreation center, make life easier perks etc. and employees engage rest, sleep, meditation, entertainment, travel and therapy to overcome stress.

Keywords: Working conditions, Stress, Female, Education sector, Coping strategies.

Impact of Stress on Emotions and Work Life Balance among Women Teachers in Higher educational institutions

Saadia Tarannum¹, Dr. Anni Arnav²

¹Research Scholar, School of Management, Presidency University, Bengaluru

Email: saadia2samir@gmail.com

²Associate Professor, School of Management, Presidency University, Bengaluru

Email: anni.arnav@gmail.com

Abstract

Stress is known to be present in every individual's life. Be it an individual, a group of individuals, a profession or an organisation. Stress at work is a regular outcome of daily job activities for every working professional. Stress plays an essential role in individual's work life. Stress can change the work dynamics and result into negative outcomes. Work related stressors are longer working hours, toxic work environment, mental and physical strain etc to name a few. It's essential to know its impact on the employees and learn how to manage stress.

Background: Education industry is one of the most dynamic industries. Its highly prone to changes in content, curriculum, target audience and ever changing education policies. This dynamic nature of the education industry puts teachers under high work pressure irrespective of the gender. This paper focuses on the women teachers alone in the higher educational institution.

Purpose: the purpose of this research paper is to understand the impact of stress on emotions and work life balance among women employees in higher educational institutions. Its seen that women teachers have additional stress in managing their work and personal life. This study shall help the women teachers to regulate their emotions and understand their stressors.

Method: the research paper shall be analytically studied based on a specially designed questionnaire, focussing on the women teachers in higher educational institutions as a sample for the study.

Unique contribution of the research: this research helps the education industry in knowing its Human Capital. The results can help the women teachers to become emotionally intelligent and understand the impact of stress on strike a balance in work life.

Keywords:: *Education industry, working professional, Stress, education policies, teachers, emotionally intelligent.*

The Integration of Modern Technologies in Banking Industry 5.0- Recent Trends & Development

Prof. Anitha Kumari. B¹, Dr. Suganya Subramaniam²

¹Assistant Professor, REVA University, Bangalore, India

Email: anithakumari.b@reva.edu.in

²Assistant Professor, REVA University, Bangalore, India

Email: suganya.subramaniyam@reva.edu.in

Abstract

This study defines the goals of banking 5.0 and its relationships with industrial and social developments. Banking 5.0 is a powerful engine which is the starting point of the customers' changes increasingly needed for services and business models in financial services. Banking 5.0 is not only part of the industrial revolution. It has value in innovating the business models of banking. Robotics and automation have created paradigm changes in the worldwide banking industry during the past decades. The Fifth wave of Entrepreneurship could accomplish our approach to the integration of modern technologies and development with expectations and radical changes. In line with the Industrial Revolution 4.0's improvement required for the banking industry to be further strengthened, Industry 4.0 instruments, such as the internet, digitisation, block chain, additive manufacturing, artificial intelligence, swarm integration, robots, innovations in energy, biotechnology, virtual and enhanced reality, are likely to change. This study creates a conceptual framework for Industry 5.0; finally, the initiative and implementation of an integrated Industry 5.0 model in the banking industry. This study presents the history of banking development over time coordinated with business and social world changes. This article analyses the challenges, opportunities, and trends of banking 5.0 and details the critical success factors of banking 5.0. The researchers aim to define the organization's existing business model concept since it is one of the main factors in banking 5.0. The study presents the attention is devoted to the roadmaps for successful innovation and the innovation acceptance model.

Keywords: Industry 5.0, banking industry 5.0, Robotics and Automation, Digital Transformation, Integration of Technologies, Banking development.

A Study on Entrepreneurial Opportunities in Industry 5.0 Built on Blockchain.

Arijeet Basu¹, Anand Kashyap², Anirudh Kumar³

¹Student, School of Management Studies, REVA University, Bengaluru, Karnataka, India.

Email id : arijeet_basu@yahoo.com

²Student, School of Management Studies, REVA University, Bengaluru, Karnataka, India.

Email id : executingb@gmail.com

³Student, School of Management Studies, REVA University, Bengaluru, Karnataka, India.

Email id : 2103532@reva.edu.in

Abstract

In this research paper, we will discuss the importance and applicability of blockchain technology in Industry 5.0. We will also highlight some of the new entrepreneurial opportunities that Web3 and Industry 5.0 are opening to the world. The paper will provide a comprehensive overview of what block chain is, what Web3 is, how it applies to Industry 5.0, and how future entrepreneurs can leverage the new opportunities and technologies to capitalize and monetize their business model. We will also talk about how the integration of Block chain into Industry 5.0 will impact the customer. We will talk about token omics as this is a big step towards the decentralized internet. The current global internet is mainly dominated by a few companies like Google, Microsoft, Meta, etc. and all user and personal data is stored on centralized servers that have a single point of failure, leading to global outages and data breaches. The research paper will also highlight on some business models such as decentralized autonomous organizations, and the challenges that will be faced in the future. The research paper includes secondary data sources related to Block chain and Industry 5.0. The goal of the research is to find decentralized, viable, and sustainable solutions to the problems of Industry 5.0. The research results and suggestions for future entrepreneurs in the field of Web3 and Industry 5.0 are also included in the research.

Keywords: Industry 5.0, Blockchain (BC), Entrepreneur, Web3, Smart contracts (SC).

Industry 5.0 and Quintessential Leadership – An insight into select small family-owned businesses in Bangalore

Dr. Bhavani.M.R,

Associate Professor and Coordinator – School on Education, Chanakya University, Bangalore

Email: bhavani.mr@chanakyauniversity.edu.in

Abstract

Family-owned businesses have a pivotal role in terms of their contribution to the growth of Indian Economy; considering that over 79% of the GDP is contributed by family-owned businesses in India. A family-owned business is not restricted only to large corporates, but encompasses nano, micro, small and medium enterprises too. These businesses have faced several internal and external impediments during their journey. Among many external factors that snag the growth of the enterprise, the impact of Industry 5.0 seems to be the most critical factors. Industry 5.0 complements Industry 4.0 in shifting the focus to society-centric business practices, driven by technology. Industry 5.0 rests on three key pillars – human centric, resilient, and sustainable organisations (European Commission). A strong strategy driven by great leadership is imperative to the success of any firm.

The leadership is responsible for driving innovations, thereby building competitive advantage for the firm. The traditional small family-owned businesses have been in crises over the last decade, owing to drastic changes in business environments. Proactive leadership is imminent to building a sustainable and resilient organisation.

The objective of the study is to understand elements of quintessential leadership that drive successful small family businesses and challenges envisaged in adapting business towards Industry 5.0. The outcome of the study will identify and benchmark leadership styles, transition readiness, and successor preparedness of the select companies. An in-depth qualitative study on leadership will be undertaken in 5 small companies that are managed as family business. The Grounded Theory method of qualitative data analysis will be used to analyse data and draw interpretations.

Keywords: Small family business, Industry 5.0, Quintessential Leadership

Stress Management Strategies of Working Mothers

Dr Shobha¹, Dr Mamatha², Ms Shwetha M K³

¹Department of Commerce, St. Aloysius College (Autonomous) Mangaluru,

Email: shobhanchan@gmail.com

²Department of Business Administration, St. Aloysius College (Autonomous) Mangaluru,

Email: mamthasanil21@gmail.com

³Research Scholar, Department of Economics, Jyoti Nivas Pre-university College, Bengaluru.

Email: mkshwetha11@gmail.com

Abstract

Working mothers juggle many responsibilities and play many roles to maintain stability between work and family. A study reveals that average working mothers' outs in nearly 100 hours of work a week between the home and the office. Perceiving their responsibilities both at home and work place, most of them undergo a lot of stress. According to 2020 data from Maven and Great place to work, nearly 9.8 million working mothers reported experiencing burnout i.e., almost 30% more than working fathers. With this regard in today's competitive world, work life balance and stress management for working women is absolutely necessary to strike a balance between professional work and personal life. This helps in reducing disharmony between official and domestic life. In this paper we review stress in work place and at home, factors creating stress for the working mothers and what they do to minimize stress. This research paper analyses the different types of stress experienced by working mothers. It makes a sincere effort to explore strategies adopted by the working mothers to manage their stress level. A sample of 100 working Mothers from Mangaluru and Bengaluru are chosen as respondents for the study.

Keywords: *working mothers, work life balance, workplace, stress management, strategies.*

Technological Innovations in the Era of Industrial Revolution 5.0

Sara Ajaz¹, Varnashree Shekar², Shwetha T A³

¹Student, School of management studies, REVA University

Email: 2103985@reva.edu.in

²Student, School of management studies, REVA University

Email: 2105873@reva.edu.in

³Research Scholar, Assistant Professor, School of management studies, REVA University

Email: shwethata@reva.edu.in

Abstract

For the past ten years, Industry 4.0 has been offered to address both the industry's strengths and weaknesses; now, Industry 5.0 is finally here. Industry 4.0 is constrained by the increased productivity brought on by smart manufacturing. By using customised products, the industrial revolution is raising client happiness. Industry 5.0 is necessary in contemporary business with the paid technology advancements in order to get competitive advantages. The opportunities, restrictions, and potential directions for future study related to industry 5.0 are discussed in this paper. Since Industry 5.0 will place less emphasis on technology and presume that the basis for progress is built on cooperation between humans and robots, it is a paradigm shift that brings about resolution. The purpose of the article is to examine industry 5.0's potential uses. In the beginning, the definitions of industry 5.0 and the cutting-edge technology needed for this industrial revolution are discussed. The applications made possible by industry 5.0, such as those in healthcare, supply chains, manufacturing production, cloud manufacturing, etc., are also discussed. Big data analytics, the Internet of Things, collaborative robotics, blockchain, digital twins, and potential 6G systems are the technologies covered in this study. The socio-technical systems theory, skill-biased technological development, and political economy of digital transformation are three of the major theoretical viewpoints that I highlight. This article will provide critical views about the elements that will characterise the job of the future, in terms of skills, creativity, and chances for autonomous employees, drawing on results from a wide range of theoretical and analytical viewpoints. To fully understand the problems generated by organisations among the robots and people in the assembly line, the study also contained challenges and problems that were looked at in this work.

Keywords: Industry revolution, Internet of things, Technologies, Robotics.

Impact of COVID on NPAs in the Indian Banking Sector: A Case Study of Selected Private Banks

Chetna Sharma¹, Dr. Suganya.S²

¹Student, School of Management Studies, REVA University, Bengaluru.

Email: chetnak8822@gmail.com

²Assistant Professor, School of Management Studies, REVA University, Bengaluru.

Email: suganya.subramaniam@reva.edu.in

Abstract

For the Indian economy, COVID-19 has been a major setback, especially for the banking industry and its nonperforming assets (NPAs). At the macro level, the entire nation has been impacted. Before COVID-19 broke out, the economy was in a precarious state, and now that it has shut down due to a lack of business activity and the ongoing national lockdown, things could get even worse. A period of economic disruption is occurring as a result of the lockdown due to the country's large population, heavy reliance on casual labour, and unregulated banking. The current article highlights how the COVID-19 scenario has affected the Indian economy and its banking industry.

The paper is an analysis of secondary data based on a number of published research articles on the COVID-19 pandemic outbreak and NPA. The study also examines many planning initiatives undertaken by the Reserve Bank and the government of India to enhance both the national and state economies. In order to study the relationship between NPAs, advances, and profitability as a result of COVID-19 and the effects of the government's and RBI's actions on the Indian banking industry. Five-year case study of private banks, from 2015–16 to 2020–21 has been considered for the study.

Keywords: COVID-19, non-performing assets (NPAs), Advances, and profitability Indian banking industry, private banks.

Impact of Work Engagement on Moonlighting: Mediating Effect of Psychological Contract

Sugnanai Hiremath¹, Prof. Fazeelath Tabassum²

¹Student, School of Management, REVA University, Bangalore, Karnataka

Email: sugnanihiremath@gmail.com

² Assistant Professor, School of Management, REVA University, Bangalore, Karnataka,

Email: fazeelath.tabassum@reva.edu.in

Abstract

The concept of engaging employees is becoming increasingly important in today's highly competitive and dynamic business environment. Many organizational managers enforce strict work rules, believing that the anxiety of employees has a chance to reduce their work engagement. From a psychological point of view, Saks (2019) divides engagement into two levels, including attention and commitment. Relational psychological contracts that are built on a foundation of long-term social and emotional integrity (such as loyalty, support, etc.) are positively correlated with how much employees are trusted and how much they feel like they belong to the organization.

Employees perceive more extrinsic motivations from the employer, such as compensation, rewards, and promotions, because transactional psychological contracts are based on the economic exchange without much emotional engagement (Rousseau, 1990). The aim of the study is to identify the impact of work engagement on moonlighting. The study also investigates the mediating role of a psychological contract (relational contract, transactional contract) between work engagement and moonlighting. The study is an empirical analysis. The data is collected from primary and secondary sources. During the data collection, the participants will fill questionnaire including the scale of work engagement, moonlighting and the psychological contract. The finding of the study will show the impact of work engagement on moonlighting and the mediating effect of the Psychological Contract.

Keywords: Employee engagement, Psychological Contract, Moonlighting, Relational contract, Transactional contracts.

A Study on Factors Allure to buy Electric Vehicle – An Empirical Study.

Kavitha .G¹, Poornima .K²

¹Assistant Professor, Seshadripuram College, Bengaluru City University, Bangalore,

Email id: *kavithagangaraju6@gmail.com*

²Assistant Professor, Seshadripuram College, Bengaluru City University, Bangalore,

Email: *poornimabeml24@gmail.com*

Abstract

To confront with the rising fuel prices and multiplying population, people have started to confide on electric vehicles as easier medium of transportation. EVs are economical to ride and maintain as they run on batteries. Rigorous emission rules and augmenting environmental awareness are expected to nourish the demand of EVs. Furthermore, automobile industry has boarded their efforts to add EV's to their product portfolio. The Government of India has come up with many schemes, special electric mobility zone, tax reduction etc. to encourage EV purchase. Uncertain consumer behaviour associated with higher costs of EVs and the issues about inadequate charging infrastructure is major encumbrance to growth of this sector. This paper aims at know the perception of potential consumers on electric vehicles and to understand what are the motivating factors that buyers consider while purchasing electric vehicles.

Keywords: *Electric vehicles, Pollution, awareness*

A Study on Prospects for Women workforce in Industry 5.0 – Opportunities and Challenges

Dr. Grace Hemalatha

Assistant Professor, Shridevi Institute of Engineering and Technology, Tumakuru

Email: graceprabhu2000@gmail.com

Abstract

Industry 5.0 is a revolution in which humans and machines work together with the purpose of refining the effectiveness of production in the industry. Human workforces and widespread robots will enhance the productivity of manufacturing in industry. The key slogan will be interaction and collaboration between humans and robots. Machine intelligence and human creativity will work hand in hand. In order to implement industry 5.0 for the companies, the workforces should be equipped with proper knowledge in the field of artificial intelligence and robotics about interaction among the machines as well as operators. Women are experiencing potential job losses and gains, the jobs are displaced by automation. Today jobs are changing as it required to have updated skills and knowledge to equip themselves to recent technologies that will be used in their work. Women are well represented in fast-growing industries; the ways in which they work are likely to change as workplaces increasingly adopt new technology. To adapt to the new world of work, women will need to be capable, movable, and technical expertise. Women are pruned to face some challenges like lack of positions of supremacy, sexism, racism and monetary disparity, balancing both profession and motherhood, difficulty in access to equal opportunity etc. This paper examines the various prospects available for women in industry 5.0 and also about the opportunities and challenges that lies ahead of them in industry 5.0.

Keywords: Industry 5.0, humans and machines work, interaction and collaboration, Machine intelligence and human creativity.

Does the Information Present on Online Media Reflect a Response to The Stock Market?

Neetu Jain

Research Scholar, Department of Management, Babu Banarasi Das University, Lucknow

Email: neetujainism@gmail.com

Abstract

Internet users are two billion. In the last two decades, the world has been profoundly impacted by the technology revolution. The Indian stock market has mirrored these movements. These investigations of investors' reactions are also under this researcher's scrutiny. In this study, information is analyzed that was gathered from online news articles as well as other social media sites. The research is based on the number of trading days and the trading habits of investors. This information will be categorized based on the impact that news has on the internet and social media, and this study will also provide an overview of the distribution of investment-related information in emerging stock market nations and developed stock market nations. The subject of this researcher's research and analysis is the way that the market responds to information that is made available through social media and the internet. The above study is a qualitative descriptive literature evaluation of several datasets on the modern investor, the stock market, and social media. Research found that investors may utilize data from mainstream media, the internet, and social media to make short-term investing decisions; however, these sources explain just a percentage of the variation in stock prices. If investors base their selections on data they obtain online, the study's conclusions will prove helpful.

Keywords: Indian Stock Market, Internet information, social media, Investors.

Society 5.0 and Industry 5.0.: A conceptual study on the emergence of enabling technologies towards sustainability

Jyoti Gupta^{1,3}, Dr. Mili Dutta ²,Dr. Raghavendra K³

¹Assistant Professor, REVA University, Bengaluru

Email: Jyoti.gupta@reva.edu.in

²Assistant Professor, BIT Mesra, Ranchi

Email: milidutta@bitmesra.ac.in

³Professor, Sri Venkateshwara College of Engineering, Bengaluru

Abstract

As a result of the pandemic's effects, companies are concentrating on creating more sustainable products and practises which has led to emergence of Industry 5.0. The goal of Industry 5.0 is to use the creativity of human experts in collaboration with efficient, intelligent, and accurate machines, to boost output and provide individualised products on the fly. Industry 5.0 is projected to benefit from a plethora of innovative technology and applications. It emphasis the integration of AI into all facets of society in order to elevate human lifestyle, as a result of rising demand for customised products among consumers.

Society 5.0 is envisioned as a human-cantered society that, through the high degree of merger between cyberspace and physical space, will be able to balance economic progress with the resolution of social problems by providing goods and services that granularly address manifold latent needs regardless of location, age, gender, or language to guarantee that all citizens can lead high-quality lives. It emphasises the use of human labour in manufacturing, decentralised operations, data-driven supply chains, and extreme personalization of products and services towards the growth of value driven society 5.0. The technologies supporting industry 5.0 includes human-centric solutions and human-machine-interaction, Bio-inspired technologies and smart materials, Cyber safe data transmission, storage, and analysis technologies, Real time-based digital twins and simulation, technologies for energy efficiency and trustworthy autonomy. The paper is an attempt to understand these technologies and their role in the development of industry 5.0. It also investigates the challenges such as social dimension, political and government, scalability and economic dimension posed by the implementation of these technologies and application in the growth of society 5.0. The study is conceptual based wherein a rigorous study of recent published articles and paper has been done and as a result of which a framework is developed to show the growth of industry 4.0 to industry 5.0 leading to the development of society 5.0 .For any country to develop and prosper industry is the only contributor for providing jobs, prosperity and economic development. The economy's goals, such as productivity and competitiveness, should be considered but balanced with the environment and society's values. The industry should always develop innovative process and technologies wherein it should lead to the development and growth of sustainable society i.e. society 5.0.

Keywords: industry 5.0, Society 5.0, Sustainability, Enabling technologies.

Work Life Balance and Demographic Variables: Evidence from Empirical Analysis of Female Doctors.

Gayatri M. P.

Research scholar, Dept. of Studies in Business Administration, V.S.K. University, Ballari, Karnataka.

Email: mp.gayatri@gmail.com

Abstract

To compose one's happy life it is very important to uphold a right balance between work and life. In this regard, the paper focuses on studying the influence of demographic variables such as marital status, family type, and age on the work life balance of female doctors. To reach this objective, the study focused on four dimensions such as Work, Personal, Family and Organisational factors with few items. The study was carried out using a structured and administered questionnaire distributed to 105 female doctors working in health sector. The researcher has found that there is a significant difference in mean between two groups, married and unmarried female doctors when considering family and organisational factors. It was also found that there is no significant difference in the mean between two groups of female doctors belonging to nuclear and joint families when considering all the factors as a whole. In addition, it was also observed that there is no significant difference in mean among the female doctors belonging to different age groups when considering all the factors. Sampling method such as random sampling is used to collect the data. Statistical tools such as the Independent t-test and one-way ANOVA are used to test the key hypotheses in order to analyse the data, SPSS 20 is used.

Keywords: Work life balance, Female doctors, family, personal and organisational factors.

NEP 2020: Possible Challenges and Implementation issues -With Special Reference to Commerce Teachers of First Grade Colleges Under Mangalore University.

Prof. Ramakrishna Shetty¹, Mr. Bhanuprakash²

¹Associate Professor, Department of Commerce,Alva’s College, Moodubidire.

Email : rkshetty751@alvascollege.com

²Lecturer in Commerce, Alva’s College, Moodubidire

Email: bhanuprakashnayak2@alvascollege.com

Abstract

Education empowers Mankind. A holistic education paradigm will effectively focus on enhancing knowledge, employable skills, appropriate attitudes, and overall personality development. NEP is focused on inculcating such an education system. The policy of Education is more relevant for the smooth running of the entire education system of any nation. The National Education Policy of India 2020 has been approved on 29th July 2020 after a long gap of 34 years. The main objective of the policy is to bridge the gap in teaching-learning outcomes, access, and involvement in higher education.

The policy has come at the right time and the Intent is very noble. But there lies a world of difference between laying down a policy on paper and following it in spirit. The success of NEP 2020 and the pace of its effective implementation depends to a great extent on how successfully the government, colleges, universities, and all the other stakeholders can tide over the practical challenges facing it. This paper is an attempt to highlight and overview the policies of the newly accepted higher education system (NEP 2020), this study also focuses on the major issues and challenges faced by the Commerce teachers of First Grade Colleges under Mangalore University after the implementation of NEP-2020 in their teaching-learning process. The findings indicate that most the commerce teachers facing the issues and challenges in the area of E-Infrastructure, Skill development, Evaluation system, Requirement of training, Delay in finalizing the syllabus, lack of infrastructure, lack of study materials/books for some of the subjects, lack of clarity regarding the entire NEP Process. Finally, some suggestions are proposed for its effective implementation to realize its objectives.

Keywords: NEP-2020, Challenges, and Opportunities of NEP 2020, Knowledge, Teachers, Quality Education.

A study on awareness about Sustainability marketing in Event Management companies with special reference to Bangalore

Roopashri V

Assistant Professor, REVA University, Bengaluru, Karnataka, India

Email: roopashri.v@reva.edu.in

Abstract

In this 21st century across the world, each year events of every shape and size are held: from community events, school fairs, and local business functions to the world’s largest festivals, music events, conferences, and sporting events. As well as causing celebration and giving voice to issues, these public parties use up resources, send out emissions and generate mountains of waste. Events also have the power to show sustainability in action and every sustainably produced event can inspire and motivate others to action. The study is made specially to know the awareness of the concept of sustainability in Event management companies regarding silicon City Bangalore, which is the hub for all types of major and minor events. A simple random method was used to collect the data from the respondents. This paper tries to explain how much people are aware of the concept of sustainability and which are the ways in which event management companies are concerned about society and the environment. The result of the paper identifies the research gap for further study in Event Management sustainability.

Keywords: Sustainability marketing; Event Management; Awareness about society, environment.

A Study on HRM Practices and Its Impact on Teachers Job Satisfaction with Reference to Private Degree Colleges under Mangalore University

Mr. Ramakrishna Shetty¹, Dr. Ganesh Bhat S²

Research Scholar, Dept. of Commerce, (Bharathiar University) Coimbatore.

Email: rkshetty751@gmail.com

Coordinator, M.Com, St. Mary’s College, Brahmavar, Udupi.

Email: ganbhatbvr@rediffmail.com

Abstract

Human resources have been identified as the most important tool for growth and success, either of any public or private organization. Beer et al. (1984) defined Human Resource Management (HRM) as a planned approach for all management activities that influence the association between the organization and its employees. Therefore to develop competitive advantage, the institutions must adopt HRM practices. Globally, there is a need to implement good HRM practices in order to retain trained and professional workforce to achieve better performance in the institution. Employee satisfaction is essential for the growth and success of any organisation. The Essential factors that are to be considered in the employee satisfaction are compensation, promotion, working condition, training and development, performance appraisal etc., This study assesses the impact of human resource management practices that are recruitment and selection, training and development and performance appraisal on employee’s job satisfaction, compensation and employee relations. The sample data of employees (teaching staff) was collected from private degree colleges of Udupi, Dakshina Kannada AND Coorg districts affiliated to Mangalore University using questionnaire. Convenience sampling method was used to collect the responses. Statistical technique like chi square test applied to analyse the data. The study reveals that there is a significant relationship between HRM practices and employee job satisfaction. The study also attempted to provide suggestion on effective HRM practices for higher performance.

Keywords: Human Resource Management Practices, job satisfaction, Employee Relations.

A Conceptual Study on Sustainable Employee Retention Strategies in A Dynamic Work Environment

Vimalan R¹, Dara Vijaya Lakshmi², Bharti Ayer³

¹Student, School of Management Studies, REVA University, Bengaluru, Karnataka, India

Email: vishnuvimal745@gmail.com

²Assistant Professor, School of Management Studies, REVA University, Bengaluru, Karnataka, India

Email: daravijaya.laxmi@reva.edu.in

Reva University

³ Assistant Professor, School of Management Studies, REVA University, Bengaluru, Karnataka, India

Email: Bharti.ayer@reva.edu.in

Abstract

Today's employment landscape is getting more and more competitive. Employer branding is quickly growing as a long-term human resource (HR) strategy to attract and retain talented employees in such a competitive climate. The majority of studies focus on the investigation of talent acquisition strategies globally. The current study, however, looks at how employee retention affects the ability to keep current employees and enhance organizational productivity. A conceptual framework for sustainable employee retention strategies in 2022 is developed by the researcher. It offers insights into the benefits of employee retention that can result in higher staff retention by using qualitative data from conceptual studies. Organizations cannot sustain in such fast-changing competitive nature of the global business environment without realizing the significance and potential of their employees. Employee retention is critical to an organization's growth, stability and income. Human resource is lifeblood of an organization and plays a pivotal role in achieving and sustaining competitive advantage. Due to the increasingly stiff competition, the opportunities for employees have also increased, thus making skilled employees the major differentiating factor for most organizations. Worldwide, the retention of skilled employees has been of serious concern to managers in the face of the ever-increasing high rate of employee turnover due to green pastures available to them. In order to achieve a competitive advantage, maximum utilization of resources, and to get organizational efficiency employees must be retained in a true spirit to cope with all these conditions. The paper adds to a thorough evaluation of the literature on staff retention techniques in the hospitality industry. To retain personnel, the study suggests a strategy for the hospitality sector to restructure its recruiting and selection methods. Furthermore, the study offers specific recommendations that will help in the development of staff retention strategies and procedures.

Keywords: *Human Resources, Employee Retention Strategies; Hospitality Industry, Job satisfaction, Dynamic Work Environment, organization productivity, 3R strategy.*

“Herd Mentality Among E-Retail Consumers.”

Abhishek Duttagupta

Research Scholar, JIS University, Kolkata, West Bengal, India.

Email: abhishek0889@gmail.com

Abstract

The phenomenon of irrational buying behaviour is catching up fast with the consumers of today. The idea that consumers are rational no longer holds good for today’s generation. There is a growing percentage of purchases today which are unplanned, unbudgeted and many a times even unneeded aka irrational. Researchers have studied the various forms of irrational buying behaviour viz. impulsive buying behaviour, compulsive buying behaviour, conspicuous buying behaviour etc since quite some time now. But the one form of irrational behaviour that exists since time immemorial – herd mentality or herd behaviour. The researchers accept that herd behaviour though an important aspect in information cascading, also is a major irrational factor affecting the overall consumer purchase behaviour.

On the other hand, consumers in India have adapted to online shopping or e-retail like a fish takes to water. This has been due to many factors like the penetration of smart phones, low internet rates, good network connectivity etc. The online shopping has changed the aspect of word of mouth (wom) completely. The electronic word of mouth (or eWOM) is a major strategy that online retailers employ. Potential consumers usually depend on reviews or ratings by previous or certified buyers. Consumers find online reviews more credible when a lack of information about a product or service exists. This herd behaviour amongst online consumers has led to all e-retailers like Amazon, Flipkart etc to rely heavily on reviews and ratings by consumers. This paper aims to evaluate the herd behaviour displayed by online consumers in India and to establish a relation between the consumer’s purchase intention and online consumer reviews.

Keywords: Herd Behaviour, Irrational Buying Behaviour, Online Reviews, eWOM, Word-Of-Mouth, E-Retail, Online Shopping

Can Traditional Universities adapt to the realm of Digital Examinations? A review of digital examinations held at School of Management Studies, REVA University, India

Prakash Borah¹, Abhishek Duttagupta²

¹Research Scholar, REVA University, Bengaluru, India.
Email: prakash.borah@reva.edu.in

²Research Scholar, JIS University, Kolkata, West Bengal, India.
Email: abhishek0889@gmail.com

Abstract

In the last ten years, technology-based digital evaluation has developed a solid grip in the academic system. This study provides a summary of the lessons learned through the implementation of digital examination. Over the truncated past five years at the School of Management Studies, REVA University, Bengaluru, India these experiences are derived from the viewpoints of educators, students, and administrators. Less time was devoted to marking written examinations, the grades are viewed as more equitable, and the time saved may be used to improve the quality of other aspects of the courses. From a student's point of view, the experience has also been quite beneficial; the majority of students like receiving the results much more promptly, getting their queries resolved on the examination more easily and the grades are considered and regarded as fair and apt. The administrators' experience is far more motivating as far as the execution is concerned. The paper concludes with some advice on implementing changes in written digital examinations, based on the experience of the various forms of digital examinations held at the School of Management Studies, REVA University, Bengaluru.

Keywords: Digital examination, change, assessment, incentives, efficiency in education.

Technology and its impact on Customer choice

Alankita Acharya¹, OmkarThilak², Avijeeth Suresh³

¹Student, School of Management studies, REVA University, Bengaluru, India

Email: 22110234666@reva.edu.in

²Student, School of Management studies, REVA University, Bengaluru, India

Email: 22110239134@reva.edu.in

¹Student, School of Management studies, REVA University, Bengaluru, India

Email: 22110238520@reva.edu.in

Abstract

Customer choice is being facilitated by technology, and choice is changing the market. The era of the marketer as salesperson is over. Additionally, marketing that seeks to convert customers into purchasing whatever the business produces is no longer practiced. A new paradigm for marketing has emerged, one that depends on the expertise, experience, and capacity of the marketer to combine the interests of the client and the business. The foundation of the new marketing is based on six principles. The first asserts that marketing is equivalent to quality and that marketing is everything. It is a manner of conducting business that is ubiquitous rather than a function. The second is a solution for businesses who use a constrictive marketing strategy: "The purpose of marketing is to own the market, not only to sell the goods. According to the third principle, "marketing changes as technology changes." Because of programmable technology, businesses may give customers "anything, any manner, any time." Today, marketing is changing to fulfil that promise. The fourth principle asserts that advertising is no longer effective: "Marketing evolves from monologue to dialogue." It is useless to speak to customers any longer. The new marketing calls for a feedback loop—a conversation between the business and the customer. "Marketing a product is marketing a service is marketing a product," the fifth principle asserts. The distinction between the two groups is quickly blurring: the best manufacturing firms give excellent customer service, while the best service firms believe they produce high-quality goods. The sixth rule, "Technology advertises technology," highlights and foresees the inescapable union between marketing and technology. The digital age has brought new opportunities and problems for marketers. The use of electronic media by marketers to market their goods or services is known as digital marketing. Attracting customers and enabling them to engage with the company through digital media is the primary goal of digital marketing. Our study focuses on the value of digital marketing for both the firm's marketing and sales. With the use of numerous statistical tools and methodologies, the acquired data has been evaluated.

Keywords: *Digital Marketing, Programmable technology.*

A study of Data Analytics and its impact on Business growth

Sharani.S

Student, School of Management studies, REVA University, Bengaluru, India

Email: 2105412@reva.edu.in

Abstract

Techniques for data analytics can make trends and indicators visible that might otherwise be lost in the sea of data. Processes can then be optimized using this information to raise the overall effectiveness of the company or system. The study of examining unprocessed data to draw inferences about such information is known as data analytics. Many data analytics methods and procedures have been mechanized into mechanical procedures and algorithms that operate on raw data for human consumption. Data analytics is the science of analysing raw data to make conclusions about that information. A firm can increase productivity, maximise profit, or make more strategically sound decisions with the use of data analytics. To create mechanical processes and algorithms that operate on raw data for human consumption, data analytics techniques and processes have been mechanised. Data analytics can take a variety of different techniques, such as examining what occurred (descriptive analytics), why something occurred (diagnostic analytics), what will occur in the future (predictive analytics), or what should be done next (prescriptive analytics). For the most extensive data manipulation, data analytics relies on a number of software tools, including spreadsheets, data visualisation and reporting tools, data mining applications, or open-source languages. The objective of this study is to explore areas of data analytics and the impact it has on different growth areas of Business.

Keywords: Data Analytics, Descriptive analytics, Diagnostic analysis

CONCLUDING REMARKS

This two days International Conference brings the exposure for the students, academicians, researchers, corporate and industry personnel to discuss and deliberate on various topics of concerns and bring the best for the society and for the progress of the Nation.

The outcome of this conference is to identify the enablers to take the Nation towards the sustainable development goals.

“Lead by Example” is the motto of the conference and work towards the SDGs identified for the overall development of the Nation.

THANKS TO OUR SPONSORS

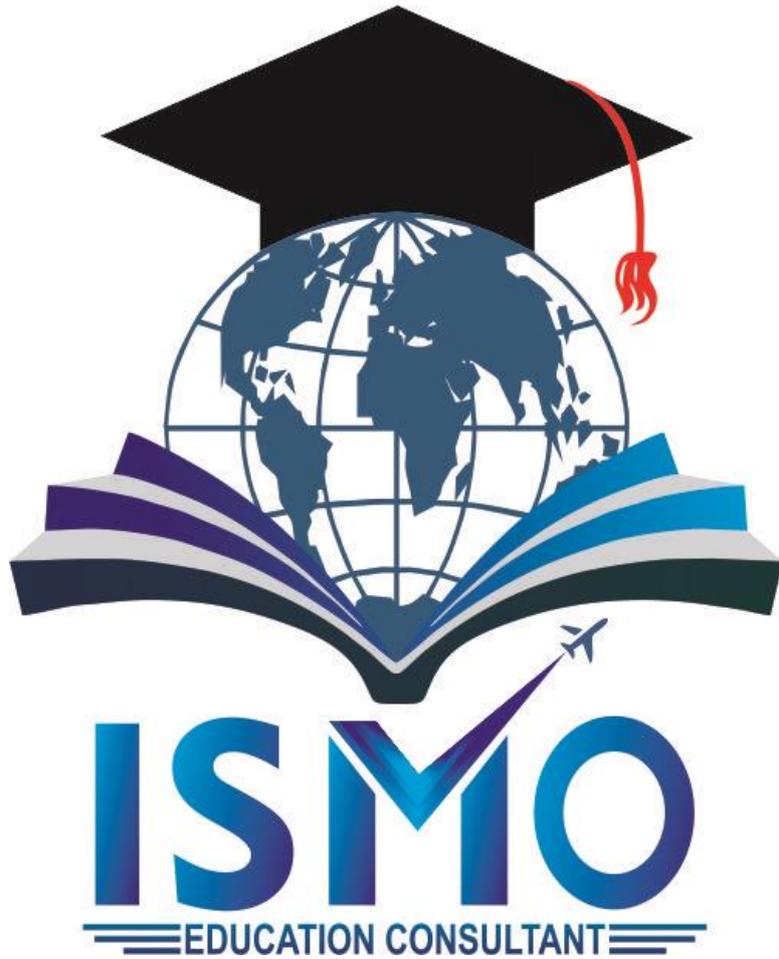


Dream Zone, Yelahanka the School of Creative Studies is India's premier training institute for technology-enabled creative education.

We offer employment and entrepreneurship-oriented courses in:

- ❖ Interior Design
- ❖ Fashion Design
- ❖ Jewellery Design
- ❖ 2D & 3D Animation
- ❖ Visual Effects
- ❖ Movie Editing
- ❖ Web Design & Development
- ❖ Digital Marketing
- ❖ Data Sciences & many more.

We offer over 50 unique courses that are known for their comprehensive coverage and quality. Our experiential training methodologies are unique and the certifications are globally recognized. Our annual students fashion show, VIBES 360 has entered the Limca Book of World Records and Awarded as the "Best Fashion Design Institute in India" by Asia Education Summit and Awards in 2020.



*I.S.M.O education consultant
Yelahanka New Town
Bangalore.*

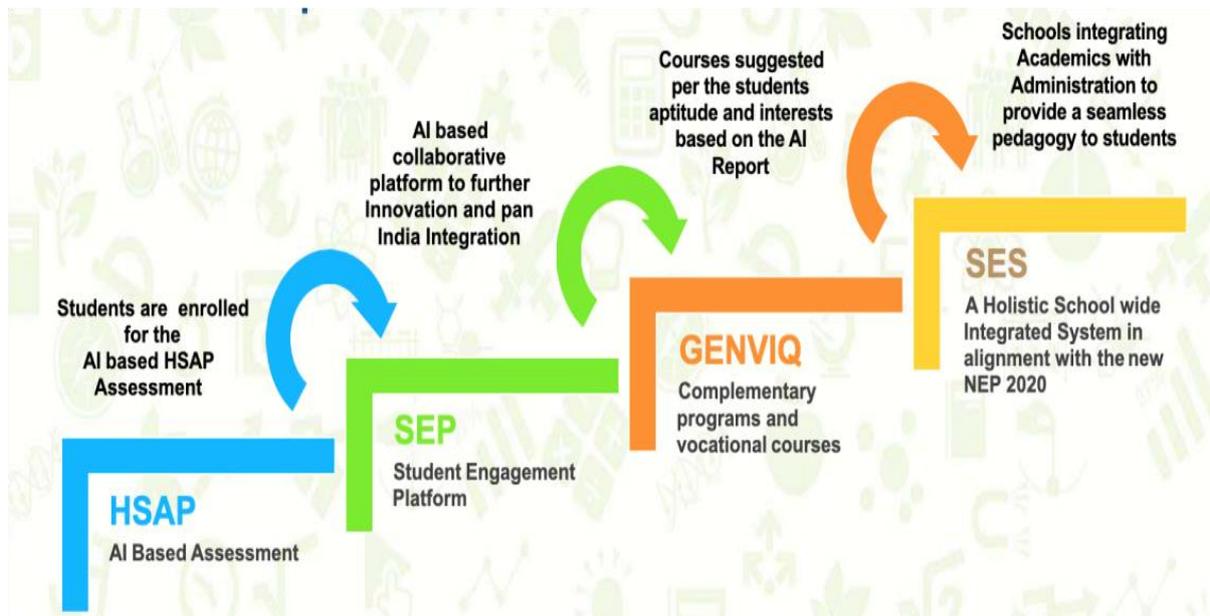
I.S.M.O is the one STOP solution for your dreams to study and settle in Abroad with M.B.B.S, M.S, M.B.A, U.G, Diploma in all streams in Kyrgyzstan, U.S, U.K, Europe, Georgia, Kazakhstan, Canada, Australia, New Zealand etc.,

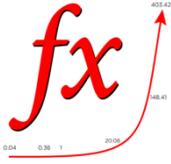


[Www.dishaai.Com](http://www.dishaai.com)

DishaAI is an Edutech company that aims to bridge this gap and doing so aims to align students and schools across India with the National Educational Policy of 2020. DishaAI has been recognized as a pioneer in the Edutech field by NASSCOM Global Education giants like Harvard, Columbia, Yale, Sweden, and Japan and still, are being offered. DISHAAI is a holistic education technology provider. It provides Continuous Assessment, Complementary Educational programs and Enterprise Systems to aid Schools to create a seamlessly integrated pedagogy for Students.

DISHAAI OFFERINGS:





FLAIRX NETWORKS

Bring-out The Entrepreneur

so glad to have you join us

- ❖ The FlairX App is an exciting and engaging video based Next-Generation Social Network developed by FlairX Networks.
- ❖ FlairX App builds Start-up Eco system for NextGen Entrepreneurs and Promote Talents.
- ❖ FlairX encourages multiple Talents like Education, Innovation, Music, Travel, Food, Science n Technology, Photography and soon. So that people can bring forward their Talents to the world and get recognized.
- ❖ The feature that makes the App stand out is that FlairX will award winners in each of their respective category based on public rating and jury rating (optional, if jury is not there)
- ❖ FlairX has a feature of web-series, mostly on reality based. The Upcoming web-series planned is on Entrepreneurship



REVA UNIVERSITY

Bengaluru, India

Rukmini Knowledge Park, Kattigenahalli
Yelahanka, Bengaluru - 560 064
Karnataka, India.

Ph: +91- 90211 90211, +91 80 4696 6966

E-mail: admissions@reva.edu.in

Follow us on



[/REVAUniversity](#)

www.reva.edu.in