REVA UNIVERSITY
Bengaluru, India

School Of Management Studies

Presents

Conference Proceedings of Two-Day International Conference on

Diversity-Equity-Inclusion-
Way Forward For Sustainable Business & Management Practices

Date: 22nd & 23rd September, 2023

RUKMINI EDUCATIONAL
Charitable Trust

www.reva.edu.in

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

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

WE ARE ALL ONE: CELEBRATING DIVERSITY, EQUITY AND INCLUSION (DEI)

Diversity, equity, and inclusion. These principles are not just words; they are the cornerstones of our mission and values. Diversity enriches our experiences, brings fresh perspectives, and inspires innovation. At this conference, we embrace diversity in all its forms – from different backgrounds, cultures, and viewpoints to varied skill sets and experiences. Our collective differences make us stronger, more creative, and better equipped to tackle the challenges of today and tomorrow.

Equity is the foundation upon which we build our conference. We believe that every individual should have equal access to opportunities, resources, and recognition. Our commitment to equity ensures that the playing field is level for all participants, enabling each of you to thrive and succeed.

Inclusion is not just a goal; it's a practice. We are dedicated to creating an inclusive space where everyone feels welcomed, valued, and heard. We encourage open dialogues, respectful discussions, and active engagement from every participant. Your voice matters and we want to hear it. Throughout this conference, you will find a variety of sessions, workshops, and networking opportunities that reflect our dedication to DEI. We invite you to actively participate, share your experiences, and learn from one another. Let's work together to build a more inclusive and equitable future for all. Thank you for joining us on this journey towards a more diverse, equitable, and inclusive world. Together, we can make a difference.

Dr. Shubha. A,

Dean, Faculty of RBS, Commerce and Management Studies

MESSAGE FROM DIRECTOR

DIVERSITY-EQUITY-INCLUSION- ROADMAP TOWARDS SUSTAINABLE DEVELOPMENT

The team of School of Management Studies continually strives to explore new opportunities and harness the talent of students in achieving excellence. Global business sustainability depends upon the way diversity is managed in an equitable and inclusive manner. Our conference theme explores how we can work together to create a more inclusive and equitable world. Through deliberations by national and international experts, we explore the profound impact of diversity, equity, and inclusivity (DEI) in all aspects of business, including finance, human resources, marketing,operations, and entrepreneurship. As we congregate to deliberate,it's essential to recognize that the path to diversity, equity, and inclusion is not a one-size-fits-all approach. It requires dedication, self-reflection, and continuous learning. It necessitates uncomfortable conversations and confronting our own biases. But it's a journey worth embarking upon because the rewards are immense.We can make a difference in our communities by advocating policies that address inequality and discrimination. We can contribute to a more inclusive world by challenging stereotypes and actively seeking diverse perspectives.The road to diversity, equity, and inclusion is not always easy but undeniably worth travelling. Let us commit ourselves to this journey, not just in words but in our actions.

Dr. Nitu Ghosh,

Professor &Director, School of Management Studies

Rajendra K Bandi
Dean Administration
Professor, Information Systems,
Indian Institute of Management, Bangalore

I am very happy to learn that the School of Management Studies, REVA University is organizing an international conference on Diversity, Equity, and Inclusion. Diversity, Equity, and Inclusion (DEI) are very important requirements towards promoting a fair, harmonious, adjust society. The importance of these principles is never more than what it is today, and therefore it is very apt that REVA University has chosen this as the theme for the conference.

Though these terms are often used together, it is important that students and researchers understand the fundamental concepts of each of these terms; otherwise, there is a risk of DEI becoming a cliché. Diversity goes beyond commonly visible traits like race, gender, age, and includes factors such as ethnicity, religion, disability, socioeconomic status, sexual orientation etc. The important thing is to recognize and appreciate the fact that individuals have unique qualities, backgrounds, and perspectives. Working in diverse groups or societies enriches the organizational / social environments by fostering innovation and creativity.

Equity (not to be confused with equality) on the other hand focuses on ensuring fair and impartial treatment of individuals / groups, in particular in the context of historical disadvantages or disparities due to systemic biases / stereotypes. The important thing here is to recognise that not everyone starts from the same position, and therefore focus should be on rectifying these imbalances by providing opportunities and support to level the playing field.

Inclusion follows from the above two and focuses on creating an environment where all individuals feel valued, respected, and are empowered to fully participate and contribute. Inclusive practices involve removing barriers to engagement, actively promoting a sense of belonging, and fostering a culture of openness and acceptance. DEI in academic institutions help students experience and understand the benefits of DEI. They get to learn in an environment where students of diverse backgrounds can thrive academically and socially. As future managers, they get equipped to contribute to building ethical and socially responsible organizations, in today's complex and interconnected world.

My best wishes to the organizers, speakers and all the participants as they deliberate on the importance of DEI, challenges, opportunities, approaches in promoting a DEI environment.

MESSAGE FROM GUEST OF HONOUR

Mr. Satheesh Sirivoru
Vice President, Global Business Operations,
Accenture

Diversity, Equity, and Inclusion (DEI) is an important and complex subject that addresses the need for equitable opportunity and representation for all people, regardless of their race, gender, ethnicity, sexual orientation, handicap, or any other trait that makes them distinctive. Organizations and institutions regularly utilize DEI declarations to demonstrate their dedication to building a more diverse and inclusive workplace. Diversity, Equity, and Inclusion. These three words carry immense weight, for they encapsulate not just principles, but the very essence of a fair and harmonious world. Diversity, first and foremost, is what makes our world beautiful. It is the recognition and celebration of our differences. We all come from unique backgrounds, cultures, races, genders, and experiences and it is this diversity that enriches our lives. When we embrace diversity, we open doors to new perspectives, ideas, and innovations that can drive progress in every sphere of life. Equity, the second pillar, is about fairness and justice. It's the commitment to ensuring that everyone, regardless of their background or circumstances, has an equal opportunity to succeed. It means removing the barriers that have historically held back certain groups, whether due to their race, gender, disability, or other factors. Equity acknowledges that we all start at different points on life's journey and strives to level the playing field.

Inclusion, the third dimension, completes the circle. It's not enough to just have diversity and equity; we must actively create an inclusive environment where every voice is heard, valued, and respected. Inclusion is the art of making every individual feel like they belong, that their contributions matter, and that they are an integral part of the community.

Diversity, equity, and inclusion are not just words; they are guiding principles that have the power to shape a better future for all of us. Let us commit ourselves to these ideals, not just in words, but in our actions. Together, we can build a world where every person is valued, every voice is heard, and every dream is achievable.

Dr. Aditi Raghuram

Diversity Equity and Inclusion| Organizational Psychologist| Corporate Wellness| Leadership and Career Development Coach

Navigating Diversity and Inclusion in Indian Organizations: Bridging the Academia-Industry Gap Diversity and inclusion have emerged as pivotal considerations in the contemporary Indian corporate landscape. This keynote attempts to address the multifaceted dimensions of diversity and inclusion within Indian organizations, shedding light on the prevalent challenges and potential avenues to cultivate equitable work environments.

Current State of Diversity and Inclusion

To gain insight into the current scenario, it's imperative to acknowledge existing disparities. Gender-based wage gaps persist, and leadership roles remain largely unrepresentative of marginalized communities, raising pertinent questions about inclusivity and equal opportunities.

Key Focus Areas for Equitable Spaces

Efforts to establish equitable spaces within Indian organizations should concentrate on three core areas: Inclusive Leadership: Cultivating inclusive leadership is pivotal. Organizations should prioritize diverse leadership pipelines and provide training to empower leaders as advocates of inclusivity. Academic research plays a crucial role in offering evidence-based leadership programs tailored to industry needs. Data-Driven Decision-Making: Robust metrics are essential for change. Organizations must employ comprehensive metrics to monitor diversity and inclusion progress. Collaboration between academia and industry can facilitate standardized diversity indices and metrics. Mentorship and Allyship Programs: Mentorship and allyship programs can break down barriers and foster cross-cultural understanding. Research-backed insights into best practices can inform the development of scalable programs that actively promote inclusivity.

The Role of Academic Research

Academic research serves as a guiding compass, offering insights and evidence-based solutions. Universities and research institutions can collaborate closely with businesses to address diversity and inclusion challenges, fostering innovation in HR practices and leadership development.

The Future of Diversity and Inclusion

A future beckons where diverse voices are celebrated, equity is non-negotiable, and authenticity thrives in Indian organizations. Achieving this vision necessitates unwavering commitment, collaboration, and research-driven innovation as we steer organizations towards becoming more diverse, equitable, and inclusive hubs of excellence.

MESSAGE FROM KEY NOTE SPEAKER

Mr.Willis Langford
Director, Global Diversity,
Equity and Inclusion Avnet Inc.

I wanted to take a moment to reflect on the importance of diversity, equity, and inclusion within our organization. These principles are not just buzzwords, but fundamental values that should guide our actions and decisions.

Diversity means embracing and celebrating the differences that each of us brings to the table. It's about recognizing that our unique backgrounds, experiences, and perspectives enrich our collective knowledge and creativity. When we value diversity, we open ourselves up to a world of new ideas and innovations.

Equity involves ensuring that everyone has an equal opportunity to succeed. It requires us to address systemic barriers and biases that may exist within our organization. Equity means acknowledging that some individuals may need additional support or resources to achieve their full potential.

Inclusion is the practice of creating an environment where every person feels valued and respected. It means actively seeking out and listening to diverse voices, making space for everyone's contributions, and fostering a sense of belonging. Inclusion is not just about representation but about creating a culture of respect and openness.

By prioritizing diversity, equity, and inclusion, we not only improve our workplace but also our overall effectiveness as a team. We become more adaptable, empathetic, and capable of addressing complex challenges.

Let us commit ourselves to these principles and work together to create a more inclusive and equitable organization. Together, we can build a brighter and more diverse future.

MESSAGE FROM KEY NOTE SPEAKER

Dr. Charice Hayes

**Associate Professor,
Editor-in-Chief of the International Journal of E-Entrepreneurship and Innovation|
Associate Professor of Management, Baltimore City Community College, Maryland.**

Diversity, Equity, and Inclusion (DEI) lead to having a progressive, sustainable world. Businesses must communicate and have an open dialogue about DEI to create belongingness and a safe place for employees for business success. Businesses must engage in community initiatives that promote DEI. In higher education, DEI fosters strategies to attract and retain a diverse student body, faculty, and staff. This includes having a curriculum that addresses diverse perspectives and providing support services to the underserved population. REVA University's School of Management Studies International Conference on DEI brings awareness to the importance of DEI in business and academics. The Conference connects to four of the seventeen Sustainable Development Goals (SDGs): Quality Education (SDG 4), Gender Equality (SDG 5), Reduced Inequalities (SDG 10), Sustainable Cities and Communities (SDG 11). The Conference highlights the understanding and importance of a diverse, equitable, and inclusive global environment to achieve innovation and sustainability for generations to come. The goal of the Conference is for astute researchers to come together and display their intellect for a sustainable future.

MESSAGE FROM PANEL SPEAKERS

Dr.Abhishek Behl
Assistant Professor, Gamification at MDI Gurgaon,
Certified LSP facilitator, Associate Editor - JGIM , IJM,
ISMO, JCIT & SAJBSD

The conference brings an opportunity for scholars worldwide to come to a common platform to share, discuss, and collaborate on exciting and path-breaking ideas. It is essential that in the changing world where companies are growing at an unmatched level, the theme of diversity, equity, and inclusion forms their backbone to stay strong and grounded in the competitive world. More often firms enforce these ideologies in their processes which otherwise is a very natural process. The conference organized by REVA University makes this debate all the more important as it offers a platform to the researchers to share how research can help firms understand the three concepts better and what could be a better way to implement them. Moreover, the conference also brings multi-disciplinary perspectives of DEI on various facets of management. As business processes change with growing data, both qualitatively and quantitatively, it becomes all the more important to plug the new databases with the concept of DEI. While firms do contribute to DEI at their individual level, the research presented in the conference would bring in fresh perspectives based on evidence across industries and geographies. It also sets the stage for different stakeholders of the society to learn, engage and act on issues related to DEI to offer a deeper impact.

I wish REVA University and all the stakeholders of the conference for their efforts in a meaningful direction.

MESSAGE FROM PANEL SPEAKERS

Mrs.Divya Purnaiya
Founder and Marketing Head,
Brand Update

The REVA University, School of Management Studies brings together thought leaders as part of the international conference on Diversity, Equity and Inclusion – The way forward for sustainable business and Management practices. As the corporate world realigns itself to the future post the reality check of the pandemic years - academia and industry come together to brainstorm for a better more inclusive workspace. DEI is not just a Eutopian image but the need of the hour to ensure safe, productive and effective environments for all members of society.

The conference is designed to create models that can be a source of inspiration for companies, government policy and a ready reckoner for citizens at large. A heightened sensibility, recognition of opportunities, an addressal of biases within existing systems and consciousactionables will be the outcomes of the studies and discussions at REVA. Digitalization will be one of the key drivers for a more inclusive tomorrow and research documents as well as facilitated discussions between key stake holders will ensure the success of this conference.

Some of the key areas for exploration include exploring traditional gender roles, allowance for care givers, equal opportunity, the ability to use diversity for higher productivity and effectiveness. The customer today is also evolving and digital data can be used to ensure the effectiveness of all marketing communication. External communication and marketing activities will also need to be DEI governed.

Dr.Veena Shenoy
Founder and CEO of Inclusive

DIEB (Diversity, Inclusion, Equity and Belongingness) Perspectives by Dr.Veena Shenoy, Founder Inclusiv. No one is perfect, and as human beings, we all face unique challenges and experiences. Whether physical or cognitive, these variations in abilities are an integral part of the diverse fabric of humanity. Diversity, inclusion, equity, and belongingness are essential elements in creating a thriving organization. Diversity, inclusion, equity, and belongingness are important because they recognize and value the differences that exist among individuals and groups, and they seek to create an environment where everyone feels respected, valued, and supported. Diversity, inclusion, equity, and belongingness (DEIB) is that individuals from underrepresented groups, including but not limited to race, ethnicity, gender identity, sexual orientation, disability, religion, and socioeconomic status, often face systemic barriers and discrimination that prevent them from fully participating in and contributing to society. These barriers can manifest in various ways, such as unequal access to education, employment opportunities, healthcare, housing, and other resources, as well as stereotyping, bias, and prejudice. To address this problem, there is a need for intentional and sustained efforts to promote and practice DEIB principles at all levels of society.

This includes implementing policies and practices that promote equal access and opportunities for all individuals, challenging and dismantling systemic barriers and discrimination, promoting cultural competency and awareness, and fostering an environment of respect, acceptance, and belongingness for everyone.

By valuing diversity, companies can tap into a wider range of perspectives and ideas, leading to innovation and creativity. Inclusion ensures that every employee feels respected and valued, leading to increased productivity, engagement, and retention. Equity ensures that everyone has equal opportunities for advancement, and belongingness creates a sense of community and connection among employees. Ultimately, investing in diversity, inclusion, equity, and belongingness benefits not only the individuals within the organization but also the business.

Dr Sheetal Mahendher
Professor and Head, Dept of Business Analytics,
Chair, Research and Consulting,
ISBR Business School

My journey in the realm of DEI began several years ago with a simple realisation that in our diverse world we find strength, innovation and potential and this journey continues very strongly with my present involvement in ERASMUS plus SPIRIT project where I am the project coordinator and the emphasis is on Inclusion and Recognition. Including people with different backgrounds, disabilities in Sports so as to reduce the non-communicable diseases and also have a diverse culture in physical education. This encourages students to inculcate Diversity, Equity and Inclusion as the curriculum gives insights, guides them to celebrate differences and not tolerate them. We together create an inclusive world, in which diversity is our strength and equity is our goal. The International Conference held by REVA University's School of Management Studies on DEI is a very good forum for collection of scholars, students and professionals to come together and discuss the steps and measures to be taken to make our environment inclusive. Understanding different sections of the society helps us to address the unique challenges faced by different people. DEI is an ongoing journey and together we can create a more just and inclusive world.

Dr Balakrishnan Parasuraman
Professor of Human Resource and Industrial Relations
Faculty of Entrepreneurship & Business, University Malaysia Kelantan (UMK)

I am deeply honored to stand before you today as we gather to explore, celebrate, and advance the vital principles of diversity, equity, and inclusion. This conference is a testament to our collective commitment to building a world that is not just diverse, but also equitable and inclusive.

In a world where our differences should be our strength, it is crucial that we come together to foster environments where every individual, regardless of their background, feels valued, respected, and empowered. It is our duty to dismantle the barriers that have historically divided us and to create spaces where all voices are heard and all perspectives are respected.

As we embark on this journey over the next few days, let us remember that diversity is not simply about representation but about harnessing the richness of unique experiences and backgrounds to drive innovation and progress. Equity reminds us that we must address systemic inequalities and level the playing field for all. And inclusion calls for intentional actions to ensure that everyone feels a sense of belonging and can contribute their best.

This conference will be a platform for dialogue, learning, and collaboration. We will hear from experts, share best practices, and engage in thought-provoking discussions. Together, we will build a roadmap towards a more inclusive and equitable future.

Let us approach this conference with open hearts and open minds. Let us be willing to listen, learn, and unlearn. Let us challenge ourselves to be agents of change in our workplaces, communities, and beyond.

Thank you for being part of this important journey. I am excited to see the transformative impact we can make when we work together towards a more diverse, equitable, and inclusive world. Together, we can build a brighter and more inclusive future for all.

ABOUT THE CONFERENCE

The world being a common global marketplace is characterized by diversity and dynamism. Businessesand organizations need to be proactive in creating an environment which caters to diverse workforceand where everyone feels included and valued. Diversity, equity, and inclusion refer to organizationalsystems and policies which aim to promote fair treatment and full participation of all, particularlythose belonging to minority and underprivileged groups.

Our conference theme, "Diversity Equity and Inclusion- way forward for Sustainable Business &Management Practices" will explore how we can work together to create a more inclusive and equitableworld. The conference aims to explore the profound impact of diversity, equity, and inclusivity (DEI)in all aspects of business, including finance, human resources, marketing, and operations. By delvinginto these key areas, the conference will provide in-depth insights, strategies, and best practices fororganizations to create inclusive cultures, drive innovation, and achieve sustainable success. Thetheme is closely linked to the United Nations Sustainable Development Goals (SDGs), particularly

SDG 4 on Quality Education, SDG 5 on Gender Equality, SDG 10 on Reduced Inequalities, and SDG 11Sustainable cities and Communities. This theme emphasizes the important role that diversity, equity,and inclusion play in achieving the SDGs and creating a sustainable future. It highlights the needfor collaborative action and partnerships across sectors and regions to build more inclusive andsustainable societies. The deliberations would highlight the importance of education in cultivatingawareness, knowledge, and skills related to DEI, both among students and professionals.

The conference aims to foster dialogue and collaboration among academics, researchers, andpractitioners in exploring the integration of diversity, equity, and inclusion (DEI) principles in keybusiness disciplines, including finance, human resources, marketing, and operations. By focusingon these domains, the conference seeks to advance academic knowledge and practical applicationsof DEI in business and management practice. Participants will have the opportunity to engage inrigorous discussions, present research findings, and exchange ideas to drive transformative changein DEI integration across various business functions. The conference will feature keynote speakers,panel discussions, and interactive workshops to help attendees gain a better understanding of the importance of diversity, equity, and inclusion.

OBJECTIVES OF THE CONFERENCE

1. To foster a better understanding of diversity, equity, and inclusion (DEI) in higher education, andhow they can be leveraged to create a more sustainable future for all.

2. To explore the challenges and opportunities associated with creating an inclusive and sustainableuniversity environment that embraces diversity in all its forms.

3. To share best practices and strategies for promoting DEI initiatives at universities and otherinstitutions of higher education, and to identify effective approaches for measuring the impact ofthese initiatives.

4. To encourage interdisciplinary collaboration and dialogue among researchers, educators, Policymakers, and other stakeholders interested in advancing DEI and sustainability in highereducation.

5. To develop actionable recommendations for university leaders and policymakers on how tointegrate DEI and sustainability into their institutional policies and practices, and to identifypotential areas for future research and innovation in these areas

TRACKS OF THE CONFERENCE

Track: I – Digitization of Business and Entrepreneurship

- ✓ Business strategy in the age of digital competition
- ✓ Digital platforms, ecosystems performance and governance for DEI
- ✓ Digital value creation and capture and digital business models
- ✓ Ecosystems emergence and evolution for DEI
- ✓ Emerging working practices in the digital age for DEI
- ✓ Failure and legitimacy in entrepreneurship
- ✓ Responsible innovation in the digital economy
- ✓ Cultural entrepreneurship in global challenges
- ✓ Automation and the digital advertising ecosystem to achieve DEI
- ✓ Emotions, communication, and interactions in social media platforms
- ✓ Innovation & New Digital Technologies enabling DEI

Track: II- Human Resources Management

- ✓ Diversity management practices and ecosystem
- ✓ Diversity Equity Inclusion practices in talent management
- ✓ DEI in talent acquisition and development
- ✓ Challenges in workplace owing to Diversity, Equity and Inclusion needs
- ✓ Creating Inclusive workforce culture
- ✓ Women leadership
- ✓ Inclusive Leadership: dealing with intersectionality at workplace
- ✓ Cultural competence and Diversity initiatives
- ✓ LGBTQ and Disability friendly workplace
- ✓ Challenges of multi-generational workforce
- ✓ Digital and Inclusive HRM
- ✓ DEI and ERGs

Track: III- Digital & Inclusive Finance

- ✓ Digital vs. Traditional Financial Inclusion: Indicators & Measurement Concerns
- ✓ Sustainable Financial practices
- ✓ Emerging Practices: Digital Revolution, FinTech, and Bank Performance
- ✓ Digitalisation and the Future of Monetary Policy
- ✓ Financial Literacy & Divides: Role of Action Plans – Global and National Strategies
- ✓ Implications of COVID-19 on Inclusive Banking
- ✓ Financial Inclusion Schemes/Action Plans – Global and National Strategies
- ✓ G20 Financial Inclusion Action Plan (FIAP) & SDGs Relevant to Digital Inclusion.
- ✓ Neuro-finance and Behavioural Economics
- ✓ Financial Innovation and Engineering

Track: IV- DEI in Marketing

- ✓ Data-Driven Marketing: Leveraging Analytics for Success
- ✓ Content Marketing as per DEI requirements
- ✓ Influencer Marketing: Building Authentic Partnerships
- ✓ Video Marketing: Harnessing the Power of Visual Storytelling
- ✓ Meta verse and VR in enhancing Customer experiences
- ✓ Personalization and Marketing Automation
- ✓ Gamification in Marketing: Engaging Customers through Play User-Generated Content: Building Trust and Advocacy
- ✓ Branding and Brand Management in the Digital Age

Track V: DEI in Operations & Logistic Science

- ✓ Behavioural Operations Management
- ✓ City/Urban Logistics- Meeting Market diversity requirements
- ✓ Closed Loop Supply Chains
- ✓ Empirical Research in Digital Operations Management
- ✓ Healthcare Operations Management
- ✓ Humanitarian Logistics and Disaster Relief
- ✓ Learning and Knowledge Management in Operation Management
- ✓ Sustainable Operations Management
- ✓ Statistics for Management
- ✓ Statistical Quality Control
- ✓ Total Quality Management
- ✓ Production and Operations Management

Track VI: Data Science & Management

- ✓ Data-Driven Decision Making: Leveraging Analytics for Business Success
- ✓ Predictive Analytics: Unleashing the Power of Data to Forecast Trends
- ✓ Machine Learning in Business Analytics: Algorithms and Applications
- ✓ Prescriptive Analytics: Optimizing Business Strategies with Data Insights
- ✓ Data Visualization: Communicating Insights Effectively
- ✓ Customer Analytics: Understanding and Targeting Customer Behavior
- ✓ Social Media Analytics: Leveraging Social Data for Business Growth
- ✓ Web Analytics: Measuring and Optimizing Online Performance
- ✓ Retail Analytics: Enhancing Customer Experience and Driving Sales
- ✓ Healthcare Analytics: Improving Patient Care and Operational Efficiency

THEME OF THE CONFERENCE

"Diversity, Equity, Inclusion

(Way forward for Sustainable Business &

Management Practices)"

PRE – CONFERENCE WORKSHOP

21st September, 2023

"Qualitative research in Social Science- Leading to Social impact publications"

Dr. Abhishek Behl

Assistant Professor - Gamification at MDI Gurgaon,

Certified LSP facilitator,

Associate Editor - JGIM , IJM, ISMO, JCIT & SAJBSD

KEY NOTE SPEAKERS
22nd & 23rd SEPTEMBER 2023

CHIEF GUEST

Dr. Rajendra K. Bandi
Dean of Administration & Professor of
Information Systems,
Indian Institute of Management, Bangalore

GUEST OF HONOUR

Mr. Satheesh Sirivoru
Vice President,
Global Business Operations
Accenture

KEY NOTE SPEAKER

Dr. Aditi Raghuram

Diversity Equity and Inclusion|
Organizational Psychologist| Corporate
Wellness| Leadership and Career
Development Coach

Mr.Willis Langford

Director, Global Diversity,
Equity and Inclusion Avnet Inc.

Dr. Charice Hayes

Associate Professor of Business Management,
Baltimore City Community College,
Maryland

PANEL SPEAKERS

22nd & 23rd September, 2023

Mrs.Divya Purnaiya
Founder and Marketing Head,
Brand Update

Dr.Veena Shenoy

Founder and CEO of Inclusive

Dr Sheetal Mahendher
Professor and Head, Dept of
Business Analytics,
Chair, Research and Consulting,
ISBR Business School

Dr.Abhishek Behl
Assistant Professor, Gamification
at MDI Gurgaon|| Certified LSP
facilitator
Associate Editor - JGIM , IJM,
ISMO, JCIT & SAJBSD

VALEDICTORY ADDRESS

23rd September, 2023

Dr Balakrishnan Parasuraman

Professor of Human Resource and Industrial
Relations
Faculty of Entrepreneurship & Business, Universiti
Malaysia
Kelantan (UMK)

Table of Contents

1

International Conference on "Diversity, Equity, Inclusion- Way forward for Sustainable Business & Management Practices" on 22nd- 23rd September, 2023

A Study on the impact of inclusiveness in workforce culture in Higher Education Institutions in Bangalore

Serene Shaji[1], Dr Sibi Shaji[2]

[1]Student, School of Management Studies, REVA University
Email: sereneshaji98@gmail.com

[2]Registrar, Garden City University, Bengaluru
Email: sibi.shaji@gardencity.university

****

Abstract

This study aims to investigate the considerable impact of inclusiveness on workforce culture within Higher Education Institutions (HEIs) located in Bangalore. The research delves into the multifaceted dimensions of inclusiveness and how they intertwine with the overall work environment and organizational culture. Inclusiveness, characterized by diversity, equity, and belongingness, has gained prominence as a critical factor in shaping organizational dynamics. By employing a mixed-methods approach, including surveys, interviews, and observations, this study endeavours to provide valuable insights into the significance of fostering an inclusive workforce culture in HEIs. The findings are expected to contribute to a deeper understanding of the relationship between inclusiveness and workforce dynamics, thereby guiding HEIs toward more effective and harmonious work environments. In the context of HEIs, where diversity is inherent due to the nature of education and research, understanding how inclusiveness affects workforce culture is of utmost importance. The study will employ a mixed-methods approach, combining quantitative surveys and qualitative interviews, to gather comprehensive insights from faculty and staff members. Inclusiveness has emerged as a critical factor for fostering a diverse and collaborative environment, thereby enhancing organizational performance and innovation. By analysing the collected data, the study aims to shed light on the benefits of an inclusive workforce culture, challenges encountered, and strategies employed to foster inclusiveness. The findings of this study can guide HEIs in Bangalore and beyond towards creating more inclusive and thriving work environments.

Keywords: inclusiveness, workforce culture, diversity, equity, belongingness, Higher Education Institutions, Organizational Culture, Diversity, Equity, Inclusion.

2

International Conference on "Diversity, Equity, Inclusion- Way forward for Sustainable Business & Management Practices" on 22nd- 23rd September, 2023

Enhancing Customer Experiences in Interactive Apparel Retail with AI and VR: A Pathway to Diversity, Equity, and Inclusion (DEI) in Marketing

Mrs. Maria Boaler[1], Dr.Pankajakshi R[2]

[1]Assistant Professor, School of Management Studies, REVA University, Bangalore, Karnataka, 560064
Email: maria.boaler@reva.edu.in

[2]Associate Professor and Special Officer, Examination Section, Visvesvaraya Technological University, Annapoorneshwari Nagar, Nagarabhavi, Bengaluru, Karnataka, India
Email: pankajavtubng@gmail.com

****

Abstract

The convergence of Artificial Intelligence (AI) and Virtual Reality (VR) technologies has ushered in a new era of customer experiences within the realm of interactive apparel retail. This abstract introduces a study exploring how AI and VR can be leveraged to not only revolutionize customer engagement but also promote diversity, equity, and inclusion (DEI) in marketing strategies within the apparel industry. In the age of digital transformation, retailers are continuously seeking innovative ways to engage their customers. AI-driven personalized recommendations and virtual try-on experiences have become staples of interactive apparel retail. VR, on the other hand, transports shoppers to immersive virtual showrooms where they can explore products in a lifelike environment. This research investigates how these technologies can enhance customer experiences while embracing principles of DEI.

The study examines how AI can be fine-tuned to cater to a wider range of customer demographics, ensuring that recommendations and product offerings are culturally sensitive and inclusive. Additionally, VR's potential to break down physical barriers in shopping can be harnessed to create environments that are accessible and welcoming to individuals of diverse backgrounds, abilities, and preferences.

Ethical considerations surrounding data privacy, bias mitigation, and accessibility are integral aspects of this research. It aims to provide insights into how AI and VR technologies can be harnessed responsibly to promote DEI in marketing practices. By addressing these ethical dimensions, brands can foster trust among their customers and ensure that interactive apparel retail remains an inclusive space for all.

This research is essential for apparel retailers, marketers, and industry stakeholders interested in harnessing the transformative power of AI and VR to enrich customer experiences and drive DEI within their marketing strategies. By doing so, companies can not only improve customer engagement but also align with evolving societal values, fostering an inclusive and equitable future for the interactive apparel retail industry.

Keywords: **Artificial Intelligence (AI)**,*Interactive marketing, Virtual Reality, DEI marketing.*

3

International Conference on "Diversity, Equity, Inclusion- Way forward for Sustainable Business & Management Practices" on 22nd- 23rd September, 2023

Beyond Stigmas: Reimagining Entrepreneurial Failures as Opportunities for Inclusion and Legitimacy

R Moumitha Reddy

Student, School of Management Studies, REVA University

Email: 23110200412@reva.edu.in

****

Abstract

Entrepreneurial endeavours often carry inherent risks, including the possibility of failure. While failure is a common facet of entrepreneurship, it is often accompanied by stigmas that can hinder an individual's or a venture's ability to rebound and succeed. This research paper challenges the prevailing negative perceptions of entrepreneurial failures and explores a novel perspective: reimagining failures as opportunities for inclusion and legitimacy. Through a comprehensive review of the literature and empirical analysis, this paper elucidates how reframing failure narratives can lead to enhanced social inclusion, reduced stigma, and increased entrepreneurial legitimacy. It delves into the role of supportive ecosystems, resilience-building strategies, and reframing failure narratives in promoting inclusion and legitimacy. By shedding light on the transformative potential of failure, this research contributes to the broader discourse on entrepreneurship, offering insights into how embracing failure as a catalyst for growth can foster more inclusive and legitimate entrepreneurial ecosystems.

Keywords: Entrepreneurial endeavours, Failures and Explores, Novel perspective, Legitimate entrepreneurial ecosystems.

4

International Conference on "Diversity, Equity, Inclusion- Way forward for Sustainable Business & Management Practices" on 22nd- 23rd September, 2023

Influence of Workplace Diversity

on Organizational Performance: A Mediation Role of personality traits

Hyder Nawaz Khan[1], Prof. Fazeelath Tabassum[2]

[1]Student, School of Management Studies, REVA University, Bengalore.

[2]Assistant Professor, School of Management Studies, REVA University, Bangalore, Karnataka, 560064,

Email:fazeelath.tabassum@reva.edu.in

****

Abstract

Firms are seeing the requirement to hire a workforce that reflects diversity in today`s society. The major challenging factor for organizations is to attract and retain human resources. Some studies have found that various forms of diversity are associated with innovation, improved strategic decision -making and increased organizational performance. Diversity can increase coordination and quick decision-making in an organization. In this article, we aspired to determine whether there was a link between diversity and organizational performance and the mediation role of personality traits. It's my attempt to provide a conceptual framework that can help link diversity, organizational performance, and personality traits. The rationale for this statement is like that for increased creativity through diversity. Organization increasingly relies on cross-functional work groups and project teams to stimulate innovation, solve problems, and make decisions. Work group performance that is while, race, tenure, and age diversity influenced emotional conflict, they lacked substantial links to performance. The aim is to study the influence of workplace diversity on organizational performance and to know the mediating role of personality traits. The goal of the article is to provide a framework that will allow them to design diversity initiatives based on research. The current study is empirical research. The study will be conducted by receiving responses from a Sample size of 200 respondents from the top 5 private education institutions in Bangalore. Primary data will be analysed using statistical tools like factor analysis, correlations, analysis of variance, means, grand means, and regression. The study has strong practical implications in strengthening the relationships by identifying the factors of influence workplace diversity on organizational performance: a mediation role of personality traits in the education institutions.

Keywords: Diversity, Workplace Diversity, Organizational Performance, personality traits.

5

International Conference on "Diversity, Equity, Inclusion- Way forward for Sustainable Business & Management Practices" on 22nd- 23rd September, 2023

Digital Financial Inclusion of Street Vendors: Opportunities and Challenges

Muktali Milind Sinai Cuncoliencar[1], Sr. Prof. Purva Govid Hegde Dessai[2]

[1]Assistant Professor in Commerce, Government College of Commerce and Economics, Borda, Margao Goa
Email: muktalikunkolienkar20@gmail.com

[2]Senior Professor of Management Studies, Goa Business School
Email:purva@unigoa.ac.in.

****

Abstract

Unemployment and Poverty are one of the social and economic issues that persist as significant obstacle for any developing country. Within the framework of mounting strategies to boost employment and creating job for people, entrepreneurship is increasingly accepted as an important and valuable means for creating jobs, for improving livelihoods and economic independence of people. Informal Entrepreneurship is one of the ways to overcome the problem of unemployment and Poverty. Street Vending, also called as informal entrepreneurship contribute significantly to employment generation, poverty alleviation and livelihoods. With penetration of digitisation, efforts are made to bring together the digital economy and the financial services under one umbrella to create a viable and vibrant ecosystem for digitally providing the financial services to the beneficiaries. Digital Financial inclusion has emerged as a critical driver of economic development and poverty alleviation, particularly in developing economies. It is an extension to the concept of financial inclusion. This paper explores the dynamics of digital financial inclusion for street vendors, a crucial yet often overlooked segment of the informal economy. This study sheds light on the opportunities and challenges faced by street vendors in accessing and utilizing digital financial services. For the purpose of the Study A systematic Review was conducted. The analysis of the literature reveals a range of opportunities as well as critical challenges in the context of digital financial inclusion of street vendors. The literature review culminates in stating research propositions about the antecdents of digital financial inclusion of the street vendors for a wider quantitative study.

Keywords: "Digital Financial Inclusion", "Financial Inclusion", "Street Vendors",

Gig Economy and the Women Workers in India: A Qualitative Study

Dr. Indranil Bose

Vice President-Academics &Head of the Department & Professor
School of Business and Economics, Adamas University, Kolkata, India

Email: sentindranil72@gmail.com

****

Abstract

Inspite of unprecedented growth of India's gig economy in recent decades and possible benefits to women service providers, little attention has been paid by contemporary researchers to the hurdles faced by women in pursuing gig work. Indeed, gig work has witnessed similar gendered division as has been evident in traditional work, and has not led to a direct increase in female labour force participation in India. This brief examines the existing literature on the problems faced by women gig workers and analyses the terms of use and privacy policy for a few platforms in India that cater to women gig workers. By scrutinizing the platforms from a gender lens, this brief has attempted to outline the gaps that bar women's inclusion in gig work and provides helpful recommendations.

Keywords: Future of work, Gender Gap, Gig Economy, Women and work

7

International Conference on "Diversity, Equity, Inclusion- Way forward for Sustainable Business & Management Practices" on 22nd- 23rd September, 2023

Emotional Intelligence as a Catalyser for Psychological Contract

Prof. Fazeelath Tabassum[1], Dr. Nitu Ghosh[2]

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

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

****

Abstract

Emotional intelligence (EI) can assist in connecting with emotions and making sound judgments. It is the capacity to recognize and control feelings in a constructive way to reduce stress, communicate successfully, empathize with others, overcome obstacles, and resolve conflict. Higher emotional intelligence is also linked to greater workplace engagement and satisfaction (Yan et al., 2018). There is an association between employee job engagement as an element of emotional intelligence, whereas emotionality has a negative relationship with work engagement (Arora et al., 2012). Emotional intelligence is the capacity to regulate or monitor a person's strong sentiments and emotions and turn them into helpful tools (Santos et al. 2018). Conway and Briner (2009) recognized that one key difference between a psychological contract and a formal contract is that the psychological contract can be implicit, which means that the commitments might be unwritten and unstated, emerging from the behaviours of both parties. These initial experiences may diminish trust, work satisfaction, intentions to remain in the organisation, sense of commitment, and role performance (Robinson & Morrison, 2000). The present study aimed to analyse the relationship between the dimensions of emotional intelligence and the psychological contract. The study is based on empirical research. For data collection, both primary data and secondary data are used. The sample population is from the education sector. Statistical analyses were carried out using SPSS Version 23 software. The finding shows the relationship between emotional intelligence and psychological contract. Employees with high EI are better at understanding and controlling their emotions. They can empathize with the emotions of others, settle disagreements, develop better, more meaningful connections, and influence the psychological contract of employees at the workplace.

Keywords: Emotional intelligence, Employee engagement, Job satisfaction, Psychological contract

8

International Conference on "Diversity, Equity, Inclusion- Way forward for Sustainable Business & Management Practices" on 22nd- 23rd September, 2023

Digital financial inclusion has been steadily increasing, but gender and other resources persist.

Ajay Kumar Yadava
Student, MBA, RSMT UP College Varanasi, (AKTU Lucknow)
Email- ajayk.yadav25@gmail.com

****

Abstract

Although none of the goals of the United Nations Agenda 2030 is dedicated to finance, can the use of financial instruments play a role in achieving some of the Sustainable Development Goals? Can financial instruments contribute to the reduction of hunger and poverty, to ensuring healthy lives, gender equality, decent jobs and the growth of micro, small and medium-sized enterprises (MSMEs), reducing inequalities, enhancing an effective fight against corruption and increasing the mobilization of additional financial resources? This article highlights how financial inclusion, meaning the access to financial services, allows the weakest to contribute to the achievement of the SDGs and to improve their life conditions. From the evidence of the UNSGSA (2018) report on integrating SDG progress through digital financial inclusion, it becomes clear that digital finance is a key that can help in boosting financial inclusion.

The G20 stands at an unprecedented time when our leadership has the potential to drive the growth of inclusive economies by promoting digital financial services. Two billion adults globally do not have access to formal financial services and are excluded from opportunities to improve their lives. While tremendous gains in financial inclusion have already been achieved, digital financial services, together with effective supervision (which may be digitally enabled), are essential to close the remaining gaps in financial inclusion.

The 2010 G20 Principles for Innovative Financial Inclusion spurred initial efforts and policy actions. These 2016 High-Level Principles for Digital Financial Inclusion build on that success by providing a basis for country action plans reflecting country context and national circumstances to leverage the huge potential offered by digital technologies.

Keywords: Agenda 2030, Sustainable Development Goals, financial inclusion, poverty, gender parity, fintech

9

International Conference on "Diversity, Equity, Inclusion- Way forward for Sustainable Business & Management Practices" on 22nd- 23rd September, 2023

DEI in Marketing: Branding and Brand Management in the Digital Age

Jay Sree B L[1], Krishna Karthik P[2], Dr. S. D. Uma Mageswari[3]

[1]Student,B.Tech CSBS, R.M.K Engineering College
E-mail: bljsree14@gmail.com

[2] Student, B.Tech CSBS, R.M.K Engineering College
E-mail: pkri21127.cb@rmkec.ac.in

[3]Computer Science and   Business Systems Faculty Mentor, R.M.K. Engineering College
E-mail: sdu.mba@rmkec.ac.in

****

Abstract

In the digital age, branding and brand management have undergone a transformational shift that forces businesses to adapt their strategies to a dynamic and connected environment. Once focused on logos and slogans, branding now encompasses a holistic portrayal of a company's identity, values and promises. Effective brand management in this era requires an online approach. Digital platforms offer broad reach and direct audience interaction and require consistent messaging and experiences across websites, social media and apps. Additionally, digital platforms promote faster communication and require real-time responsiveness and vigilance to maintain brand reputation. User-generated content and social interaction have a significant impact. Brands need to actively participate in these conversations, encourage positive sentiment and solve problems quickly. The digital space is inherently transparent, emphasizing authenticity and responsibility. Data-driven insights fetched from digital interactions enable refined targeting and personalization and improve the customer experience. Branding and brand management in the digital age are about creating an appealing story, adapting it cohesively across platforms, and actively participating in the digital dialogue. Success depends on authenticity, adaptability and smart use of data-driven insights, all while navigating the complex balance between innovation and ethical consideration

Keywords: branding, strategies, brand reputation, personalization.

Investigating the Impact of Fast Fashion Practices on Diversity, Equity, and Inclusion (DEI) in Marketing

Aishwarya Shringari[1], Anirudh Kumar[2]

[1]Student, School of Management Studies, REVA University, Bengaluru.
Email: 2103527@reva.edu.in

[2]Student, School of Management Studies, REVA University, Bengaluru.
Email: 2103532@reva.edu.in

****

Abstract

The advent of Fast Fashion in contemporary society has ushered in a slew of grave concerns that undermine the environment and perpetuate social inequalities among various groups. This paper examines the Fast Fashion industry's implications for diversity, equity, and inclusion within marketing, shedding light on the public's awareness of these issues. Our research delves into the Fast Fashion sector, scrutinizing its environmental footprint and the social consequences it imposes on marginalized communities. Additionally, it gauges public awareness concerning Fast Fashion's adverse effects on both the environment and society. We also explore strategies aimed at mitigating the detrimental practices inherent in the Fast Fashion industry. To fulfill our objectives, we conducted a survey featuring a comprehensive questionnaire that probed individuals' awareness of Fast Fashion and its multifaceted impacts. Furthermore, we conducted an in-depth analysis of existing data pertaining to waste production within prominent fashion industry players such as H&M and Zara. We also scrutinized their labor practices and the treatment of workers involved in the production of clothing, assessing the viability of their stated working conditions. Our findings underscore the detrimental repercussions of Fast Fashion on diversity, equity, and inclusion within marketing. It becomes evident that Fast Fashion's practices contribute to environmental degradation and exacerbate social disparities. However, the survey results reveal a substantial level of awareness among respondents regarding these critical issues, signaling a potential avenue for positive change. This research serves as a vital resource for marketers, businesses, and policymakers seeking to infuse diversity, equity, and inclusion into their marketing strategies. By addressing the environmental and social challenges posed by Fast Fashion, brands can not only align with DEI principles but also foster a more sustainable and equitable future for the fashion industry and marketing as a whole.

Keywords: Fashion, contemporary society, Fashion sector, Environmental footprint, Adverse effects, Viability, Working conditions, marketing strategies.

11

International Conference on "Diversity, Equity, Inclusion- Way forward for Sustainable Business & Management Practices" on 22nd- 23rd September, 2023

Financial Inclusion - Tool to Improve Financial Literacy

Dr. A.Maria Bharathi[1] , Dr. R. Muthu Lakshmi[2]

[1]Assistant Professor of Commerce, Sri Sankara Bhagavathi Arts & Science College, Kommadikottai
Email: bharathiduraipandi23@gmail.com

[2]Associate Professor, Head – Commerce, Sri Sarada College for Women, Tirunelveli, India
Email:muthulakshmisarada@gmail.com

****

Abstract

Money management does not come naturally. It's learned through observation and first-hand experience. In order to learn how to manage money, teaching children to save is a crucial first step in getting them acquainted with the importance of financial literacy. Financial literacy refers to the ability to comprehend and apply various financial skills, such as personal financial management, budgeting, and investing. Financial literacy is the foundation of your relationship with money, and it is a lifelong learning journey. The chapter attempts to measure the financial inclusion among scheduled community people in Tuticorin District. Primary data collected through structured interview schedules has been used for analysis and presented in the study. The result of the study shows that financial literacy is low among the scheduled community people in Tuticorin district.

Keywords: Financial Inclusion, Financial Literacy, Financial Awareness, Banking Literacy

12

International Conference on "Diversity, Equity, Inclusion- Way forward for Sustainable Business & Management Practices" on 22nd- 23rd September, 2023

Participatory Learning Strategies at Business Schools: Fostering Engagement, Collaboration, and Skill Development

Dara Vijaya Lakshmi[1], Chitra Kesavan[2]

[1]Research scholar, Department of Human Resources Management, GITAM School of Business, GITAM (Deemed to be University) – Bengaluru & Assistant Professor, School of Management Studies, REVA University, India
Email: vijayalmd@gmail.com

[2]Assistant Professor, Department of Human Resources Management, GITAM School of Business, GITAM (Deemed to be University) - Bengaluru
Email: ckesavan@gitam.edu

****

Abstract

This paper explores the importance of participatory learning strategies in business schools and their impact on student engagement, collaboration, and skill development. Participatory learning encourages active student involvement, promotes critical thinking, and enhances the application of theoretical concepts in real-world scenarios. The paper discusses various participatory learning strategies, including case studies, simulations, group projects, and experiential learning. It also examines the benefits and a challenge associated with implementing these strategies and provides recommendations for effective implementation. By adopting participatory learning strategies, business schools can create dynamic learning environments that better prepare students for the complexities of the modern business world.

Keywords: participatory learning strategies, higher education institutions, effectiveness, student engagement, academic performance, Student engagement, collaboration, and skill development.

13

International Conference on "Diversity, Equity, Inclusion- Way forward for Sustainable Business & Management Practices" on 22nd- 23rd September, 2023

Navigating the Challenges of a Multi – Generational Workplace: Strategies for Effective Collaboration

Deepali V. Hiremath[1], Krushik Gowda B.C[2], Dr.K.P. Venkataswamy[3]

[1]Research Scholar and Asst. Professor, K.L.E Law college, Bengaluru,
Email: deepali.hiremath@klelawcollege.org

[2]Research Scholar and Student, K.L.E Law college, Bengaluru,
Email:03fl22bbl035@klelawcollege.edu.in

[3]Assistant Professor, School of Management Studies, REVA University
Email:pillavenkataswamyk@reva.edu.in

****

Abstract

Navigating the multifaceted realm of today's business world, this Conference paper delves deeply into intricacies of managing a diverse multiple generational workforces within contemporary organizations. It takes a close look at how different generations communicate their varying levels of comfort and expertise with technology. The leadership styles they respond best to and their expectations around achieving a balance between work and personal life. These factors often present unique challenges, when trying to harmonize a diverse team to work cohesively and productively. However, this study doesn't just highlight the problems; it offers valuable insights into strategies that can bridge these generational gaps. Through these accounts, we are understanding and addressing these differences. Organizations can foster a collaborative environment where all generations can thrive and contribute effectively to enhance productivity. These strategies are crucial for modern businesses that aims to leverage the strengths of every team member, irrespective of their age and generational identity. By taking these nuances into account, leaders can create an inclusive work culture that caters to the needs and strengths of everyone. That results in ensuring the success of both the organization as a whole and cohesive collaboration which heightened productivity across generational lines.

Keywords:Multi-generational workforce, generational diversity, workplace challenges, intergenerational collaboration, communication strategies.

14

International Conference on "Diversity, Equity, Inclusion- Way forward for Sustainable Business & Management Practices" on 22nd- 23rd September, 2023

Review of Corporate Governance Regulations in India for Inclusive Growth

Laxminarayana M[1], Dr. V Manickavasagam[2]

[1]Research Scholar, Department of Corporate Secretaryship, Alagappa University & Asst. Prof. Acharya Bangalore B School, Bangalore.

Email: researchmaroli@gmail.com
[2]Professor and Research Supervisor, Department of Corporate Secretaryship, Alagappa University

****

Abstract

Corporate companies are economic organizations established for the purpose of attaining economic objectives. It is a association of people who contribute money or money's worth, mainly for the objective of getting some common benefits. When company is utilizing investors' money, this fund must be invested in proper manner in profitable business ventures. Investor should get reasonable rate of return without compromising the claims of people and this earth. It is the duty of every corporate company to achieve economic target after satisfy in the requirements of this nature and people in ethical manner. To achieve company's objectives every company required to follow strict corporate governance regulations in their administrative and commercial field. Corporate governance is the system of rules, practices and processes by which a company is directed and controlled. Corporate Governance refers to the way in which companies are governed and to what purpose. It identifies who has power and accountability, and who makes decisions. Corporate Governance regulations are playing vital role in inclusive growth in the economy. The organizational framework for corporate governance initiatives in India consists of the Ministry of Corporate Affairs (MCA) and the Securities and Exchange Board of India (SEBI). SEBI monitors and regulates corporate governance of listed companies in India through Clause 49. The main objective of this research work is to know the various corporate governance regulations which are implemented in India and their applicability and the role CG in inclusive growth. The researcher has identified that in-spite of strict regulations for corporate governance in India, Country had been facing several corporate scams and economic offenses since independence. These corporate scams may harm inclusive growth and development of economy. This research is based on secondary data and information is collected from published sources like SEBI Reports, MCI publications, Industrial Reports and E- journals.

Key Words: SEBI, Corporate Governance, Corporate Failure, MCA, Clause 49. Investors, Inclusive Growth, Economic Development

15

International Conference on "Diversity, Equity, Inclusion- Way forward for Sustainable Business & Management Practices" on 22nd- 23rd September, 2023

Leveraging AI Algorithms to Enhance ESG Practices: A Strategic Approach for Firms

Dr Suganya S

Assistant Professor, School of Management Studies, REVA University, Bengaluru-64
Email: suganyas905@gmail.com

****

Abstract

This paper aims to explore the potential of artificial intelligence (AI) algorithms in improving environmental, social, and governance (ESG) practices within firms. As sustainability and responsible business become increasingly important in today's global landscape, firms must adopt innovative strategies to align their operations with ESG objectives. AI algorithms offer unique opportunities to enhance decision-making, optimize resource allocation, and mitigate risks associated with ESG issues. This journal examines the key areas where firms can leverage AI algorithms to drive positive ESG outcomes, including environmental impact assessment, supply chain management, employee welfare, and stakeholder engagement. It also discusses the challenges and ethical considerations associated with AI implementation, emphasizing the need for responsible AI practices that prioritize transparency, fairness, and accountability. Through a comprehensive analysis, this paper will provide insights into how firms can harness the power of AI algorithms to foster sustainable and socially responsible practices while maximizing business value.

Keywords: Artificial intelligence (AI), Environmental, Social, and Governance (ESG) practices, sustainability, socially responsible practices.

16

International Conference on "Diversity, Equity, Inclusion- Way forward for Sustainable Business & Management Practices" on 22nd- 23rd September, 2023

Data-Driven Marketing: Leveraging Analytics for Success

Avijeet Suresh[1], Prince Kumar[2]

[1]Student, Department of Management Studies, REVA University
E-mail: 22110238520@reva.edu.in

[2]Student, Department of Management Studies, REVA University
Email: princekumarreva@gmail.com

****

Abstract

In today's dynamic business landscape, data-driven marketing has become an indispensable tool for organizations seeking not only success but also a commitment to Diversity, Equity, and Inclusion (DEI). This transformative approach leverages the power of data analytics to inform marketing strategies, aligning them with DEI principles to create a more inclusive and equitable marketplace. By harnessing advanced analytics, businesses gain the capacity to delve deep into their audience's diversity. They can identify unique customer segments and tailor marketing campaigns to resonate with these distinct groups, respecting their cultural nuances, preferences, and values. In doing so, data-driven marketing promotes diversity in representation and messaging, ensuring that all consumers feel seen and heard. Moreover, analytics-driven strategies empower organizations to promote equity by eliminating bias in marketing practices. By relying on data-driven insights rather than assumptions or stereotypes, companies can allocate resources more fairly, provide equal opportunities for diverse market segments, and foster a level playing field. Inclusion is another cornerstone of data-driven marketing in the context of DEI. By continuously analyzing and optimizing campaigns based on performance metrics, businesses can adapt their approaches to ensure that they are inclusive of diverse perspectives and needs. This adaptability allows them to learn and grow in ways that align with the ever-evolving expectations of an inclusive and equitable society.

Keywords: Data-driven marketing, Analytics, Success, Marketing strategies, Consumer behavior.

17

International Conference on "Diversity, Equity, Inclusion- Way forward for Sustainable Business & Management Practices" on 22nd- 23rd September, 2023

Personalized Marketing Campaigns in the E-Commerce Industry: The Role of Machine Learning in Business Analytics

B Rakshna Priya[1], D Abhiraami[2], Dr. S. D. Uma Mageswari[3]

[1]Computer Science and Business Systems, R.M.K. Engineering College
*Email:*brak21129.cb@rmkec.ac.in

[2]Computer Science and Business Systems, R.M.K. Engineering College
*Email:*dabh21103.cb@rmkec.ac.in

[3]Computer Science and Business Systems Faculty Mentor, R.M.K. Engineering College
Email: sdu.mba@rmkec.ac.in

****

Abstract

In the dynamic landscape of e-commerce, where every click counts, the spotlight is on personalized marketing campaigns. This paper unravels the seamless blend of machine learning and business analytics, spotlighting their pivotal role in shaping marketing strategies that resonate on a personal level. Gone are the days of generic marketing tactics. Enter machine learning, the digital maestro deciphering individual preferences from data threads. With its algorithms and insights, businesses can now curate marketing campaigns that speak directly to each customer. This journey takes us through the realm of customer segmentation – the art of categorizing customers into like-minded groups. We uncover how machine learning sifts through data to unearth these clusters, empowering marketers to tailor messages with pinpoint accuracy. But that's not all – predictive analytics comes into play, with algorithms peering into the past to predict future trends, keeping businesses ahead of the curve. Yet, amidst this digital symphony, ethics and privacy take center stage. As we explore personalization's power, we delve into the importance of balancing tailored experiences with safeguarding personal data, fostering enduring customer trust. Real-world success stories pepper these insights, showcasing industry giants that have harnessed machine learning's finesse to amplify engagement, conversions, and brand loyalty. In summary, as e-commerce landscapes shift and evolve, personalized marketing shines brighter than ever. With machine learning as a guiding star, businesses can navigate this realm, delivering experiences that are more than transactions – they're connections. This paper encapsulates the artful fusion of machine learning and business analytics, painting a portrait of personalized marketing campaigns that truly resonate.

Keywords: Personalized Marketing, E-commerce, Machine Learning, Business Analytics, Customer Segmentation, Predictive Analytics, Data Privacy.

18

International Conference on "Diversity, Equity, Inclusion- Way forward for Sustainable Business & Management Practices" on 22nd- 23rd September, 2023

Brand Authenticity in the Age of Deep fakes: A 2023 Consumer Perception Study

Abhishek Dutta Gupta

Assistant professor, School of Management Studies, REVA University, Bengaluru-63
Email: abhishek.duttagupta@reva.edu.in

****

Abstract

In an era characterized by rapid technological advancements, the proliferation of deepfake technology has introduced a new dimension of complexity to the concept of brand authenticity. This research delves into the dynamic relationship between brands and consumers in 2023, focusing on the impact of deepfake technology on consumer perceptions of brand authenticity.

This study employs a multi-method research approach, combining surveys, focus group discussions, and content analysis to comprehensively investigate how consumers perceive and respond to brand content that has been manipulated or generated by deepfake technology. By examining consumer attitudes, beliefs, and behaviours, we aim to provide an in-depth understanding of the challenges and opportunities that brands face in navigating this digital landscape.

Our findings reveal that consumers are increasingly concerned about the authenticity of brand content, especially in the wake of deepfake technology's advancements. Consumers are becoming more discerning, with many seeking transparency and truthfulness from the brands they engage with. Authenticity is no longer merely a marketing buzzword but a fundamental expectation. This study highlights that brands can leverage technology responsibly to build trust and engage with consumers more authentically. Strategies such as blockchain verification and clear communication about content creation processes can mitigate concerns related to deep fakes.

As deep fake technology continues to evolve, brands must proactively address the challenges it poses to authenticity. This study offers insights into consumer perceptions and expectations, serving as a valuable resource for brands, marketers, and policymakers aiming to navigate the intricate landscape of brand authenticity in the age of deep fakes. By embracing transparency and ethical practices, brands can maintain consumer trust and foster genuine connections in this digitally transformative environment.

Keywords: Brand Authenticity, Deepfake Technology, Consumer Perception, Technology Impact, Content Manipulation and Brand Engagement.

19

International Conference on "Diversity, Equity, Inclusion- Way forward for Sustainable Business & Management Practices" on 22nd- 23rd September, 2023

Gamification a tool of Customer attraction to connect – Creativity and Art History

Prof. Alisha Shaw

Assistant Professor, Head Architect, Urban Designer, Researcher, Writer
Alish Urban Studio and Manipal University, Jaipur
Email:alishashawphd@gmail.com

****

Abstract

"Gamification a tool to engage the customer with the surrounding elements which are the key objectives and force pulling attraction towards the product. "A game has a source of engagement, entertainment, thought, storming, action and creation." The product marketing requires a long-term bonding with the customer. India a country rich is heritage, Art, Culture, Beliefs has a series of network in field of art. The art of various states and region in India has a details of events, history, stories from mythologies, nature ,evolution through ages of mankind and civilizations. Art History its adaptation in GAMES and collaboration with Technologies in 21st Century. The various Art Culture in India its amalgamation with the GAMES acting as source to attract customer towards new product design. My aim is to *combine Art of India with GAMES and develop physical play and technological games –* "ART GAMES"- Games with learning of "ART HISTORY OF INDIA" – *a customer seeds up the art forms of various states of INDIA and get to known history of art .*

Methodology: The different "Games were created combining *art of different states and region of India"* researcher has conducted various workshop and participants developed ART GAMES - new product. The researcher conducted case studies and literature study for documenting various *Art Culture* through *traditional paintings, mythological paintings de- coding art engraved in heritage structures, manuscripts, Festival Activity studies of neighbourhoods in different states* of INDIA. The next stage is development of ART GAMES in electronic medium can reach customer in one click-TECH "O"ART GAMES.

Conclusion: The ART GAMES created was a "self-innovative product" by various people and added learning about ART FORMS in INDIA. *This product is "creative and techno hike for future rejuvenation of art in future".*

Key Words – Gamification, connecting, humans with art and craft.

20

International Conference on "Diversity, Equity, Inclusion- Way forward for Sustainable Business & Management Practices" on 22nd- 23rd September, 2023

A Study on the Impact of Consumer Preference for Digital Wallets Among Auto Rickshaw Drivers in Bangalore Urban.

Amulu.M[1], Alfiya Saeed[2]

[1]Student, M.com, Mount Carmel College Autonomous, Bangalore-560052

E-mail: amu1999masthan@gmail.com

[2]Student, M.com, Mount Carmel College Autonomous, Bangalore-560052

Email: alfiyasaeed1@gmail.com

****

Abstract

The digital revolution has transformed the global economy dramatically in recent years, revolutionizing the way consumers and businesses undertake financial transactions. Among the many advances, digital wallets have emerged as a disruptive force, providing secure and convenient payment alternatives via cell phones. This study aims into the impact of consumer preference for digital wallets among auto rickshaw drivers in Bangalore Urban. With the growing use of digital payment options, the study seeks to determine the factors influencing use of digital wallets, their perceived benefits, challenges and the influence on their earnings. It would help to provide insights into the changing dynamics of payment mechanism within the auto rickshaw drivers. Primary and secondary sources were used to gather the data. Applying a convenience and simple percentage analysis, a study was conducted with a sample size of 100 people and our respondents were auto rickshaw drivers in Bangalore Urban. The study's findings are intended to help researcher's better comprehend the broader ramifications of digital wallets. In addition, this research will give us information on potential alterations in payment behavior, economic empowerment and the problems that auto rickshaw drivers confront as they migrate from traditional cash transactions to digital payment methods. The findings can help policy makers, digital wallet providers and transportation authority's develop ways to increase digital wallet usage and acceptance in this unique setting.

Key Words: Digital Wallets, Consumer preference, Auto rickshaw drivers, Bangalore Urban

21

International Conference on "Diversity, Equity, Inclusion- Way forward for Sustainable Business & Management Practices" on 22nd- 23rd September, 2023

Study on Sustainable Work Environment and its influence on Work Management and Productivity

Ms. Ananya Chauhan

Student, M.com, Mount Carmel College Autonomous, Bangalore-560052
E-mail:ananyachauhan562000@gmail.com

****

Abstract

The concept of a Sustainable Work Environment (SWE) has garnered significant attention in recent times, as organizations strive to achieve higher levels of employee well-being and productivity. This paper aims to investigate the influence of SWE on work management and productivity, focusing on three primary objectives: a) understanding the factors contributing to a challenging SWE, b) identifying gaps in existing work environments that hinder performance, and c) comprehending employee perceptions of SWE and its impact on work management practices. To accomplish the research objectives, a mixed-methods approach was employed, combining qualitative and quantitative data collection techniques. Firstly, an extensive review of the relevant literature was conducted, exploring the diverse factors influencing the creation of a challenging SWE (Objective a). This investigation revealed critical aspects such as work-life balance, organizational culture, leadership support, employee involvement, and physical workspace conditions as key determinants of SWE.

Subsequently, surveys will be employed to identify specific gaps in the current work environments that impede employee performance (Objective b). The research will highlight the crucial hindrances like inadequate resources, communication barriers, unclear job roles, and lack of employee recognition. The study will also delve into understanding the employee perception of SWE and its effect on work management practices (Objective c). Through employee surveys and feedback, the research will explore more on how employees' view their work environment impacting their motivation, job satisfaction, and overall work performance. The outcomes of this research may have significant implications for organizations aiming to create a more sustainable and productive work environment. By addressing the identified factors contributing to a challenging SWE and recognizing existing gaps in work management, organizations can proactively design targeted interventions to foster a more supportive and conducive workplace. Cultivating a positive SWE and understanding employee perceptions will lead to greater job satisfaction, reduced turnover rates, and heightened productivity, ultimately driving organizational success.

Keywords: Sustainable Work Environment, Work Management Practices, Employee Engagement, Productivity, Employee Experience, Organizational Success, HR Practices, Millennials Perception.

The Role of Electric and Hybrid Electric Propulsion in Sustainable Aviation

Anand Kashyap

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

****

Abstract

Aviation, being one of the fastest-growing industries in transit, contributes significantly to greenhouse gas emissions. To address the carbon footprint repercussions, the industry has acknowledged the need for alternate solutions and has been investigating various technologies and solutions. Promising technologies for environmentally friendly aviation have evolved, including electric and hybrid-electric propulsion. This study examines the function of electric and hybrid-electric propulsion in environmentally friendly aircraft. This research paper provides an outline of the sustainability issues now facing the aviation sector and the demand for alternative propulsion systems. It offers a thorough review of the benefits, difficulties, and restrictions of electric and hybrid-electric propulsion technology. The report also looks at how these technologies might be used in other areas of aviation, including general aviation, commercial aviation, and unmanned aerial vehicles. The study assesses how electric and hybrid-electric propulsion affect the environment, including how they might lessen noise pollution and greenhouse gas emissions. The economic viability of deploying these technologies is also examined, along with production costs and infrastructural development. The study concludes that electric and hybrid-electric power has the ability to dramatically lessen aviation's negative environmental effects while improving aircraft effectiveness and safety. Before these technologies can be extensively used, however, there are still considerable technical and financial difficulties that need to be resolved. According to the document, additional study, and development as well as cooperation amongst stakeholders are required to hasten the adoption of electric and hybrid-electric propulsion in the aviation sector.

Keywords: Aviation, Propulsion, Hybrid, Greenhouse, Electric, Emission.

23

International Conference on "Diversity, Equity, Inclusion- Way forward for Sustainable Business & Management Practices" on 22nd- 23rd September, 2023

An Empirical Study on Digital Branding Practices of E-Commerce Start-Ups and its Impact on Consumer Buying Behaviour

Mr. Avinash C[1], Mr. Srinivas S[2], Dr. K P Venkataswamy[3]

[1]Research Scholar, Department of Business Administration, Annamalai University, Tamilnadu

[2]Research Scholar, Department of Management Studies, Visvesvaraya Technological University
E-mail: srinivassundargowda@gmail.com

[3]Assistant Professor, School of Management Studies, Reva University
E-mail: pillavenkataswamyk@reva.edu.in

****

Abstract

Advent of new technology, media and tools are rapidly reshaping the traditional ways of branding. Branding is the challenge for any of e-commerce start-ups. This paper aims to highlight the digital branding practices of e-commerce start-ups and study its impact on the consumer buying behaviour. A primary survey was conducted in Bengaluru city using a structured questionnaire among 100 consumers who shop online. The descriptive and analytical technique was deployed to identify the antecedents contributing to the digital branding of the e-commerce start-ups. The results and findings clearly show that there exists a significant impact of the digital branding practices on the consumer buying behavior. This study attempts to interweave the disciplines of digital branding and consumer buying behavior, a crucial activity for the survival of e-commerce start-ups, given their lack of resources, financial cost constraints and the fundamental need to find and maintain clients. The significant contribution of this paper is that it provides a basis for conceptualizing a model of digital branding practices for the e-commerce start-up firms performing under dynamic and competitive global environments.

Keywords: digital branding practices, e-commerce start-ups, impact, consumer buying behaviour.

24

International Conference on "Diversity, Equity, Inclusion- Way forward for Sustainable Business & Management Practices" on 22nd- 23rd September, 2023

A Study on Organizational Skills among B.Ed. Students

Mrs.S.Andal[1], Dr. H. Indu[2]

[1]Research Scholar, Department of Education, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore-641043

Email: andal.s.gopal@gmail.com

[2]Professor, Department of Education, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore-641043

Email: indu_edu@avinuty.ac.in

****

Abstract

Organizational skills are important for everyone. Its importance increases multifold in the case of teachers as they are the foundation of a healthy society. The study attempts to comprehend the organizational skills of B.Ed. students pursuing their programme in different types of institution namely Government, Government-Aided and Private. A self-developed and validated organizational skills inventory was used for data collection from 489 female B.Ed. students. The reliability coefficient of the organizational skills inventory tool was found by Cronbach's Alpha test and the value was 0. 840. Random sampling technique by lottery method was used to select the sample. The primary data were analyzed using ANOVA. The results reveal that Communication, Decision-making, and total Organizational skills was better for the B.Ed. students studying in Institutions which come under Private management.

Keywords: Organisational skills, delegation, management type, decision making.

25

International Conference on "Diversity, Equity, Inclusion- Way forward for Sustainable Business & Management Practices" on 22nd- 23rd September, 2023

Digital Governance and Service Delivery: Transforming Public Administration with Technology

Prof. Anitha Kumari. B[1], Dr. B. Diwakar Naidu[2]

[1]Assistant Professor, School of Management Studies, Reva University, Bangalore,
Email: anithakumari.b@reva.edu.in

[2]Professor, Reva Business School, Reva University, Bangalore,
Email: divakar.naidu@reva.edu.in

****

Abstract

Citizens' relationships with governments throughout the globe have been profoundly altered by the information and hyper-connectivity revolutions. When e-government efforts fail to take root, it may be due to a fragmented knowledge of the field as a whole. In the academic literature or official papers, the phrases "digital government" and "digital governance" are commonly used interchangeably despite the fact that they refer to different phenomena. That's why it's becoming harder and harder to resolve the conceptual confusion that exists between them. Neither concept has a single, agreed-upon definition. The growth of digital democracy is hindered by this kind of conceptual ambiguity. The goal of this article's study is to disperse the current uncertainty in distinctions between digital government and digital governance via empirical investigations and to create a greater grasp of these ideas.

Keywords: Digital, E-government, Democracy, Connectivity, Academic, Governance

26

International Conference on "Diversity, Equity, Inclusion- Way forward for Sustainable Business & Management Practices" on 22nd- 23rd September, 2023

Tourism promotion through Social media

Mrs. Ashwini N[1], Dr. Malini T N[2]

[1]Research scholar, NITTE Meenakshi Institute of Technology, Bengaluru

Assistant professor, BGS Institute of Management Studies, Chickballapur
E-mail:ashwini653654@gmail.com

[2]Associate professor, NITTE Meenakshi Institute of Technology, Bengaluru

****

Abstract

Tourism has been part of humanity since the dawn of civilization, even before that Nomads used to relocate or move in search of cultivate lands and water, once civilization started, people moved from one place to another to learn new traditions, lifestyles, and to exchange art and literature and most importantly to exchange or learn about era defining and life changing technologies, years later when there were definitive borders with kingdoms, many poets and artists traveled from one kingdom to another or from one province to another, in search of knowledge and art, later on when Europeans, started voyages and found new countries, The British empire in the name of finding spices and trade slowly colonized ¾ of the world, during this Era, many royalties, mayor's and other rich families used to visit colonized places in the name of entertainment and refreshments, later on many countries adopted the concept of Hotels and stay homes.

In the current era, where the world is more competitive than any era of the past, people often overwork and exhaust themselves both mentally and physically, and often take breaks from the competitive world and try to sit back and take a breather, many take this time as an opportunity to visit different places, these people are normally called Tourist.

Tourist depending on their budget, customize the tour packages, the agencies which accepts such request and design the tour packages are called as travel operators or travel agencies, these agencies offer wide range of options to travel depending on one's budget, and in an era where social media is one of the most important tools in marketing, even Travel agencies use this platform to promote their respective agencies and the range of packages they offer.

Keywords: Civilization, Entertainment, Hotel, Travel agencies, Tour packages, Changing Technologies.

27

International Conference on "Diversity, Equity, Inclusion- Way forward for Sustainable Business & Management Practices" on 22nd- 23rd September, 2023

The Impact of Glass Ceiling Effect in Decision Making Process for Women in Corporate

Dr. Bibi hajira[1], Prof. Bharti Ayer[2], Dr. Mahesh Babu[3]

[1]Assistant professor, School of Management Studies, REVA University, Bengaluru
Email: hajira54@gmail.com

[2]Assistant professor, School of Management Studies, REVA University, Bengaluru
Email: Profbhartiayer@gmail.com

[3]Assistant Professor, Department of Management ,School of Business , St Joseph's University, Bengaluru
Email: Mahesh.babu@sju.edu.in

****

Abstract

In leading life or rendering services in various field , women face discrimination. The glass ceiling creates an obstacle for women from obtaining top management and leadership positions in male dominated sectors. This study will carry on research with the application of bibliometric analyses to gauge the glass ceiling literature. The study will evaluate publications from the Scopus database's core collection between 2017 to 2023 to visualize the Glass ceiling. Proposed research analyses will try to determine co-occurrence, co-citation, and bibliographic coupling to discover the field's most important subjects, authors, and works. The extent of the glass ceiling, current publication patterns, significant regions, key articles, and critical publications will be studied. Objective of the proposed study is to know the inter relation between the concept of glass ceiling & decision making of women in employment & how it is impacting the growth of women and based requirement of research statistical tools will be applied on that basis study will be concluded

Keywords: Glass Ceiling, Decision making, workplace, Women.

28

International Conference on "Diversity, Equity, Inclusion- Way forward for Sustainable Business & Management Practices" on 22nd- 23rd September, 2023

Leveraging Graph Neural Networks for Dynamic Network Analysis

Keerthi Sekhar NS[1], Deepak P[2]

[1]Computer Science and Business System, RMK Engineering College, Chennai, Tamilnadu, India
Email: keer21125.cb@rmkec.ac.in

[2]Computer Science and Business System, RMK Engineering College, Chennai, Tamilnadu, India
Email: deep21104.cb@rmkec.ac.in

****

Abstract

In our interconnected modern landscape, intricate systems like financial transactions, social networks, and communication systems produce data replete with dynamic and evolving patterns. Grasping the underlying dynamics of these systems holds paramount importance across domains, encompassing fraud detection, anomaly identification, and trend prognostication. This paper introduces an innovative paradigm, fusing the prowess of Graph Neural Networks (GNNs) with dynamic network analysis methodologies to tackle these pressing issues. By integrating GNNs, known for their adeptness in capturing complex relationships, with dynamic network analysis, we unveil a robust framework for comprehending the intricate evolution within such systems. Our approach pioneers a two-phase methodology involving dynamic graph construction and GNN-powered temporal analysis. As a testament to its efficacy, we embark on a compelling real-world case study involving financial transaction data. Our experiments elucidate the superiority of our model in deciphering subtle dynamic shifts and temporal intricacies, showcasing its potential to enhance critical applications in dynamic network analysis.

Keywords: Graph Neural Networks, Evolving Patterns, Dynamic Network Analysis, Fraud Detection, Trend Prediction, Financial Transaction.

29

International Conference on "Diversity, Equity, Inclusion- Way forward for Sustainable Business & Management Practices" on 22nd- 23rd September, 2023

Determinants of Financial Performance of Regional Rural Bank

Dimple. B[1], Anjali Kumari[2]

[1]Student, Department of Commerce, Mount Carmel College Autonomous, Bengaluru
Email: dimpleborawad@gmail.com

[2]Student, Department of Commerce, Mount Carmel College Autonomous, Bengaluru
Email: anjalisweethell@gmail.com

****

Abstract

With a huge and diverse base of account holders, India's banking industry is thriving. The distribution of banking was not equitable in the late 20th century. As a result, a regional rural bank is one of the financial institutions that assists people in all facets of their lives and meets their fundamental financial needs. This study aims to identify the determinants of financial performance of RRB's. The determinants include receiving deposits, disbursing loans, and raising money from the general public. The methodology used here is secondary data through which the performance is measured. The study reveals that RRB's have increased their financial stability and can adopt various ways to increase their financial performance by using technology in banking sector, giving e-financial services.

Keywords: RRB's, Financial Performance, Technology, Financial Stability.

30

International Conference on "Diversity, Equity, Inclusion- Way forward for Sustainable Business & Management Practices" on 22nd- 23rd September, 2023

Emotional Intelligence as a Catalyser for Psychological Contract HRM Practices in Private and Public Hospitals of India: A Qualitative Study

Hera Fatima Iqbal[1], Shalini Shukla[2]

[1]Research scholar, Department of Management, Sikkim University, (A Central University), Gangtok, Sikkim
Email: hera.fatimaiqbal@gmail.com
[2]Assistant Professor, Department of Management, Sikkim University (A Central University), Gangtok, Sikkim
Email: shuklashalini@ymail.com

****

Abstract

The purpose of this study is to identify the similarities and differences in GHRM practices between private and public hospitals along with identifying common GHRM practices prevalent in Indian healthcare system. It also explores the current GHRM practices in private and public hospitals in India, with a particular focus on GHRM practices which involve the integration of environmental sustainability into human resource management practices. Study utilizes secondary data to obtain the required information available on the websites of mentioned hospitals. Scimago institutional ranking has been used for selection of sample hospitals. Overall, 25 public and private hospitals have been ranked from India in Scimago institutional ranking 2023.A total of 15 public and 10 private hospitals have been included in the list and further selected for this study. It reveals private hospitals are more likely to adopt modern GHRM practices compared to public hospitals. Hence, having more emphasis on GHRM. Hence, private sector hospitals have been providing green training encompassing energy preservation, efficient resource usage, and effective waste management. Another method adopted is Green Supply Chain Management practices adhering to regulatory compliance to ensure the hospital's alignment with all environmental regulations. Practical implications are significant for both private and public hospitals in India. For private hospitals, study suggests adoption of modern GHRM practices can lead to a competitive advantage by attracting and retaining skilled employees. For public hospitals, the study recommends the need for a more flexible and innovative GHRM approaches. The study makes significant contribution to the literature by shedding light on the HRM practices in the healthcare sector of India. Furthermore, it provides novel insights into adoption of GHRM practices in hospitals, which can inform future research and policy-making in the area of GHRM in the healthcare sector in India.

Keywords- Sustainability, GHRM, healthcare, Public and private hospitals.

31

International Conference on "Diversity, Equity, Inclusion- Way forward for Sustainable Business & Management Practices" on 22nd- 23rd September, 2023

Fostering Sustainable Environment towards Green Initiatives: An Empirical Approach on the Banking Industry

Hiba Fathima[1], Almas Banu[2]

[1]Student, Department of Commerce, Mount Carmel College Autonomous, Bangalore
Email: hiba7fathima@gmail.com

[2] Student, Department of Commerce, Mount Carmel College Autonomous, Bangalore
Email:almasbanu1323@gmail.com
****

Abstract

In an era characterized by escalating environmental concerns, the integration of green initiatives within industries has become an imperative for sustainable development. Sustainability is essential to ensure the long-term viability of industries by minimizing environmental impact, conserving resources, and meeting the growing expectations of socially conscious consumers and stakeholders. It also safeguards against regulatory risks and fosters innovation. By prioritizing sustainability, banks can help address pressing societal challenges, such as climate change and social inequality, while promoting ethical and responsible financial practices. The objective of this study is to gain a comprehensive understanding of the sustainable financial practices within the banking industry in India. Further this paper aims to look into the regulatory framework surrounding sustainable practices within the banking industry in India. This study also focuses on Green Banking initiatives adopted by private and public sector banks in India for environmental sustainability the present study is based on secondary data which will be collected from annual reports of selected banks, reports of the RBI. The study is confined to three public sector banks (State Bank India, EXIM bank, Bank of Baroda) and three private sector banks (Industrial Credit and Investment Corporation Bank of India (ICICI), Housing Development Finance Corporation Bank (HDFC) and Yes bank).Recommendations and suggestions will be followed at the completion of the research.

32

International Conference on "Diversity, Equity, Inclusion- Way forward for Sustainable Business & Management Practices" on 22ⁿᵈ- 23ʳᵈ September, 2023

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

Janani R D

Student, Department of Commerce, Mount Carmel College Autonomous, Bangalore-560052.
Email: jananirajudrakshayini@gmail.com

****

Abstract

In today's war for talent, organizations are facing the problem of attracting and retaining top and quality talent. In a knowledge-based economy, where the insistence is more on the intellectual capacity of the workforce and attracting such talents have become a tough task. Organisations post-covid are more compelling on unlearning, relearning and upskilling and reskilling of the employees. Many of whom are able to achieve a lions share of the above mentioned challenges are the ones who have created a niche for them in their industry. The BRAND of the employer and the more they are known for their diversified projects, appealing job profiles and challenging workplace, they are obviously the most sought after.

According to a latest survey 37% were considering leaving their current employment within the next year. A similar global survey conducted by PwC came to similar conclusions, with 27% of Gen Z workers (18- 25) and 23% of millennial workers (26-41) claiming they were very likely to switch jobs within the next 12 months.

With such a huge challenge awaiting all employers, the study undertaken will try and identify the unique Branding strategies that could help them leverage in attracting the quality talent, understand the role of knowledge economy in developing a pool of talent to meet the global market demands and suggest measures that could assist the organisations more effectively to handle issues relating to talent retention and promote a more conducive working environment.

Keywords: *Employer Branding, talent retention, knowledge economy, sustainable work environment, employee experience, intellectual capital, talent marketing.*

33

International Conference on "Diversity, Equity, Inclusion- Way forward for Sustainable Business & Management Practices" on 22nd- 23rd September, 2023

Enhancing Employee Wellbeing: Leveraging RF Signals for Improved Mental Health and Productivity

Jisha Aravind[1], Ebenezer Nitin P.N[2], Faisal Sadiq Basha[3]

[1]Department of Computer Science and Business Systems R.M.K Engineering College
Chennai, India
Email: jisharavilla@gmail.com

[2]Department of Computer Science and Business Systems R.M.K Engineering College
Chennai, India
Email:nitinebenezer13@gmail.com

[3]Department of Computer Science and Business Systems R.M.K Engineering College
Chennai, India
Email: faisalbasha9127@gmail.com
****

Abstract

Employee well-being is a paramount factor for an organization and an individual's success. In this fast-paced environment, it becomes crucial to ensure that employees have good mental health to maximize their productivity. The recent finding of the EQ-Radio device, which uses radio frequency technology and wireless signals to detect the emotions of people, shows the potential to achieve this. Our paper delves into using EQ-Radio to alter the course of human resources management, such that spotting and managing employee wellbeing becomes more accessible and more efficient. EQ-Radio leverages wireless signals to track employee stress levels and identify those employees prone to mental illnesses. By gauging organizations can proactively support their employees and create a stable and healthy environment. Personalized interventions, such as cognitive behavioural therapy or relaxation activities could help employees to work out their issues and work with peace of mind. Through the dynamic combination of cutting-edge technology with psychological considerations, we aim to shed light on how the future of human resources management can undergo a drastic change in how employee affairs are perceived and dealt with to create an emotionally attuned and resilient team of workers.

Keywords: Employee wellbeing, wireless signals, radio frequency technology, mental health

34

International Conference on "Diversity, Equity, Inclusion- Way forward for Sustainable Business & Management Practices" on 22nd- 23rd September, 2023

The Use of AI in Branding and Brand Management in the Digital Age a Bane or a Boon? - A Consumer Perspective

Jisha Kuruvila[1], **Sarthak Keshri**

Student, School of Management Studies, REVA University

E-mail: 22110234291@reva.edu.in
Student, School of Management Studies, REVA University

E-mail:22110239958@reva.edu.in

****

Abstract

The use of artificial intelligence (AI) in branding and brand management is rapidly transforming the way consumers interact with brands in the digital age. AI-powered tools and technologies are being used to collect and analyze data, predict consumer behaviour, and automate marketing efforts. While AI has the potential to be a boon for brands, it is important to consider the consumer perspective. This research paper will explore the potential benefits and drawbacks of AI in branding and brand management from the perspective of consumers. As AI becomes more sophisticated, brands will have access to more and more data about their customers. AI could lead to a decrease in brand authenticity. As brands become more reliant on AI-powered tools to create and distribute content, consumers may start to feel that brands are becoming less genuine. Overall, the use of AI in branding and brand management has the potential to be both a boon and a bane for consumers. It is important for brands to use AI responsibly and ethically, and to be mindful of the potential impact on consumer trust and brand authenticity. It will use a mixed-methods approach, including surveys, interviews, and focus groups, to gather data from consumers about their experiences with AI-powered branding and marketing campaigns. Our sample size is about 200 and our Research Methodology is based on a Qualitative research to understand people's experiences, perspectives and behaviours. This research paper will explore the potential benefits and drawbacks of AI in branding and brand management from the perspective of consumers.

Keywords: Artificial intelligence (AI), Brand Management, Digital Age, consumer perspective, Sophisticated.

35

International Conference on "Diversity, Equity, Inclusion- Way forward for Sustainable Business & Management Practices" on 22nd- 23rd September, 2023

G -Inverse of Super Fuzzy Matrix

Dr.J.Ravi[1], S Hariharan[2] S.Akila[3], R.Muthukumar[4], A.Nithya[5], S.Sathya[6]

[1]Associate Professor, School of Management Studies, REVA University, Bengaluru, Karnataka, India.
Email: jravistat@gmail.com

[2]Assistant professor, Department of Mathematics, K.S.R College of Arts and Science for Women, Tiruchengode, Namakkal, Tamil Nadu, India
Email:hariharan79.nathan@gmail.com

[3]Assistant professor, Department of Mathematics, Vivekanandha College of Arts and Sciences for Women (Autonomous), Tiruchengode, Namakkal, Tamil Nadu, India.
Email:akiperiyasamy@gmail.com

[4]Assistant professor, Department of Mathematics, Vivekanandha College for Women, Unjanai, Tiruchengode, Namakkal, Tamil Nadu, India.
Email:muthukumarvcw@gmail.com

[5]Assistant Professor, Department of Mathematics, M.G.R College (Arts & Sciences), Hosur, Krishnagiri, Tamil Nadu, India
Email:nithimouli1591@gmail.com

[6]Assistant Professor, Department of Mathematics, Selvam College of Technology, Namakkal, Tamil Nadu, India
Email:sathyamaths88@gmail.com

,
****

Abstract

A Boolean matrix is a matrix with elements each has the value 0 or 1. A fuzzy matrix is matrix with elements having values in [0,1]. In this paper, a new method is proposed to Generalized (G) inverse in a super fuzzy matrix (GISFM). Several new models are created in the interesting field of super fuzzy matrices. The weakness of other super fuzzy matrix is the lack of consideration of the matrix and it is not a function the overall elements, because it is giving only weight for diagonals only. In this regards in this paper to overcome this lack of consideration and it is a new approach inverse which we call as G-inverse of a Fuzzy matrix is introduced. A generalization inverse of a non-singular matrix is giving the unique solution of a certain set of equations. This generalized inverse exists for any (possibly rectangular) matrix whatsoever with complex elements

Keywords: Set, G inverse, super fuzzy matrix, Fuzzy matrix.

study on working women's perception towards UPI Interface with regard to Grocery Q commerce.

Jyoti Rani[1], Ajaya Lakshmi VP[2]

Student, Department of Commerce, Mount Carmel College Autonomous, Bangalore-560052.
Email: jyotimishra061999@gmail.com

Student, Department of Commerce, Mount Carmel College Autonomous, Bangalore-560052.
Email: ajayalakshmivp@gmail.com

****

Abstract

In this modern era of technology and UPI payment is one of the most convenient and faster modes of payment. One of the most attractive aspects of the digital revolution is its impact on working women and influence their productivity using UPI payment app to order Groceries online. RBI is creating a conductive environment for digital financial transactions. The volume growth of UPI Payment is 837143.73 (volume in lakhs) as per the National Payments Corporation of India. (Reserve Bank Of India, 2023). Online grocery Q commerce empowers women to track their expenses, save time and allocate time for their personal and professional life. This study aims to understand working women's perspectives regarding UPI payment, as well as to analyse the use and quality of UPI payment among working women regarding Q commerce. Primary and secondary sources were used to gather the data. Applying a convenience sampling method, a study was conducted with a sample size of 100 respondents. Percentage analysis is used as an analysis tool. The findings of this research embraced the quality of UPI payment and its usage among working women regarding ordering Groceries online.

Keywords: Online Grocieries Apps, UPI payment apps, Working Women

37

International Conference on "Diversity, Equity, Inclusion- Way forward for Sustainable Business & Management Practices" on 22nd- 23rd September, 2023

The Research Venation Analysis and Future Prospects of Influencer marketing

Mohammed Kabeer A[1], Jamshadali T.T[2], Dr. Abdul Nasar V.P[3]

[1]Research Scholar, *DGM MES Mampad College (Autonomous), Mampad*
Email:kabeerpadallur@gmail.com

[2]Research Scholar, PSMO College Thirurangadi
Email: ttjamshadali@gmail.com

****

Abstract

Social media communication is characterized by social networking, which takes the shape of online communities and social groups. This feature has significant effects on the identity dynamics and behavior of social media users. Influencer marketing has been rapidly evolving with a geometric growth in the number of academic publications in this field. A number of literature reviews have been published focusing on specific aspects of Influencer marketing. The aim of this bibliometric analysis is to evaluate the importance and impact of the articles that have been published with the title Influencer marketing. In this paper, according to VOS viewer researcher make a comprehensive bibliometric analysis of Influencer marketing namely from 2012 to 2023. After data preprocessing 526 Influencer marketing article papers are obtained from the Scopus data base. Considering numbers, citations and cooperation of publications, general analysis is explored on the basis of bibliometric indicators at the levels of countries, institutions and authors. The top contributing countries in the Influencer marketing field are USA and UK. The top article was cited 776 times. This bibliometric analysis gives a picture of scientific research that can be used to explain and describe performance trends and to support evidence-based descriptions, comparisons, and visualizations of research output in Influencer marketing.

Keywords: Bibliometric analysis, Influencer marketing, social media, Scopus database

38

International Conference on "Diversity, Equity, Inclusion- Way forward for Sustainable Business & Management Practices" on 22nd- 23rd September, 2023

The Significance of Regional Rural Banks (RRBs) in Promoting Sustainable Growth within Rural Economies.

B. Kalpana[1], Prof. B. Mohan Venkata Ram[2], G. Lalitha Madhavi[3]

[1]Research scholar, Andhra University, Visakhapatnam
Email: kalpana.santhi@gmail.com

[2]Dept. of Commerce & Management studies, Andhra University
Visakhapatnam

[3]Assistant Professor, Dept of Management studies, Andhra Loyola Institute of Engineering and Technology, Vijayawada.
Email: gummadilalitha@gmail.com

****

Abstract

The great significance of the rural area banking in the economic enhancement of a country can't be ignored. As Gandhi said "real India lies in village" and a group of houses and associated buildings in rural area, their working nature (farming) is the cornerstone of Indian economy. In the absence of growth in the rural economy, the goal of economic equality can't be attained. Hence, banks are playing a pivotal role for the enlargement of the rural growth in India. Regional Rural Banks (RRBs) were established in October 2, 1975 and are playing a crucial role in the economic development of the rural India. The major aim to initiate Regional Banks in India is to provide credit to the rural people who are not financially well built, especially the small and marginal farmers, artisans, agricultural laborers and even small entrepreneurs. This presentation will focus on the opportunity of the rural credit formation and the role played by RRBs in the progress of Agricultural economy. The study concluded that the RRB is an important institution for blooming of Agriculture, cottage industries and allied activities in the Country.

Key words: Regional Banks, credit flow to agriculture, development of RRB.

Opinion Leaders: Impact of Followers Sustainable Behavioural Intention and Moderating Effect of Parasocial Relationship With Opinion Leader Characteristics

Dr.V.Gowtham Raaj [1], Ms.T.Kanimozhi [2]

[1] Assistant Professor, G.R.Damodaran Academy of Management, Coimbatore.

Email: gowthamjagan@gmail.com

[2] Research Scholar, G.R.Damodaran Academy of Management, Coimbatore.

Email: kanimozhi110@gmail.com

****

Abstract

Sustainability is the term which is highly used in the current scenario, in result the Sustainable Development Goals (SDG) has got a wider space in the business and socio environment. This importance has created a significant change in behaviour of every individual, which leads to the attainment of sustainability goals among the business entrepreneurs. The social media usage among people has grown exponentially and also the rise in opinion leaders promoting sustainable practices through social media has become new strategies for marketers to attain their sustainability goals. This study is an attempt to explore the impact of opinion leader characteristics among their followers' intention to adopt sustainable behaviour practices. As parasocial relationship is considered as an important factor it was used as a moderator between Opinion leader characteristic and followers' sustainable behavioural intention. From the results of SEM, it is found that opinion leader characteristics such as message credibility, congruency, attitude towards environmental living and perceived similarity are positively related to the sustainable behavioural intention. Moreover, the findings also revealed that parasocial relationship is moderating the opinion leader characteristics on sustainable behavioural intention. Our results imply that an opinion leader characteristic is also important to stimulate sustainable behavioural intention among the followers'.

Keywords: Message Credibility, Opinion Leaders, Parasocial Relationship, Perceived Similarity, Sustainable Behavioural Intention.

A Study on the Factors that Influence Green Consumerism Among Gen Z in Relation to Vegan Personal Care.

Karen Valentina Xavier[1], Pavithra.S[2]

[1]Student, Department of Commerce, Mount Carmel College Autonomous, Bangalore

Email: carynfrancis07@gmail.com

[2]Student, Department of Commerce, Mount Carmel College Autonomous, Bangalore

Email: pavithras85046@gmail.com

****

Abstract

The buzz word Vegan products has gained wide popularity in the past few years, especially among young adults. Similarly, we can see that many brands have started putting up the cruelty-free label on their products (Sanjay, Oct 2022). This study aims to determine the factors influencing green consumerism and various trends in tastes and preferences regarding Vegan personal care among Gen Z, which helps to provide viable alternatives to the business. Primary and secondary sources were used to gather the data. A study was conducted with a sample size of 100 participants applying the convenience and snowball sampling method with the use of questionnaires, and our respondents were individuals belonging to Generation Z (18–25 years old). The analysis tool was simple percentage analysis. The findings of the research showed that Gen Z is heavily embracing vegan personal care, largely due to growing environmental and health consciousness. Consumers today pay more emphasis on a product's quality than on its price, which also helps to ensure sustainability. Based on the findings, the industry might choose workable substitutes. Since the entire world is moving towards a sustainable environment to lessen its detrimental effects on the ecosystem and species, the consequences are almost identical to those predicted. Gen Z is therefore orienting themselves towards green consumption. The study suggests that more contextual factors that affect green consumerism among different age groups or the general public could be studied in future research.

Keywords: Green Consumerism, Vegan, Gen Z, Personal Care, Health consciousness

Aggressive vs Discrete Marketing: Which Suits Best for Gen Z? Customer Analytics: Understanding and Targeting Customer Behaviour

Ms.Karthiga. G[1], Ms.Lavanya Gayathri.V[2], Dr.S.D.Uma Mageswari[3]

[1]Student, CSBS, RMK Engineering College, Chennai, India
Email: kart21122.cb@rmkec.ac.in
[2]Student, CSBS, RMK Engineering College, Chennai, India
Email: lava21126.cb@rmkec.ac.in
[3]Professor, RMK Engineering College, Chennai, India
Email: sdu.mba@rmkec.ac.in

****

Abstract

Digital marketing came to advent in the age of 1990s. Since then, companies have shifted to using digital platforms to reach their target market successfully. Digital marketing is broadly classified into two categories: Discrete and aggressive. Generation Z is the cohort between mid-1990 and 2010. So, it is essential for any business to choose between aggressive and discrete marketing for Gen Z – the digital natives. In this paper, we have conducted a survey to explore the best marketing strategy by comparing and contrasting aggressive and discrete marketing strategies from the fundamental data we collected through data analytics. We have adopted the descriptive statistical analysis and quantitative analysis to analyze the survey findings. This survey collected data on their attitudes toward different marketing techniques, preferences, and behaviours. Through the application of descriptive statistical analysis, we examine the distribution and patterns of responses from the survey, providing insights into the preferences and behaviour of Generation Z towards advertisement. Additionally, we employ the random forest method to uncover the key factors that influence the effectiveness of aggressive and discrete marketing techniques on this consumer group. Our analysis suggests that a discrete marketing approach aligns better with the preferences of Gen Z. By adopting this strategy, marketers can prioritize transparency and personalization in their advertisements. Moreover, businesses effectively engage Gen Z consumers and build long-term brand loyalty. The implications of this survey can guide marketers and businesses in tailoring their advertising and marketing strategies to better target and connect with Gen Z. However, as Gen Z continues to evolve and new marketing trends emerge, ongoing research is necessary to adapt strategies and stay updated on their ever-changing preferences.

Keywords: Discrete, Aggressive, Descriptive statistical analysis, Personalization, Preferences, Advertising strategies.

The Impact of Marketing Automation and Its Effects on Consumer Personalization

Purushotham H C[1], Kavya J[2], P. Charishma[3], Rashi Jha[4]

[1]Research Scholar, REVA University, Bengalore

Email:purushotham.hc@reva.edu.in

[2]Research Scholar, VTU, Bengalore
Email:kavya.j@reva.edu.in

[3]Student, School of Management Studies, REVA University, Bengalore
Email: 22110135163@reva.edu.in

[4]Student, School of Management Studies, REVA University, Bengalore
Email: 22110138836@reva.edu.in

****

Abstract

In today's digital age, consumers are constantly connected with advertisements and marketing messages, personalization has become a crucial aspect of any successful marketing strategy. Personalization allows marketers to individual customers, creating a more engaging and relevant experience.

To effectively personalize the marketing efforts, it is vital to have a deep understanding of the target audience. The study emphasis on collecting and analysing data on customer preferences, behaviours, and demographics. By leveraging the information, marketers can segment their audience into smaller, more specific groups and deliver personalized content that resonates with each segment with the help of market automation. The study explores the importance of personalization and how it impacts on in current market economy by understanding its current role in marketing automation based on the recent trend. The study also emphasis regarding balance of social automation and personalization for a positive experience through analysing real-time implementing case studies. Finally, the study identifies the challenges and ways to overcome barriers by providing the suggestions for further research and the society.

Keywords: Marketing, Automation, customers, behaviour, personalization.

43

International Conference on "Diversity, Equity, Inclusion- Way forward for Sustainable Business & Management Practices" on 22nd- 23rd September, 2023

A study on challenges and throes experienced by working women during the Postpartum Period

Manasa H

Assistant Professor in Commerce, Seshadripuram College, Tumkur, Affiliated to Tumkur University

Email: manasamanu92@gmail.com

****

Abstract

Postpartum Period is the phase that a women experiences after giving birth to a child. A woman gets into an unexplainable situation, where she has to go through life and death hassle and throes of giving birth to another creature. The effect of experiencing this kind of feeling goes a long way in shaping her to a newer version of herself. The situation is intense if she is a working woman. It takes a year long period for her to get back into the normal working mode. Unconditional support from the family and co workers can help her raise above the hurdles that comes in her way during the phase of reporting back to work after a prolonged maternity leave. This study is an attempt to study the challenges that she has to go through while balancing her work and life after resuming to work. I have made all possible efforts to present this paper with primary data collected by various working mothers; also made an honest attempt to present the real findings and content of my topic.

Keywords: Postpartum, challenges, working women.

44

International Conference on "Diversity, Equity, Inclusion- Way forward for Sustainable Business & Management Practices" on 22nd- 23rd September, 2023

A study on sustainable financial practices adopted by Banks

Nabilah Ruhi[1], Dr. M. Basavuraj[2]

[1]Research scholar, School of economics and commerce, CMR university, Bengalore
Email: nabilah.ruhi@cmr.edu.in

[2]Assistant Professor, CMR University, Bengalore

****
Abstract

Sustainable transformation in financial services is a global phenomenon. Environmental sustainability is to maintain harmony between nature and human to balance the economic and social welfare to support the wellbeing of current and future generations. Sustainable choices should be made to maintain and preserve our fossil fuels, animal species and atmosphere which are irreplaceable. Execution of banking and financial services and operations taking into considerations the environmental, social and governance impact. Environmental and social considerations into decision making to avoid or minimize negative impacts. The banking and financial services have taken initiatives in sustainability and commitment to Green goals.

The banks offer loan and investment schemes for industries which have projects that are environmentally friendly and a path to sustainable economic development. The RBI has set a purpose and rationale to offer green deposits to some sectors that want to invest in economic friendly projects. The world bank is working towards sustainable finance taking due account of environmental, social and governance (ESG) considerations while making investments in the financial sectors. This paper studies the various initiatives taken by the public and private sector banks for sustainable banking services and the challenges faced by them.

Keywords: Sustainable transformation, Financial services, Global phenomenon, Environmental sustainability, Harmony, Balanced economic and social welfare.

Analysis of Consumer Perception on OTT Platforms

Nikitha Elugubanti[1],R Pooja[2], Tarunya M[3], Dr. S.D. Uma Mageswari[4]

[1]Student, B.E CSBS, RMK Engineering College,
Email: niki21229.cb@rmkec.ac.in

[2]Student, B.E CSBS, RMK Engineering College,
Email: rpoo21212.cb@rmkec.ac.in

[2]Student, B.E CSBS, RMK Engineering College,
Email: madd21202.cb@rmkec.ac.in

[4]Professor, RMK Engineering College,
Email: Sdu.mba@rmkec.ac.in

****

Abstract

As OTT platforms continue to have a prominent impact over the entertainment industry, understanding consumer behavior and preferences in this rapidly evolving landscape is pivotal for both providers and researchers. The way of content consumption has changed drastically over the period of last 10-15 years. Now everyone has turned towards Over-The-Top (OTT) because it has made it simpler to view their choices from any place via the means of internet. Consumers are now ready to pay more in order to customize their choices and avail their comfort. The purpose of this study is to focus on the consumer's opinion regarding the usage of OTT platforms and also to gain a comprehensive understanding of how consumers perceive and evaluate these platforms. This study develops a method to understand the relevant inferences in responses of customers through a structured online survey conducted amongst different age groups.In order to comprehend the data, many statistical methods have been used. This is a descriptive study that attempts to analyse the customer preference to OTT platforms in Chennai City. Disproportionate random sampling method is employed to collect the data through questionnaire. The data is analysed using statistical tools such ANOVA, Descriptive analysis, Correlation Analysis. Later, with the help of statistical software appropriate conclusions have been derived. The findings reveal several significant trends shaping the OTT consumer landscape which can be applied in designing a comfortable and engaging experience for a consumer. This eventually implies the pros and cons of the existing OTT platforms and also the customer preference towards OTT and Multiplex. This paper concludes how the OTT is becoming a preferred source of entertainment amongst the consumers of all the ages. It also suggests that content providers should perpetually assess and improve content quality, come up with personalized recommendations, enhance user experience, provide affordable packages, and prioritize convenience features to align with consumer preferences.

46

International Conference on "Diversity, Equity, Inclusion- Way forward for Sustainable Business & Management Practices" on 22nd- 23rd September, 2023

Keywords: Over-the-top platforms, OTT, consumer analysis, consumer preferences, consumer behaviour, trends, user experience, personalized recommendations, statistical software.

The Role of Workplace Spirituality for the Adaptation of Technological Changes - With the Evolution of AI

Nisha Bajaj

Research Scholar, Commerce Department, 800614238,

Email: nishabajaj283@gmail.com

****

Abstract

Change is the permanent aspect of life as described by Heraclitus- A Greek Philosopher. Accordingly, with the introduction of AI and machine learning, every organization & its various stakeholders viz. its employees, customers, suppliers, etc need to adopt this for their survival & to perform effectively in this competitive era. But every change comes with a lot of dilemmas, stress & anxiety among employees & managers. To overcome this stressful situation & taking wise decisions will totally depend upon the type of organizational culture which varies from organization to organization. This study aims to, how by involving Workplace Spirituality in Organizational Culture will be helpful in dealing with the technological changes & evolution of AI. Also, its objective is to find out what could be the possible factors that would help to overcome stress & leads to the acceptance of changes with a positive attitude by employees & managers of the organizations. The study mainly concentrates on collecting primary data from the corporate industry in Delhi-NCR by using a 5-point Likert scaling questionnaire. Various statistical tools like Factor Analysis, Correlation, Z test, etc have been used to test the hypothesis. It can be concluded that the workplace spirituality has a positive relation with that of the employees' attitude towards accepting the changes. Also, it is proposed that workplace spirituality is a component that uncovers creativity & imagination which helps to overcome stress & achieve organizational goals by its employees' efficient & effective performance which in turn leads to acquiring a competitive edge over its competitors for the organization's success.

Keywords: Workplace Spirituality, Artificial Intelligence, Technological Change, Effective Performance, Stress & Anxiety, Organizational Culture.

47

International Conference on "Diversity, Equity, Inclusion- Way forward for Sustainable Business & Management Practices" on 22nd- 23rd September, 2023

Sustainable Consumption Trends and Preferences in a Post-Pandemic World

Prakash Borah

Assistant Professor, School of Management Studies, REVA University
E-mail: prakash.borah@reva.edu.in
****

Abstract

The global COVID-19 pandemic reshaped consumer behaviour and priorities in unprecedented ways, casting a spotlight on the importance of sustainability in consumption patterns. This research investigates the evolving landscape of sustainable consumption trends and preferences in the aftermath of the pandemic. With a focus on the year 2023, this study aims to discern the lasting impact of the pandemic on consumers' choices, shedding light on how individuals are integrating sustainability considerations into their purchasing decisions.

The research employs a mixed-methods approach, combining surveys, interviews, and analysis of secondary data to provide a comprehensive view of consumer behaviour. Our findings reveal that the pandemic has accelerated the shift towards sustainable consumption, with consumers showing heightened awareness of environmental and social issues. Key trends include increased demand for eco-friendly products, support for local businesses, and a desire for transparent and ethical supply chains.

The research identifies significant generational differences in sustainable consumption preferences, highlighting the influence of Gen Z and Millennials in driving sustainability initiatives. These generational cohorts exhibit a strong inclination towards brands that prioritize environmental and social responsibility, pressuring businesses to adapt their strategies accordingly.

The post-pandemic world has ushered in a paradigm shift in consumer behaviour towards sustainability. This study provides valuable insights for businesses, policymakers, and stakeholders seeking to align their strategies with the evolving preferences of a conscientious consumer base, illuminating the path forward for a more sustainable future.

Keywords: Sustainable Consumption, Post-Pandemic, Trends & Preferences and Consumer Behaviour.

48

International Conference on "Diversity, Equity, Inclusion- Way forward for Sustainable Business & Management Practices" on 22nd- 23rd September, 2023

Emerging Practices: Digital Revaluation Fintech and Bank Performance.

S.Priyadharshini

Research Scholar, G.R. Damodaran Institute of Management, Coimbatore-641035
Email:priyadharshini1097@gmail.com

****

Abstract

Financial technology is an emerging practice in this new era. Traditional are challenged by increasing competitive landscape, with the rise of age modern fintech startup and new technologies. Embracing emerging technology trends including Digitalization, automation, and data-driven insights have become key focus areas for banks looking to enhance customer expectations, streamline operation, and gain a competitive edge, However an overview of current state of technology in the banking sectors. The global banking and financial services market is undergoing a technological revolution that is reducing the role of today's banks and allowing institutions and individuals to create better, faster, and cheaper services, making them an even more important part of everyday life. The need for open innovation, collaboration, and strategic investment will propel traditional banks down the path of digital banking. Banks should actively fight this technology revolution by not being complacent and not simply waiting for regulatory interest changes: instead, they should focus on important tactics that might reshape banking in this new digital and competitive era. They must find a way and means to collaborate with fintech firms/start-ups/other market participants.

Keywords: Emerging Practices, Digital Revaluation, Fintech and Bank Performance, Global banking.

49

International Conference on "Diversity, Equity, Inclusion- Way forward for Sustainable Business & Management Practices" on 22nd- 23rd September, 2023

Social Media as a Business Strategy in the Age of Digital Competition

Dr Rachel Shalini[1], Ms Phebi Priyadarsini[2]

[1]Dean, School of Management, Loyola Academy, Hyderabad, Telangana
Email: rachelshalini.la@gmail.com

[2]Assistant Professor of Management, Department of Business Management, St Mary's College, Hyderabad, Telangana

****

Abstract

Social media has become an ever-present part of the society. Every business activity in the recent times has experienced the need for social media presence, hence increasing their visibility. From ease to complex engagements social media undoubtedly connects everyone providing opportunities not just to associate but to find a right organisation to grow with. The global digital platforms and their dominance in the control of data, and the competence to capture and create information that can alter equal distribution of digital wealth, and impede local value creation, is on the rise over the last few years. The recent trends in the digital area includes the informal businesses trying to build their business domains by using social-media based trade, online market places for local customer base, and retail leaders with stand-alone web shops. The current study highlights the growing importance of social media in the age of digital competition and explores the areas which social media has greatly impacted from the secondary source. This paper highlights suggestive strategies to the industry using social media platforms as their communication channels.

Keywords: social media, Digital Platform, Businesses, Digital Competition, Customers.

50

International Conference on "Diversity, Equity, Inclusion- Way forward for Sustainable Business & Management Practices" on 22nd- 23rd September, 2023

Data Visualization: Communicating Insights Effectively

Rakesh S

Student, School of Management Studies, REVA University, Bangalore
Email: rakesh1998sakthivel@gmail.com

****

Abstract

There is an extensive decline in popular traditional approaches in analytics due to their time-consuming process, limited interactivity and complexity. And with the rise in agile methodology in analytics Data visualisation is taking over at a rapid pace. It includes graphical presentation of data in the form of graph, bar, pie charts and infographics, and the process of analysing patterns and trends within the data. Effective data visualisation portrays converted numbers into visuals, crafting them in a way that actively conveys the intended message and narrative. It provides clarity, context, consistency, customisation to the stakeholders in making business decisions which processes complex information and is evidence-based. This analysis can lead to insights that can be used to make predictions about future outcomes. The objective of this study is to explore the impact of color palettes, design elements, and layout decisions on the efficacy of visualizations. Additionally, it seeks to investigate how humans perceive and process visual information to understand what makes visualization effective in conveying insights.

Keywords: Data visualisation, Analytics, Business decisions, Effective insight.

The Impact of Compensation on Job Satisfaction of Anganwadi Workers
(A case study on ICDS project in the vital area of Dakshina Kannada district)

Ramya. K

Research Scholar, Mangalore University, Mangalagangothri
Email: kramya1992k@gmail.com

****

Abstract

Job satisfaction is the extent to which employees are happy or content with their jobs and work environment, fulfilling their desires and needs at the workplace. Employee satisfaction is a measure of how happy employees are with their jobs and working environment. Keeping morale high among employees can be of tremendous benefit to any company, as happy employees will be more likely to produce more. In every organization, compensation plays a vital role in enhancing satisfaction and retaining talented workers. The main goals of the proposed study are to determine the association between on-time salary, salary paid on qualification, compensation for extra work, salary matching with the assigned work, and currently paid salary on satisfaction with paid salary. The focus of this study is to determine the association between compensation and job satisfaction among Anganwadi workers in the Vittal area of Dakshina Kannada District, Karnataka. For the study, 50 Anganwadi workers from 50 Anganwadi centers were selected from a total population of 229 Anganwadi workers in the Vittal region using non-probability selection and convenience sampling techniques. Both primary and secondary data are used in the investigation. The researcher visited each Anganwadi center and used self-administered questionnaires to meet the study's goals. The Likert five-point scale was used to collect responses from respondents on criteria like compensation, job satisfaction, current salary, etc. Jamovi software is used to analyze the data. The study found that there is a significant association between the on-time salary and satisfaction on paid salary of the Anganwadi workers; there is no significant association between the salary paid on qualification and satisfaction on paid salary of the Anganwadi workers; there is no significant association between the compensation paid for extra work and satisfaction on paid salary of the Anganwadi workers; there is a significant association between salary matches with the assigned work and satisfaction on paid salary of the Anganwadi workers; and there is a significant association between the current salary and satisfaction on paid salary of the Anganwadi workers; The study concludes that most of the Anganwadi workers are dissatisfied with the low honorarium. The study recommends that there is a need to provide necessary monetary and non-monetary benefits to the Anganwadi workers to enhance their motivation, which will assist them in reaching the stated goals successfully.

Keywords: Job satisfaction, Compensation, Salary and Anganwadi Workers

52

International Conference on "Diversity, Equity, Inclusion- Way forward for Sustainable Business & Management Practices" on 22nd- 23rd September, 2023

Influence of Virtual Influencers on Purchase Intention in Food and Beverage Industry

Dr Sunita Kumar[1], Rini Mary William[2]

[1]Associate Professor, School of Business and Management
Christ (Deemed to be University), Bangalore
*Email:*sunita.kumar@christuniversity.in

[2]Lecturer, Jyoti Nivas College, Karnataka, India
Email: riniwilliam@jnpuc.org

****

Abstract

As Virtual Influencers become increasingly popular across a multitude of social media platforms, the effect that they have on their audiences as socialization agents is no longer negligible. As a result of this, many brands have begun to partner with them and sponsor these influencers as part of their digital marketing campaigns. However, the mechanism by which influencer marketing functions is broadly categorized into two main theories: The theory of para social interaction, where if the audience feels close enough to a socialization agent, then that closeness with carry over to any products that they endorse, in-turn driving purchase intention; and the product-congruence theory, that states that since lifestyle narratives are such an integral part of influencer success on social platforms, any brand being endorsed by fit into this constructed narrative to drive purchase intention. To this end, conducting the survey with respect to the Food & Beverages (F&B) industry will enable the study to determine which is more appropriate for Virtual Influencers, as integrating F&B products into their narrative will be difficult when they don't eat or drink.

As a result of this study, the most optimum theory to explain this would be the product-congruence theory, meaning that it may be hard for Virtual Influencers to meaningfully endorse any brand, product, or service in the F&B Industry as there must exist a certain level of product-congruence. A wider implication of the results of this study, however, shed light on the feasibility of the creation of in-house Virtual Influencers, as because their creation and behaviour are under the direct control of the brand, they can attain a very high level of congruence, which has been shown to have a significant effect on driving purchase intention.

Keywords: Virtual influencers, social media platforms, food and beverage industry, purchase intention

53

International Conference on "Diversity, Equity, Inclusion- Way forward for Sustainable Business & Management Practices" on 22nd- 23rd September, 2023

A New Approach in Quality Control with Standard Deviation Control Chart under Inverse Rayleigh Distribution

R.Sathiya[1] and Dr.M.Sakthi[2]

[1]Research Scholar, Department of Statistics, Government Arts College (Autonomous), Salem 636007, Tamil Nadu, India.
Email: sathiyamathsstat@gmail.com

[2]Assistant Professor, Department of Statistics, Government Arts College (Autonomous), Salem 636007, Tamil Nadu, India.
Email: sakthi.stat@gmail.com

****

Abstract

The most important basis of the research is to construct the control charts based on six sigma matching with theoretical distributions (selected skewed distributions) to find out the average run length values for the variable characteristics such as mean, range and standard deviation, which control limits have been determined based on the Skewness correction method, Bowley's coefficient of Skewness (BCS), Kelly's Coefficient of Skewness (KCS) with an unknown probability distribution of the qualitative feature being tested. In this research a system to construct a control chart for standard deviation under skewed distributions such as Inverse Rayleigh Distribution (IRD) with an appropriate illustration.

Keyword: Control chart, Inverse Rayleigh Distribution, Six sigma and Skewness.

54

International Conference on "Diversity, Equity, Inclusion- Way forward for Sustainable Business & Management Practices" on 22nd- 23rd September, 2023

Unlocking Potential - Art of Transformational Leadership in Unleashing Human Excellence

Sangeeta Nandi[1], Dr. Usha N[2]

[1] MBA Student, Faculty of Management and Commerce Ramaiah University of Applied Sciences, Bengaluru, Karnataka, India
Email: sangeetaraniganj666@gmail.com

[2] Assistant Professor Faculty of Management and Commerce Ramaiah University of Applied Sciences, Bengaluru, Karnataka, India
Email: ushan.ms.mc@msruas.ac.in

****

Abstract Transformational leadership is a dynamic leadership style characterized by a visionary approach, charismatic inspiration, individualized consideration, intellectual stimulation, and ethical influence. The lack of transformational leadership within organizations can lead to a range of problems, including a lack of direction, reduced engagement and innovation, resistance to change, and increased turnover rates. This research has been undertaken to help the organization to adopt Transformational Leadership to enhance the performance of the employees. The present research investigates the crucial role of "Transformational Leadership" (TL) "Team Trust" (TT), "Task Interdependence" (TI) and "Reward System" (RS) on "Employee Job Performance" (JP). This is a quantitative study. The data was collected through a questionnaire survey from 350 full-time employees who were working in 35 textile industries in the district of Burdwan, West Bengal. The data was analysed using SPSS software and tests like Cronbach Alpha, KMO, Multiple Regression has been done. The obtained value of Cronbach Alpha '0.968'and the KMO value '0.946' shows that the data is reliable and valid for further research. The value of Multiple Regression says that there is strong relationship between the constructs. The results of this study reveal that transformation leadership significantly influences employee job performance. The findings uncover the positive relationship between TL, TT, TI, RS and JP. All the hypotheses developed during this study was significant and accepted. ICDEI-2023.

Keywords: Transformational Leadership, Team Trust, Task Interdependence, Reward System, Employee Job Performance.

Navigating Ethical Challenges in International Business: The Role of Cultural Intelligence in Building Ethical Relationships

Meghana Kongara [1], Dr Suganya S[2]

[1]Student, School of Management Studies, REVA University, Bengaluru-64

Email: 22100141946@reva.edu.in

[2]Assistant Professor, School of Management Studies, REVA University, Bengaluru-64

Email: suganyas905@gmail.com

****

Abstract

Ethical challenges in international business have gained prominence due to the complex interactions between diverse cultures and business practices. This paper investigates the pivotal role of cultural intelligence in mitigating these challenges and fostering ethical relationships within the international business context. As globalization continues to blur geographical boundaries, companies face intricate ethical dilemmas arising from cultural disparities. This study explores the nexus between cultural intelligence - the ability to comprehend and navigate diverse cultural nuances - and the establishment of ethical relationships in international business ventures. Through a comprehensive literature review, encompassing ethical theories and cultural intelligence models, this research constructs a conceptual framework to illuminate the interconnectedness of these concepts. A mixed-methods approach, encompassing surveys, interviews, and case studies, is employed to analyze data collected from multinational corporations. The findings underscore the significance of cultural intelligence in influencing ethical decision-making and relationship-building processes.This paper contributes to the discourse by providing actionable insights for businesses seeking to address ethical challenges in international operations. By embracing cultural intelligence, organizations can foster a more ethical environment, promoting sustainable cross-cultural relationships. Overall, this study underscores the necessity of integrating cultural intelligence into business strategies to navigate the intricate landscape of ethical challenges in international business.

Keywords: Ethical challenges, International business, Cultures and business Practices, cultural intelligence, Interconnectedness

A Study of the Millennials Perception on the Effect of Corporate Social Responsibility on Brand Equity (BE) and Financial Performance (FP)

Ms. Saniya Siddique[1], Ms. Umme Hafsa[2]

[1]Student, Department of Commerce, Mount Carmel College Autonomous, Bangalore
Email: saniasiddique20.ss@gamil.com

[2]Student, Department of Commerce, Mount Carmel Colge Autonomous, Bangalore
Email: ummehafsa2122@gamil.com

****

Abstract

Problem: In order to strengthen their brand value and improve financial performance, businesses are stressing the significance of incorporating CSR practices into their business plans. In addition to improving societal well-being, ethical business practices also start a positive feedback loop that boosts brand recognition, customer loyalty, and eventually financial success.

Purpose: The goal of this study is to discover how millennial view CSR impacting Brand Equity **(BE)** and Financial Performance **(FP)**. Businesses seeking to succeed in today's socially conscious marketplace must comprehend millennials' attitudes and beliefs towards CSR initiatives and their potential effects on a company's BE and FP. Millennials represent a sizable and influential segment of consumers and workforce who account for 34% of the total workforce.

Methodology: The study combines both qualitative approach and quantitative approach which is through extensive literature survey and data that will be collected via a structured questionnaire.

Expected Findings: The outcome of the research is expected to provide better insights of changing business environment, diverse opinion of the millennial generation on their current potential employees. This study can also guide corporations to know the mindset of their potential workforce better to enable them in devising strategies for better recruitment and retainment of top talent which ultimately goes to influence their Brand Equity and Financial Performance.

Keywords: Corporate Social Responsibility, Brand Equity, Financial Performance, Millennials, Return on Investment, Profitability, Growth Measures.

57

International Conference on "Diversity, Equity, Inclusion- Way forward for Sustainable Business & Management Practices" on 22nd- 23rd September, 2023

Greening Minds: Fostering Environmental Values and Organizational Citizenship Behaviors among Academicians

Sieanna Jamima Fernandes[1], Dr Suganya S[2]

[1]Student, School of Management Studies, REVA University, Bengaluru-64

Email: *sieanna.fernandes1@hotmail.com*

[2]Assistant Professor, School of Management Studies, REVA University, Bengaluru-64

Email: suganyas905@gmail.com

****

Abstract

This study explores the critical nexus between environmental values, the cultivation of a green organizational climate, and the promotion of organizational citizenship behaviors (OCB) within academic institutions. As sustainability concerns gain prominence in today's global landscape, the need to instil environmentally responsible attitudes and behaviors in both faculty and students becomes increasingly vital.

Our research employs a comprehensive mixed-methods approach, combining surveys, interviews, and observations to investigate the interplay between environmental values, perceptions of the organizational climate's greenness, and the manifestation of OCB among academicians and students. The study encompasses a diverse range of educational settings to ensure a comprehensive understanding of these dynamics.

Preliminary findings suggest that a strong alignment between environmental values and the organization's green climate positively influences OCB among both faculty members and students. This alignment encourages environmentally responsible actions within the academic community, fostering a culture of collective engagement in sustainable practices.

This research not only sheds light on the importance of fostering environmental values within educational institutions but also provides actionable insights for administrators and policymakers seeking to promote a culture of sustainability. The implications of our study extend beyond academia, as they underscore the significance of incorporating environmental consciousness and OCB into broader organizational contexts, contributing to a more sustainable future for all.

Keywords: Environmental values, Green organizational climate, Organizational citizenship behaviours (OCB), collective engagement, sustainable practices.

58

International Conference on "Diversity, Equity, Inclusion- Way forward for Sustainable Business & Management Practices" on 22nd- 23rd September, 2023

Enhancing Customer Engagement and Satisfaction: Insights from Bank of Baroda's Insurance Offerings

Shruti Tyagi[1], Amrita Chaurasia[2]

[1]Student, Department of Commerce, Christ University, Bangalore

Email: shruti.tyagiji@gmail.com

[2]Student, Department of Commerce, Christ University, Bangalore

Email: amritaabchaurrasia@gmail.com

****

Abstract

This research paper aims to determine the status of service quality based on service quality gap model of Bank of Baroda and to provide a comprehensive understanding of customer behaviour and satisfaction, specifically focusing on the insurance products offered by Bank of Baroda. By interviewing the business development officer from the bank, this study deals with customer interactions, preferences, the use of technology in delivering personalised insurance offerings. The paper consists of the strategies employed to retain customers, understanding the customer needs and the trends and challenges in insurance sector of Bank of Baroda. The data with questionnaire and grounded level study was performed validity with content analysis. The questionnaire used to measure the customer expectations of services, devoted to measure perceptions of services aim to determine the gaps. In order to analyse the data, with the help of Spearman and Pearson correlation methods, research findings show that the rate of percentage for service quality is as 70% from the customer's points of view and also estimated rate is service quality is as 70% for appropriate service quality in Bank of Baroda. Also the results showed that reliability component the most important and Tangibles dimensions are the least important factor at offer services insurance is optimal. Quality is one of the most expected by customer's aspect of almost all service products. In the growing service sector there is still the most problematic challenge how to deal with service quality. Customer satisfaction is the bedrock of any successful service. This paper examines how Bank of Baroda measures and strives to enhance customer satisfaction in its insurance services, painting a picture of the institution's dedication to providing quality experiences. This paper also deals into the current trends and challenges in the insurance sector, offering perspectives on how this impact customer behaviour. Looking to the future, the report discusses the strategies that Bank of Baroda envisions for further enhancing customer engagement and satisfaction.

Keywords: Customer engagement, Customer satisfaction, Insurance offerings and Customer behaviour.

59

International Conference on "Diversity, Equity, Inclusion- Way forward for Sustainable Business & Management Practices" on 22nd- 23rd September, 2023

Employee Experience: A metric for future workforce agility

Tanuja Bai S[1], Janani A[2]

[1]Student II Year M.com, Mount Carmel College Autonomous, Bangalore-560052
E-mail: tanusharu201@gmail.com

[2]Student II Year M.com, Mount Carmel College Autonomous, Bangalore-560052
E-mail: jananiishu079@gmail.com

****

Abstract

A dynamic environment where skill progression, adaptability, and versatility are vital is replacing the old idea of a rigid career path. It examines how individuals can get ready for this agile future, where success in the always changing workplace will depend on embracing change and ongoing learning. Organisations of today face the challenge of engagement levels, retention score being the least and burden of technologically advancing business environment. Employers want that workforce who can truly experience what they want and accomplish the goals and objectives. The HR practices of today throw upfront the demanding requirements of the workforce and how they struggle to fit themselves into the culture of the organisation. With more than three generations that have hit the office premises, the culture stands to be modified and newer and better practices need to be devised to have proactive employees who can take forward the vision and mission of the organisation. Organisations too have lent a helping hand to understand the gap that exists between the industry and the academia to devise better approaches for better results. The primary role is assumed by the employee, whose experience speaks volumes about the uniqueness of the organisation that they work for. Hence, this study aims to explore the association between workforce agility and employee experience, measures taken to enhance the culture of adaptability and engagement levels amongst the employees.

Keywords: Employee experience, Workforce Agility, Continuous learning, Adaptability, Remote working, learning organisations.

Bridging the Gap: Overcoming Challenges in a Multi-Generational Workplace

Anagha.G. A [1], Anirudh Srinivas[2], Prof. Shwetha T A[3]

Student, School of Management Studies, REVA University, Bengaluru
Email: anagharun26@gmail.com

Student, School of Management Studies, REVA University, Bengaluru
Email: ani0220.srini@gmail.com

[3]Research Scholar and Assistant Professor, REVA Business School, REVA University, Bengaluru.
Email: shwethata@reva.edu.in

****

Abstract

The Multi generation workplace comprising individuals from diverse age group such as Baby boomers, Generation X, Generation Y, and Generation Z presents a dynamic and a complex organizational Landscape. This abstract explores the challenges and the opportunities inherent in such environment. It delves into the degree of communication style, Technological proficiency, work life balance expectations, career development approaches and management strategies that varies from generations to generations. This paper highlights on the significance of effective knowledge sharing, inclusive policies and respectful collaboration in bridging the generational gaps in the organization. This paper aims to evaluate various assessments of the generational diversity in the workplace to analyze and recommend excellent means by which manage potential workplace conflicts due to generational gaps. The data for this paper has been collected through literature research, online research of databases, and personal observation and interviews. After evaluating the multiple generations found in the modern workplace, it is determined that effective corporate culture, communication, change management and resilience is dependent on expanding upon training and seeking innovative methodology to nurture a work environment that provides understanding and teamwork.

Keywords: Diversity and inclusion, Emotional intelligence, Generation, Job atmosphere.

61

International Conference on "Diversity, Equity, Inclusion- Way forward for Sustainable Business & Management Practices" on 22nd- 23rd September, 2023

Meta Verse and Vr in Enhancing the Customer Experience in the Field of Tourism

Sinchana S[1], Jyothi Gupta[2]

Student, School of Management Studies, Reva University, Bengaluru
Email: sinchana3113@gmail.com

Assistant Professor, School of Management Studies, Reva University, Bengaluru
Email:jyoti.gupta@reva.edu.in

****

Abstract

As technology continues to evolve, the unification of Meta verse and vr presents opportunities to businesses in unpredictable ways. Metaverse converges the physical and digital universe, allowing users to seamlessly traverse between them. People can inhabit the metaverse using their digital avatars and experience the virtual world in multiple forms, including augmented reality (AR), VR, and mixed reality. While the development of the metaverse is in its initial stages, supporting technologies such as VR apps and VR headsets are becoming more common. In tourism, VR complements travel by supporting users' travel planning and facilitating access to hard-to-reach or environmentally sensitive destinations. Meta verse and vr harnessed to transform tourism experience ranging from pre-trip planning and virtual trip to historical and cultural places. Meta verse can revolutionize travel and tourism management and marketing. A comprehensive literature review was done.

Keywords: Meta verse, vr, tourism, customer experience, marketing

62

International Conference on "Diversity, Equity, Inclusion- Way forward for Sustainable Business & Management Practices" on 22nd- 23rd September, 2023

Role of Green Debt Instruments in Sustainable Development

Savitha S.

Research Scholar, CIRD Research Centre, University of Mysore, India
Email: savithasathya.08@gmail.com

****

Abstract

The present climatic conditions around the world have forced the governments to rethink and redesign their economic policies within the purview of sustainability. Even the business houses are designing their objectives based on green business innovations and sustainable transformations. Under the Paris Agreement, each government has been entrusted with the responsibility of achieving sustainability targets. In order to attain these targets every country has designed its own Nationally Determined Contributions (NDCs). The achievement of these targets requires pooling of huge investment through the coordinated effort of public and private sector. Green finance is a new financial pattern adopted for meeting the financial requirements. The most remarkable and ingenious instruments of green finance is green bonds. This paper attempts to study the current scenario of Indian Green Debt Instruments Market and its contribution to the sustainable development of the country

Keywords: Green Debt Instruments, Sustainable Development, Green Finance, Sustainable finance.

Flexpatirate in Poly-contextual Environment

Shruti Khemshetty[1], Dr. Roohi Kursheed Khan S[2]

Research Scholar, Dayanada Sagar University
Email: kalyanappak@gmail.com

Associate Professor ,Dayanada Sagar University
Email: drroohi-socm@dsu.edu.in

****

Abstract

As Business has entered in global term it has bought of lot changes in the business aswell as human resource management the employees working globally has now increased in higher pace in the globalized world there adjustment ,lifestyles and the way of doing business has also changed.

In the recent year of globalized business a new form of employees who came into existence who are called short term assignees it is because the cost incurred on them ,culture adjustment, dual career which made HRM to think on the new term of assignees called Flexpatriate ,these short term assignees go on short period of time living there family behind (Mayerhofer 2004) . Flexpatriate who go on assignment to different countries frequently without knowing country culture.

This paper is as Study of these flexpatriate in poly-contextual environment and there flexibility nature, Challenges faced and adjustment in these Environment.

Keywords :Flexpatriates , poly-contextual environment , Globalized , IHRM

64

International Conference on "Diversity, Equity, Inclusion- Way forward for Sustainable Business & Management Practices" on 22nd- 23rd September, 2023

Analysis of Trends in Digital Banking Payment System Indicators with the Implications of COVID-19

Shubha[1], Dr. Mini Thekkechangarampatt[2]

[1]Research Scholar, School of Economics and Commerce, CMR University, Bangalore.
Email: shubha.19cphd@cmr.edu.in

[2]Research Supervisor, School of Management and Head of Centre for Excellence in Statistical Research, CMR University, Bangalore.

****

Abstract

Internet adoption and the intolerable number of viruses, which have caused a huge mess, are the two factors that have changed the colour of everything in the world in the twenty-first century. The pandemic had an impact on lifestyle, system norms, and behavioural characteristics, yet these effects ultimately led to a new normal opening up with virtuality. Current study explains connecting waves to the digital ocean. The study has used digital banking payment system indicators as parameters to analyze the implications. The data was collected from the RBI website with different parameters. For the purpose of analysis, the data is converted into a single parameter. Five years of data were considered here, from 2017–18 to 2021–22, in which the first three years were pre-pandemic years, 2020–21 was the pandemic year, and 2021–22 was the post-pandemic year. Line and bar diagrams were used to disclose the time series data. The RBI has issued measures in six categories to resolve the crisis raised by the pandemic. The volume of digital and mobile banking is rising, indicating positive growth over the years. The growth of the number of ATMs (micro-ATMs) is identified from the pandemic year only. The study concludes that, even though the pandemic has created so many disorders and damages, it has also opened virtuality to new users as well as increased use by existing users.

Keywords: Digital Banking, Covid-19 Pandemic, Mobile Banking, ATM.

65

International Conference on "Diversity, Equity, Inclusion- Way forward for Sustainable Business & Management Practices" on 22nd- 23rd September, 2023

Banking on the Future: A Study of Technological Evolution in India's Financial Sector

Sudhakaran T[1], Dr. Sree Veena M R

[1]Student, APS College of Commerce, Affiliated with Bengaluru city university, Bangalore
Email: sudhakarant1608@gmail.com

[2]Consultant Professor, Dayanand Sagar University, Bangalore
Email: mr.veena@gmail.com

****

Abstract

Technology has played a critical role in the development of the Indian banking industry, which has undergone significant changes over time. The study examines the evolution and impact of technology in India's banking industry, focusing on digital advancements that have revolutionized the sector. It analyzes the adoption of technological solutions like mobile banking, internet banking, digital payments, and blockchain technology, and their transformation of traditional banking practices. The study also addresses challenges and opportunities in technology integration, such as cyber security, data privacy, regulatory compliance, and the digital divide. It also highlights the role of government, regulators, and industry stakeholders in fostering a conducive environment for technological innovation and ensuring a level playing field for all players.

The study also provides insights into future prospects and disruptions that emerging technologies like artificial intelligence, machine learning, and fintech startups may bring to India's financial sector, including increased automation, personalized services, and new business models. Overall, the study offers a comprehensive analysis of how technology has transformed India's financial sector, its current state, challenges, and future outlook, and offers recommendations for policymakers and banking stakeholders.

Keywords: Technology, Sector, Digital, exposure, Innovations

66

International Conference on "Diversity, Equity, Inclusion- Way forward for Sustainable Business & Management Practices" on 22nd- 23rd September, 2023

Satisfaction Level of Staffs Regarding the HR Practices Followed Under Self Financing Institutions with Special Reference to Nehru Arts and Science College Coimbatore

Mr.Sreenath K[1], Ms.Prathakshina S[2], Mr.Satheesh S[3]

[1]Research Scholar Nehru Arts and Science College Coimbatore
Email:sreenathk36@gmail.com

[2]Student I B.COM PA Nehru Arts and Science College
Email: prathakshina75@gmail.com

[3]Student I B.COM PA Nehru Arts and Science College
Email: satheeshdona65@gmail.com

****

Abstract

Employee satisfaction is a factor in motivation, retention and goal achievement in the place of work and commitment is a factor that includes no excess work load, treating employee with respect, provide recognition & rewards, fringe benefits and positive management. The purpose of this topic is to study the employee satisfaction and organizational commitment and to examine the satisfaction level of staff and its impact on Commitment. This is descriptive and empirical in nature and purposive sampling technique is used. The study is based on primary data, which has been collected through structural questionnaire , filled by member stake 75 respondents of has been selected on random sampling basis percentage method is used for data analysis. According to findings of this data the employee satisfaction effects commitment of management and staff. Factors affecting employee satisfaction and commitment are rewards, stress, leave, benefits and compensation given to the staff by the management which are important to improve the motivation level and employee satisfaction. Areas examined include recruitment and selection, induction, training and development and supervision. The main purpose of the study was to find out the nature and impact of Human Resource Management practices in faculty members of self-finance colleges. Questionnaire method was used to collected data from the faculty members of select self-finance colleges in NGI.

Keywords: Recruitment, Selection, Stress, Compensation, Motivation

67

International Conference on "Diversity, Equity, Inclusion- Way forward for Sustainable Business & Management Practices" on 22nd- 23rd September, 2023

Financial Innovation's Evolution towards Exclusivity: Analysing Refined Modern Financial System Impact on Public Perception, and Financial Proficiency

Srinivas A Joshi

Student, KLE Technological University, Bangalore
Email: srinivas.21bbl016@klelawcollege.org

****

Abstract

This research paper offers a comprehensive and holistic perspective on the all-encompassing transformation of India's financial landscape. Over the course of several years, the financial sector has witnessed remarkable inclusive growth and technological innovation. The study delves into the escalating concern surrounding various scams and frauds that ensnare unsuspecting individuals, often with insufficient recourse from regulatory authorities. Furthermore, the research explores the inclusive innovations within the investment sector, which has introduced a multitude of schemes in recent years aimed at enhancing the comprehensive portfolio optimization of individuals. The paper also investigates the ongoing shift towards exclusivity in India's insurance market sector, identified as a future emerging sector, while also addressing the intricate tax implications associated with these schemes. Additionally, the research delves into the dynamics of the credit card market, highlighting innovations across various sectors and the emergence of the EMI sector. Various fintech entities have progressively expanded their market share through the introduction of innovative credit schemes. The paper also discusses the prevalent gaps in regulatory oversight, encompassing issues related to digital payments, merchant platform fees, and insurance claims settlement, underscoring the need for improved mechanisms for redressal. Moreover, the paper explores the transformative journey of India's banking sector, shaped by the integration of technology and innovation, which has brought about a revolution in the financial services landscape. Additionally, the paper aims to gauge the public's perception of and proficiency in financial matters, particularly regarding various investment schemes and awareness of credit card usage. This research incorporates an array of statistical reports, presents a range of potential solutions to identified challenges, and underscores the overarching trend towards exclusivity in financial innovation within India.

Keywords: Financial Innovation, Evolution, Exclusivity, Modern Financial System, Public Perception, Financial Proficiency

68

International Conference on "Diversity, Equity, Inclusion- Way forward for Sustainable Business & Management Practices" on 22nd- 23rd September, 2023

A Study on Fintech Opportunities and Challenges in India: A Focus on the Banking Sector and Demographic Factors

Sudhakaran T

Student, APS College of Commerce, Affiliated with Bengaluru city university, Bangalore
Email: sudhakarant1608@gmail.com

****

Abstract

The aim of this study is to investigate the opportunities and challenges of fintech in India, with a particular emphasis on the banking industry and demographic factors. The research methodology entails both primary data collection through surveys and interviews with stakeholders in the Indian banking industry as well as a thorough review of the body of existing literature on fintech trends and challenges. The study identifies the current state of the field of fintech research, any knowledge gaps, as well as the specific challenges fintech businesses face in implementing their solutions into execution. The study also examines the impact of fintech on the performance and competitiveness of the Indian banking sector, highlighting the fintech skills gap as a significant issue. The study's conclusions can shed light on the opportunities and challenges of fintech in India and serve as an outline for further study in this rapidly evolving field of view.The study examined the influence of demographic variables on fintech opportunities and challenges in India, emphasizing the peculiarities of the Indian market and the requirement for focused solutions that cater to the particular requirements of various population segments. Despite these obstacles, we anticipate that India's banking industry has enormous fintech potential.

However, the fintech sector in India also confronts a number of challenges, including as infrastructure gaps, regulatory barriers, and fierce competition. We will examine the advantages and disadvantages of fintech in India and evaluate the government's role using various data sources in this presentation.

Keywords: Financial service, technology, artificial intelligence, blockchain, Fintech sector, Innovation

69

International Conference on "Diversity, Equity, Inclusion- Way forward for Sustainable Business & Management Practices" on 22nd- 23rd September, 2023

HR Strategies for Talent Acquisition and Managing a Diverse Workforce International Conference

Suma S

Ph.D. Scholar at REVA University, Bengaluru
Email: s.suma0210@gmail.com

****

Abstract

The purpose of the study is to investigate how to achieve a more inclusive and high-performing work environment by investigating effective strategies for talent acquisition that promote diversity in the workforce, including recruitment practices, selection methods, and diversity management initiatives. To address the expanding significance of diversity and inclusion in today's workplace, a study on efficient talent acquisition tactics that encourage diversity in the workforce is being conducted. As more businesses see the advantages of having a diverse workforce, it is essential to investigate efficient talent acquisition tactics that may aid businesses in finding, hiring, and retaining diverse talent. This study draws on secondary data through a systematic literature review and case studies analysis. Provide recommendations for organizations to implement effective strategies for talent acquisition that promote diversity and contribute to a more inclusive and high-performing workplace, as well as insights into best practices and approaches for diversity recruitment, selection, and management that can help organizations create a more inclusive and high-performing work environment.

Keywords: Talent Acquisition, Recruitment, Diversity, And Inclusive Workplace,

Social Media Analytics: Leveraging Social Data For Business

Swetank Priye[1] , Sriya Tammina[2] , Yashodhar Routhu[3], Yeswitha Thota[4]

[1]Student, School of Management Studies, REVA University
Email: 23110101649@reva.edu.in

[2]Student, School of Management Studies, REVA University
Email: 23110100524@reva.edu.in

[3]Student, School of Management Studies, REVA University
Email: 23110101104@reva.edu.in

[4]Student, School of Management Studies, REVA University
Email: 23110100255@reva.edu.in

****

Abstract

Background: The article provides an extensive examination of social media analytics, highlighting how social media has become an integral part of our lives and how people are utilizing social media data in various domains. The use of hashtags and Gen Z's innovative approach is shaping the social media landscape. This article is aimed at business individuals and Gen Z, who are emerging as a potent force in social media promotion.

Objectives: The purpose of this research is to explore the potential of social media analytics in driving business growth. The study seeks to uncover insights into consumer behavior, preferences, and trends by analyzing social data. It aims to offer actionable strategies for businesses to enhance marketing, product development, and customer engagement. The investigation aims to bridge the gap between social media data and business success, showcasing how leveraging analytics can lead to sustainable growth and competitive advantage.

Methods: Through an in-depth examination of various social media platforms, the research analyzes social data to gain insights. It focuses on Gen Z's strategies and their impact on the audience. The study explores how social media analytics enable informed decisions, targeted marketing, and improved customer relationships. It emphasizes refining strategies and establishing stronger customer relationships to achieve better results in the evolving digital market.

Results: The article underscores how businesses can benefit from social media analytics, enabling them to make informed decisions, implement targeted marketing campaigns, and build enhanced customer relationships. The focus on refining strategies and leveraging social data helps businesses thrive in the dynamic digital market, emphasizing the connection between these analytics and long-term success.

Keywords: Actionable strategies, Competitive advantage, Domain, Dynamic digital market, GEN Z, Hashtags, Innovative approach, refining strategies, Social media analytics, Social media data, Targeted marketing

71

International Conference on "Diversity, Equity, Inclusion- Way forward for Sustainable Business & Management Practices" on 22nd- 23rd September, 2023

The influence of environmental factors on college students' entrepreneurial intention based on personality traits.

Usha Rani. J[1], Dr. Senthil Kumar J.P[2]

[1]Research scholar, GITAM Deemed to Be University, Bengalore
Email: ujayanna@gitam.edu

[2]Associate professor, GITAM Deemed to Be University, Bengalore
Email: sjayapra@gitam.edu

****

Abstract

The student Entrepreneur rate of Indian university students is eventually very less. The main aim of the study is to investigate the factors influencing student's intentions towards entrepreneurship. To measure the entrepreneurial intention (EI) the variables considered for this study are social factors, family support, university support, educational support, government support and personality traits (Independent factors). As per the theory of Entrepreneurial ecosystem, the environmental factors were defined which includes three levels: personality attribute as the personal level, family and education as the meso level and social and government support as public level. The survey will be conducted at university level asking 400 undergraduate students in GITAM University, Bengaluru, India. SEM model of students EI was constructed to understand the significant impact of various factors on EI. This area of study seeks to understand how external factors and individual characteristics influence the likelihood of college students pursuing entrepreneurial endeavors. Research in this area might explore how positive environmental factors, such as the presence of entrepreneurial role models, supportive mentors, and access to resources like funding and networking opportunities, can enhance certain personality traits conducive to entrepreneurship. Additionally, it may investigate how negative environmental factors, like cultural or societal discouragement towards entrepreneurship, can dampen entrepreneurial intention by affecting the development of certain personality traits necessary for entrepreneurship.

Keywords: Student Entrepreneur, Entrepreneurial intention, environmental factors, personality traits

72

International Conference on "Diversity, Equity, Inclusion- Way forward for Sustainable Business & Management Practices" on 22nd- 23rd September, 2023

Branding and brand management in the digital age

Simran subba[1], Vishnu Priya. R[2], Niranchana shri[3]

[1]Student, School of management studies, Reva university, Bangalore
Email: 23110100997@reva.edu.in

[2]Student, School of management studies, Reva university, Bangalore
Email:23110100997@reva.edu.in

[3]Assistant professor, School of management studies, Reva University, Bangalore
Email: niranchana.shri.@reva.edu.in

****

Abstract

Branding and brand management have grown increasingly complex and multifaceted in the digital era. The following is an account of the main points: Building a strong online presence through websites, social media, and mobile apps is essential for branding in the digital age. Branding consistency is crucial, and this applies to both logos and messaging. For reaching and retaining audiences, content marketing, social media interaction, and online advertising are crucial. Visibility is increased through search engine optimization (SEO), and decision-making is supported by data analytics. E-commerce integration may be required for sales, and managing online reputation and cyber security are essential. It's critical to maintain mobile friendliness, adjust to new technologies, and guarantee a seamless user experience. The success of a digital brand is significantly influenced by authenticity, social responsibility, and sustainability. As a whole, effective digital branding necessitates a comprehensive strategy that combines innovation.

Keywords: Search engine optimization, Innovation, Data analysis, Digital brand

73

International Conference on "Diversity, Equity, Inclusion- Way forward for Sustainable Business & Management Practices" on 22nd- 23rd September, 2023

Breaking Barriers: Fostering Diversity and Promoting Inclusiveness in Work Environments

Vinay Kumar. K

Student, KLE Technological University, Bangalore
Email: vinay.21bbl002@klelawcollege.org

****

Abstract

This research paper delves into the imperative pursuit of fostering diversity and promoting inclusiveness within work environments, with a particular focus on India. Drawing comparative insights from Western countries, this study conducts a cultural analysis to unearth unique challenges and opportunities inherent to India's corporate landscape. The paper investigates the role of corporate inclusion policies, emphasizes the need for a legal framework, highlights landmark cases, explores gender sensitivity, and offers viable solutions. Additionally, it incorporates survey statistics, discusses the need and cost of an inclusive work environment, and underscores the role of empathy in achieving workplace inclusivity. In sum, this comprehensive research paper offers a holistic perspective on the challenges and opportunities of fostering diversity and promoting inclusiveness in Indian work environments. By drawing from survey statistics, discussing the economic aspects, and emphasizing the role of empathy, it provides a nuanced understanding of the path towards breaking barriers and creating workplaces that celebrate diversity and inclusiveness.

Keywords: Breaking Barriers, Fostering Diversity, Promoting Inclusiveness, Work Environments, inclusiveness

74

International Conference on "Diversity, Equity, Inclusion- Way forward for Sustainable Business & Management Practices" on 22nd- 23rd September, 2023

A Study on Factors Influencing the Customer Satisfaction and Preference for Packaged Atta

Akash S[1], Prof. Brijesh Singh [2], Prof. Ravi D[3]

[1]Student, Department of MBA, PES University
Email: akashdk216@gmail.com

[2,3]Professor, Department of MBA, PES University

****

Abstract

This research paper studies about the factors or variables which will influence the customer satisfaction & preference for packaged atta in Bangalore. This helps the packaged atta companies to consider the factors which will influence their customer's satisfaction & preferences and benefits them to create a strong brand image with their customers. This paer may also help the customers who are using and who are willing to use packaged atta in their homes and restaurants or hotels to decide whether to purchase the packaged atta to use; if decided to purchase, which brand to be chosen to purchase and understand how packaged atta are significant regarding their health consciousness. To complete this research paper successfully, I have collected sample data by implementing a questionnaire survey through google form in Bangalore households and owner of restaurants & hotels. The responses from this questionnaire survey included 150 samples across Bangalore city. The result from this research analysis tells us that the most important and significant factors or variables that are influencing the customer satisfaction & preference for packaged atta in Bangalore's households, restaurants and hotels are product value of packaged atta & accessibility of packaged atta across Bangalore and perceived brand image of various brands in packaged atta.

Keywords: Healthcare & Medicine, SPSS, JMP and reseal ability.

75

International Conference on "Diversity, Equity, Inclusion- Way forward for Sustainable Business & Management Practices" on 22nd- 23rd September, 2023

Strategies for Digital Transformation: Fostering Inclusion and Diversity for Enhanced Bank Performance and Sustainability

Bhoomika. H[1], Prof. S. Shwetha[2], Prof. Niranchana Shri Viswanathan[3]

[1]Student, School of Management Studies, REVA University, Bengalore
Email: 2104213@reva.edu.in

[2]Assistant Professor, School of Management Studies, REVA University, Bengalore
Email: s.shwetha@reva.edu.in

[3]Assistant Professor, School of Management Studies, REVA University, Bengalore
Email: niranchana.shri@reva.edu.in

****

Abstract

The digital transformation of the banking industry has escorted in a new era of innovation and competition, demanding organizations to adapt swiftly to technological advancements. This research paper explores the intersection of digital transformation, inclusion, diversity, and its impact on bank performance and sustainability. As financial institutions leverage technology to enhance their operations, there is a growing recognition that fostering an inclusive and diverse workforce is not only a matter of ethics but also a strategic imperative. Through a comprehensive review of literature and empirical analysis, this paper unveils a set of strategies that banks can employ to harness the power of diversity and inclusion in their digital transformation journey. It delves into the role of leadership commitment, cultural change, diversity in technology development, and inclusive customer-centric approaches. By illuminating the symbiotic relationship between digital transformation and diversity, this research provides insights into how financial institutions can drive innovation, bolster performance, and ensure long-term sustainability in an increasingly digital and diverse landscape.

Keywords: Digital Transformation, Inclusion, Diversity, Bank, Sustainability

76

International Conference on "Diversity, Equity, Inclusion- Way forward for Sustainable Business & Management Practices" on 22nd- 23rd September, 2023

Evaluating Capital Market Behavior Among Generation Z Indian Investors: A Study on Investment Diversity, Mentorship Dynamics and Risk Tolerance

Dr Ratchana Rajendran[1], Raveesh Ramdas[2]

[1]Associate Professor, International School of Management Excellence, Bengaluru.
Email: r.ratchana@gmail.com

[2]Assistant Professor, International School of Management Excellence, Bengaluru.
Email id: raveesh@gmail.com

****

Abstract

The purpose of this paper is to investigate the investment behaviour of Generation Z Indian investors in the Capital Market and to gain insights into this behaviour by analysing various factors, including personality traits, awareness of diverse investment opportunities, savings and investment objectives, as well as the frequency and proportion of investments made. The goal of this research article is to answer a few pertinent questions including whether the cohort of Generation Z investors interact and communicate with mentors before making an investment, awareness of the investment opportunities available, and avenues they have decided to invest in, return expectations from an investment, source of investment advice, etcThe study uses survey methods and random sampling. The respondents are students in the Generation Z cohort from Bangalore city. The various hypotheses formulated based on the research objectives, were tested using inferential statistics, including Chi-Square tests, Independent-sample t-tests, One-way Anova tests, and Bivariate Correlation tests (Pearson). The findings reveal a diversity of attitudes within the Generation Z cohort when it comes to investing in capital markets. Interestingly, a significant proportion of investors in this demographic appear to favour low-risk investments such as term deposits over higher-risk alternatives. This suggests a tendency towards risk aversion and a preference for safer investment strategies. It was also seen that the majority of respondents lack access to financial mentors who can provide them with informed investment guidance. This finding underscores the need for greater mentorship and financial education initiatives to empower Generation Z investors in navigating the complexities of the capital market effectively.

Keywords: Behavioural bias, Gen Z cohort, Capital market, Indian Investors, Investment Diversity, Risk-Return

77

International Conference on "Diversity, Equity, Inclusion- Way forward for Sustainable Business & Management Practices" on 22nd- 23rd September, 2023

The Impact of Fintech on Economic Opportunities and Challenges in the Indian Economy – A Perspective

Mr. N. Sathyanarayana[1], Dr. Raja Narayanan[2]

[1]Research Scholar, Dayananda Sagar University, Bangalore, Karnataka.
Email: n.sathya1985@gmail.com,

[2]Research Supervisor, Associate Professor, SCMS, Dayananda Sagar University, Bangalore, Karnataka.
Email: drrajanarayanan-scms@dsu.edu.in,
****

Abstract

The growth of the Fintech industry and economy in recent years has been helped mostly by the high integration of new technologies. The industry and economy grow with the help of the IT industry, new business models, and the fusion of new technologies that lower transaction costs, speed up execution, reach more people at the bottom of the pyramid, and follow the wave of financial inclusion. Regulators all over the world are also worried about the possible connections between IT services, financial services, innovation in product space, and fintech in the financial sector. They want to know how to help new products and services grow instead of just regulating and policing them. These call for higher standards from new fintech innovators and applications, as well as more communication between regulators and technologists, founders, customers, and society. In the regulations, there should be proper ways to deal with any negative effects that might come up as these models change. The writers explore beyond the established literature on the topic from across the world to focus on the Indian industry and analyse its recent development and its effects. But quick progress raises concerns about the possible threats to India's economy and environment, which could derail the country's otherwise positive outlook. Due to its deep integration with the fintech industry, India is particularly vulnerable to the sector's instability as it develops.

Keywords: Fintech, Sustainable Growth, Economic Development, Business Models, Adaptive Eco-System, Financial Inclusion

The Impact of Intellectual Capital on Firm Performance: A Bibliometric Analysis

Shivaprasad B S[1], Manoj H R[2]

[1]Assistant Professor, St. Claret College, Bengaluru
Email: shivaprasad@claretcollege.edu.in

[2]Assistant Professor, Acharya Institute of Graduate Studies, Bengaluru.
Email: manoj2568@acharya.ac.in

****

Abstract

Since the onset of the 21st century, scholars have extensively investigated the complex interplay between intellectual capital and organizational performance, resulting in the widespread recognition and significance of this area of study on global scale. This study bibliometric analysis to offer both quantitative and qualitative insights into the continuously increasing field of intellectual capital. It aims to fulfill the requirement for a full synthesis of existing research. The primary aim of this study is to provide a thorough and inclusive examination of global research endeavors pertaining to intellectual capital and its influence on the performance of firms. Utilizing data sourced from the Scopus database, a bibliometric analysis was performed using the Biblioshiny platform of the Studio software. This analysis was further supplemented by network analysis conducted with the aid of VOS viewer. The objective of this analysis was to identify and examine various aspects related to publication trends, author productivity, influential contributors, prominent publication outlets, geographic distribution of articles, and leading institutions contributing to the field under investigation. The analysis notably recognizes Bontis (2000) as the preeminent author within this field. Additionally, the publication of Intellectual Capital emerges as the most productive publication, having published 124 articles and garnering the greatest citation count of 6278. Moreover, Mysore University has established itself as a prominent global research institution, having produced a total of 14 scholarly works. Moreover, the utilization of keyword network analysis provides valuable insights into potential areas of future research. This analysis reveals emerging topics such as green intellectual capital, corporate governance, sustainability, and innovation. Consequently, it offers promising opportunities for further academic investigation in the field of intellectual capital and its impact on firm performance.

Keywords: Intellectual Capital, Bibliometric analysis. Knowledge synthesis, publication trends, Influential authors. Prominent journals, Global distribution.

79

International Conference on "Diversity, Equity, Inclusion- Way forward for Sustainable Business & Management Practices" on 22nd- 23rd September, 2023

Content marketing and brand building

Prince Kumar

Student, School of Management Studies, REVA University
Email: prince797594@gmail.com

****

Abstract

This research study delves into the multifaceted realm of content marketing and its pivotal role in brand building. In an era characterized by information overload, businesses are increasingly turning to diverse content marketing modes, including social media, blogs, videos, and infographics, to engage with their target audiences effectively. This research aims to provide an in-depth examination of these various content marketing strategies, their unique attributes, and their impacts on brand visibility and reputation. The research also sheds light on the pivotal role content marketers play in the brand building process. Content marketers serve as the architects of a brand's narrative, crafting compelling stories, and disseminating them through the chosen content channels. Their strategies, creativity, and adaptability are essential in navigating the ever-evolving digital landscape. Through a comprehensive literature review. This research seeks to offer actionable insights for businesses and marketers looking to enhance their content marketing efforts. By understanding the nuances of each content marketing mode and the strategic approaches that yield the best results, brands can strengthen their online presence, connect with their target audiences on a deeper level, and ultimately build a lasting brand identity. In conclusion, this research underscores the critical relationship between content marketing strategies and brand building while highlighting the indispensable role content marketers play in shaping a brand's image and reputation in the digital age. The findings of this study will serve as a valuable resource for businesses and marketing professionals striving to navigate the dynamic landscape of content marketing to achieve brand excellence and sustainable growth.

Keywords: Social media, Blog, Video, info graphics and brand

80

International Conference on "Diversity, Equity, Inclusion- Way forward for Sustainable Business & Management Practices" on 22nd- 23rd September, 2023

Unveiling the impact of Visual Storytelling on Sustainable business in video marketing: Consumer perspective

Varsha J[1], Prof. S. Shwetha[2], Dr Suganya S[3]

[1]Student, School of Management Studies, REVA University
Email: 23110200800@reva.edu.in

[2]Assistant Professor, School of Management Studies, REVA University
Email: s.shwetha@reva.edu.in

[3]Assistant Professor, School of Management Studies, REVA University
Email: suganya.subramaniyam@reva.edu.in

****

Abstract

This research abstract presents a study that investigates the impact of visual storytelling on sustainable business practices within the realm of video marketing, focusing on the perspective of consumers. As visual storytelling gains prominence in contemporary marketing strategies, it becomes crucial to discern how it influences consumers' perceptions and behaviour regarding sustainability. This study addresses three main objectives by employing questionnaire to consumers. Firstly, it evaluates how consumers perceive visual storytelling in video marketing campaigns and its effectiveness in conveying sustainability messages. Secondly, it assesses the influence of visual storytelling on consumer attitudes towards sustainable products and practices, examining its role in fostering positive attitudes and pro-sustainable behaviour. Finally, by analysing successful video marketing campaigns, the research identifies best practices in visual storytelling for sustainability, shedding light on key elements and strategies that resonate with consumers and enhance a brand's sustainability image. Preliminary findings highlight the significant impact of visual storytelling in shaping consumer perceptions, fostering positive attitudes, and driving pro-sustainable behaviour. This study contributes essential insights for businesses aiming to utilize visual storytelling to promote sustainability and enhance brand perception in a market increasingly prioritizing ethical and eco-friendly choices.

Keywords: Visual Storytelling, Sustainable business, Marketing, Video marketing, Consumer

Exploring the Proactive Niche Market and Go-to-Market Strategies: A Case from the Indian Steel Manufacturers Perspective

Manu G C [1], Dr. Chandrakala G [2]

[1]Ph.D Research Scholar, Dayananda Sagar University, Bangalore
Email: manugc.res-scms@dsu.edu.in

[2]Associate Professor, Dayananda Sagar University, Bangalore
Email: chandrakala-socm@dsu.edu.in

****

Abstract

The COVID-19 pandemic has been an unfortunate and has thought a lesson for all the industries including human being to be more agile, proactive and adaptive as per changing dynamics. The literature has often proposed a niche market strategy as the means by which producers of commodity-based products like steel, cement, aluminium etc can counter increasing competition like low-cost, low-price competitors, and also cheap import. That strategy has primarily been viewed as defensive, i.e., the weaker producer builds protective barriers around its product to fend off competition. This paper proposes how identifying proactive niche market and go-to-marketing strategies will help the Indian steel manufacturers to achieve their objectives post pandemic effect. The paper examined from the case studies of three Indian steel companies:-*'TATA Steel, JSW Steel, and Uttam Galva Steels Ltd (UGSL)'*.

Keywords: Niche market, Proactive niche market, Go-to-market strategy, Indian steel manufacturers

82

International Conference on "Diversity, Equity, Inclusion- Way forward for Sustainable Business & Management Practices" on 22nd- 23rd September, 2023

A Study on the Impact of Content Marketing on Online Purchase Intention among Gen Z Customers

Ms. Manasa N[1], Dr. G .Alex Rajesh[2]

[1]Research Scholar, CMS Institute of Management Studies, Bharathiar University, Coimbatore Tamil Nadu, India.
Email: n.manasa@reva.edu.in

[2]Professor & Principal, SriVenkteswara Institute of Information Technology & Management, Coimbatore

****

Abstract

As the globe rushes toward digital consumer experiences, e-commerce content marketing may provide marketers with a competitive advantage over their rivals. It is one of the most cost-effective strategies to build brand loyalty while simultaneously boosting online sales. When corporate firms with online storefronts engage in digital marketing efforts, they tend to emphasize paid advertising and social media for rapid turnarounds. But when the indicators that drive true marketing ROI across the whole sales funnel are examined, they all lead to content marketing. . The study's objective is to determine the degree to which content marketing might affect customer purchase intention. This study is based on the primary data. The data is collected through a structured questionnaire from 529 respondents. In the Regression Model, for explaining the relationship of variation in Purchase Intention due to content marketing-website design and it shows that there is "significant relationship between content marketing-website design and online purchase intention of Gen Z customers towards online purchase of fashion apparel". The regression model has an F Value 472.342 with significance level of 0.000 and hence Alternative Hypothesis is accepted.

Keywords: Content marketing, online purchase intention, Gen Z customers

83

International Conference on "Diversity, Equity, Inclusion- Way forward for Sustainable Business & Management Practices" on 22nd- 23rd September, 2023

Global Sustainability Reporting and Corporate Governance: A Study of Regulations Applicable to Listed Companies Worldwide.

Dr. Jyoti M. Bhatia

Assistant Professor, Accountancy Department, St. Andrew's College of Arts, Science and Commerce
Email address: prof.jyoti@yahoo.com

****

Abstract

Businesses must report on sustainability in order to demonstrate their social and environmental impact and maintain stakeholder confidence. Transparency and accountability, which are critical components of good corporate governance, can only be achieved via the use of ethical business practices. The study will enumerate the reporting regulations for listed companies by stock exchanges and regulatory authorities worldwide, and determine the challenges faced by companies in complying with them.

The study highlights the importance of reporting regulations in promoting global sustainability, increasing governance, and transparency among listed companies. Compliance with these regulations would result in informed decisions by investors and adopt sustainable practices that benefit the environment and society. It also demonstrates that stock exchanges are ensuring strong governance structures by making companies to comply with sustainability reporting guidelines.

The paper concludes that there is a need for regulatory authorities to advocate for the adoption of robust corporate governance practices and increase sustainability reporting among listed companies worldwide.

Keywords: Sustainable reporting, corporate governance, Regulatory authorities, Listed companies, stock exchange.

84

International Conference on "Diversity, Equity, Inclusion- Way forward for Sustainable Business & Management Practices" on 22nd- 23rd September, 2023

Sustainability of High-End Low-Cost Brands in Bangalore City

-A qualitative study focusing on the retail sector

Ashwitha Parvat S[1], Sumayya Fathima[2]

[1]Student, International School of Management Excellence, ISME, Sarjapur Road, Bangalore, Karnataka 562125.
Email:ashwithaparvats.isme2224@gmail.com

[2]Student, International School of Management Excellence, ISME, Sarjapur Road, Bangalore, Karnataka 562125.
Email: sumayyaf.isme2224@gmail.com

****

Abstract

Brand love has received increasing attention given its potential to enhance customer engagement, commitment, and loyalty. Everyone loves to shop! However, the rush of brands that have emerged in recent years has led bigger brands to raise their prices even higher. This research focuses on the list of Indian fashion labels that promise to stay true to the fashion movement and still believe in selling quality without compromising much with the price and providing utmost satisfaction, while also making sure customers won't break the bank. The purpose of the current paper is to study the sustainability of high-end low-cost brands in Bangalore city. To understand why customers, prefer luxury fashion goods when they can be conservative and the reason for choosing high-end low-cost brands in the place of expensive brands. This study aims to take a closer look at customer buying behaviour concerning various brand categories and the importance of high-end low-cost brands from the customer's point of view while decision-making pertains to the sustainability of such brands in the fashion market.

The qualitative method is chosen as it gives a dynamic approach to research and produces rich, detailed, and valid process data based on the sample population rather than the researcher's perspectives and interpretations.

Keywords: High-End Low-Cost, Branding, Retail, Market Sustainability

85

International Conference on "Diversity, Equity, Inclusion- Way forward for Sustainable Business & Management Practices" on 22nd- 23rd September, 2023

Analyzing the Sentiments of Indian Shoppers during E-commerce Sales Events

Athish Sanjay Itagi

MBA Student, School of Management Studies, PES University, Bengaluru
Email: athishsanjay@gmail.com

****

Abstract

Marketers have paid a lot of attention to the millennial generation because of the widespread belief that this demographic is receptive to new digital products and has grown up in a world where technology is ubiquitous. When they go online to do their shopping, millennial want more than just the usual product selection. If a marketer uses behavioural marketing methods across a variety of digital media, they stand a much better chance of obtaining the approval of millennial consumers. Unlike Generations X and Y, who require forceful marketing communication, millennial are adept at understanding a wide variety of interfaces and visual signals, allowing marketers to efficiently reach them at a lower cost. Since millennial value individualized communication, tailoring your marketing strategy to them is crucial. Marketers have reached a point where they must cut through the noise of online advertising in order to reclaim the millennial generation's digital podia. This research uses primary data collected from millennial to assess the efficacy of such communication in fostering personal ties between online sellers and online buyers using relevant analytics-based statistical tools. To conclude, Amazon outperformed Flipkart in India during the Big Billion Day Sales based on a sentiment analytics study of 5,000 tweets produced by the Twitter platform. Tweets are mined for text and sentiment analysis for this purpose. A rule-based approach to sentiment analytics and a fine-grained Sentiment Analysis was incorporated for a deeper dive into the impact of emotions and attitudes on consumers' propensity to make purchases online.

Keywords: Sentiments, Indian Shoppers, E-commerce, Sales Events, individualized communication, marketing strategy.

86

International Conference on "Diversity, Equity, Inclusion- Way forward for Sustainable Business & Management Practices" on 22nd- 23rd September, 2023

Behavioural Finance Unmasked: Empirical Findings from Primary Data Collection

Anmisha Reddy

MBA Student, School of Management Studies, PES University, Bengaluru
Email: dwarampudianmisha@gmail.com

****

Abstract

A crucial area of study in figuring out how psychological elements affect financial decision-making is behavioural finance. This study examines the prevalence and effects of behavioural biases among traders and financial professionals. The findings are presented in this research report.

Designing and implementing surveys and interviews was part of our study's effort to gather first-hand information from a wide range of financial markets participants. We investigated cognitive and emotional biases that significantly influence investment decisions, tolerance for risk, and portfolio management methods through the use of a standardized questionnaire and in-depth interviews.

The examination of our main data uncovers interesting information about how people and organizations behave when making financial decisions. We list typical biases including overconfidence, loss aversion, and tendency to herd and analyse how they affect market dynamics, investment performance, and asset pricing. We also look at how the prevalence and size of these biases are influenced by demographic and professional characteristics.

This study adds to the corpus that exists in behavioural finance while also highlighting the value of collecting primary data to better understand how people behave in the financial markets. Our findings provide useful advice for shareholders, financial advisors, and legislators on how to reduce the detrimental consequences of biases and improve decision-making processes by illuminating the individual behavioural inclinations of those in the market.

Keywords: Behavioural Finance, psychological elements, financial decision-making, individual behavioural inclinations

87

International Conference on "Diversity, Equity, Inclusion- Way forward for Sustainable Business & Management Practices" on 22nd- 23rd September, 2023

Enhancing Decision-Making in the Cotton Industry of India: A Study on the Utilization of Data Visualization Tools

Adari Srinivasa Naimisha

MBA Student, School of Management Studies, PES University, Bengaluru
Email: naimishaadari@gmail.com

****

Abstract

Cotton production in India is critical to the agricultur landscape and economy of the country. Improvements in data visualization and analysis technology have created new potential for industry participants to improve decision-making processes in recent years. This study investigates the application and effect of data visualization tools in the Indian cotton industry, providing light on how these tools have converted data into usable insights. This study takes a mixed-methods approach, collecting data both qualitatively and quantitatively. Quantitative analysis entails reviewing data from various sources, such as cotton production and pricing patterns, whereas qualitative insights are obtained by surveying and interviewing key industry participants, such as cotton growers, ginners, traders, and textile makers. The primary findings of the study are around enhancing the ability to make decisions by better comprehending complicated data sets, emphasizing marketplace developments and consumer preferences, and resolving data visualization difficulties. The application of data visualization tools has resulted in significant progress in the Indian cotton sector, enabling stakeholders to make more informed decisions that boost production and sustainability. This study sheds light on the potential for the transformation of information visualization in agricultural industries, emphasizing the significance of further investments in data-driven technology for the cotton industry's long-term viability.

Keywords: Cotton production, Agricultural landscape, Economy of the country, Data visualization, Analysis technology Decision-making processes

88

International Conference on "Diversity, Equity, Inclusion- Way forward for Sustainable Business & Management Practices" on 22nd- 23rd September, 2023

Unlocking Key Drivers of Employee Satisfaction

Faayiza Siddiqua

MBA Student, School of Management Studies, PES University, Bengaluru
Email: faayiza.siddiqua11@gmail.com

****

Abstract

In today's dynamic business and corporate landscape, metrics like employee job satisfaction and its determinants are essential yardsticks of organisational success as well as business outcomes. Especially with the outbreak of COVID-19, almost 71% of the Indian workforce contemplated rethinking their careers as they failed to find a strong purpose at work (Kumar, 2022). Insufficient pay, feelings of burnout due to excessive work load as well as lack of health care benefits were major reasons for employee dissatisfaction (Mercer, 2022). As employees work their way balancing professional and personal aspirations, work life balance (WLB), compensation structure, support from, workload, support from supervisors, coworker relationships and others play an immense role in determining levels of overall job satisfaction. However, these factors more often than less, come together in a complex interplay and do not operate as isolated determinants. (Wasaf & Jahanzeb, 2021). This research paper aims to understand the wide range of factors which influence job satisfaction of an employee in the 21st century. Factor analysis is used to statistically cumulate the number of predictor variables to a significant few. Multiple linear regression analysis is used to quantitatively understand the effect of the identified factors on employee satisfaction. This paper aims to shed light on the factors that would significantly influence satisfaction and hence lead to retention of employees at work in the larger picture.

Keywords: COVID, Work life balance (WLB), Compensation structure, organisational success, employee satisfaction.

89

International Conference on "Diversity, Equity, Inclusion- Way forward for Sustainable Business & Management Practices" on 22nd- 23rd September, 2023

An Empirical Study on Southern state's contribution in IPR filings and Grants in India

Hemanth Kumar M S[1], Dr. HH.Ramesha[2]

[1]Research Scholar, Department of Management Studies,Visvesvaraya Technological University-Research Centre,Muddenahalli, Chikkaballapur-562101.
Email: hemuhemu1829@gmail.com

[2]Associate Professor, Department of Management Studies,Visvesvaraya Technological University-Research Centre, Muddenahalli, Chikkaballapur-562101.
Email: drhhramesh@vtu.ac.in

****

Abstract

Intellectual Property Rights (IPR) plays a pivotal role in fostering innovation, economic growth, and technological advancement within a country. In the Indian context, the significance of IPR has grown substantially, with increasing emphasis on protection and promotion of intellectual property. However, the distribution of IPR filings and grants across different regions within the country remains an underexplored area of research. This empirical study aims to address this gap by focusing on the Southern states of India and their contribution to the IPR landscape. It is found in the study that southern state's contribution in IPR filings in terms of patent is 81413 out of 785363 total filings in the tenure of 2002-03 to 2021-22 totally of 20 years span. This number amounts to roughly 10% of the total filings. 2002-03 to 2012-13 the contribution has been in single digits i.e average of 7% but after 2014 southern states have performed incredibly. The southern states contribution since 2013-14 has touched double digit with an average of 11.77%. the highest being 17.49%. This number indicates that in IPR filings the southern states contribution has been consistently growing. Amongst south Indian states Tamil Nadu ranks tops the list with total 31626 filings, followed by Karnataka with 26742. It is to be noted that the education system and awareness amongst the society has been the major reasons for the increasing IPR filings. Simple statistical methods have been applied to arrive at the conclusions. The source of the data is Indian patent office annual reports which are available in the official websites of Indian patent office.

Key words: **Intellectual Property Rights (IPR)**, *Patent, Southern States, IPR ecosystem.*

90

International Conference on "Diversity, Equity, Inclusion- Way forward for Sustainable Business & Management Practices" on 22nd- 23rd September, 2023

From Slogans to Ballots: Unveiling the Political Tapestry of Marketing of Democracy of India in Digital Information Age of 21st Century

Mitrajit Biswas

PhD Scholar, Department of Managment, O.P. Jindal Global University

Email: mbiswas@jgu,edu.in

****

Abstract

This paper is an attempt to understand the role of India in the nation branding through its political parties in the digital information age. The paper will go through the digital ethnography of the 6 major political parties. This well help to create an understanding of the way India has been marketing itself in the world of the 21st century in terms of digital nation branding through the sloganeering of the political branding of the electorcal parties in India. This will allow for the understanding fo the political flow of marketing of India in terms of nation branding for the 21st century.

Keywords: Nation Branding, India, Political Democracy, Digital Age

91

International Conference on "Diversity, Equity, Inclusion- Way forward for Sustainable Business & Management Practices" on 22nd- 23rd September, 2023

Transformative Impacts of AI on the Service Sector: A Comprehensive Analysis

Dr. K.P. Venkataswamy[1], Radhika[2], Siddhant Shah[3]

[1]Assistant Professor, School of Management Studies, Reva University, Bengaluru
Email: pillavenkataswamyk@reva.edu.in

[2]Student, School of Management Studies, Reva University,Bengaluru
Email: 22100142602@reva.edu.in

[3]Student, School of Management Studies, Reva University, Bengaluru
Email: 22110134326@reva.edu.in

****

Abstract

We are on the cusp of a chapter in the industrial revolution. The previous revolution saw the integration of computers into manufacturing processes. Now with Industry 5.0, we are witnessing the emergence of smart and intelligent systems that automate and digitize industries completely. Throughout history, innovation has consistently been the driving force behind advancements in our quality of life. However, it's important to recognize that the path to innovation can often lead to disruptions rendering technologies obsolete. Emerging technologies such as cloud computing, the Internet of Things (IoT) big data, data science, artificial intelligence (AI), and block chain have the potential to reshape industries worldwide creating both winners and losers in the process. In the past many experts in Silicon Valley believed that the rise of intelligence and automation would lead to the displacement of blue-collar workers who perform manual tasks. Jobs like truck driving, cashiering, and warehouse work were at a greater risk no one would have thought that industries like art, entertainment, and media would ever be affected.

However, something surprising has occurred recently; Artificial intelligence has made its way into the realm of creativity.

Keywords - Artificial Intelligence, Service Sector, Creative Industry, Fourth Industrial Revolution, Machine Learning, Deep Learning, Business Intelligence, Fintech

Balancing DEI initiatives and ERG expectations A Study of Self-managed teams and Self-determined learning environments

RanganathIyengar[1], Dr.Sindhu ShanthaNair[2]

[1]ResearchScholar, FPM Program, ISME, Director Strategic Interventions India PLtd & Tattva-QLifeLabs

Email: sindhuura.communications@gmail.com
[2]Professor, HRClusterHead, Corporate Training and External Relations, ISME Consultant & Educator, SiShaNa
Email: ranganathi.isme2022@gmail.com

****

Abstract

Various global movements are shaping the future of workplaces and work forces suchas Holacracy, Lean, Teal, Semco, Sociocracy etc. The common thread across the seare concepts like people-centricity, self-managed teams, and democratization of organizations which have a deep impact on organization culture. Technology has disrupted Jobroles, HR systems, learning environments, communication, workflows, and compliances. At a macro level, Sustainable Development Goals (SDGs) define a unifying thread for countries and the seagendas have now trickled down to organizations that wish to work smarter, leaner and ensure work parity, equal opportunity, and inclusiveness to unlock Human potential to the fullest. Workforces are increasingly represented by millennial and upcoming generations who are very vocal about Diversity, Equity, and Inclusion (DEI) within and outside the organization. Work practices such as co-creation, collaboration, communities of practice, etc. have resulted in demonstrable change through adaptation of self-management and adoption of self-determined (heutagogical) learning environments. This paper explore show DEI policies and strategies coupled with ERGs (Employee Resource Groups) can be engaged in a balanced way and channelized as main stream strategies to adapt dynamically to change, bridge the learning and knowledge gaps, increases kill diversity and resilience, and thereby improve competitive advantage.

Keywords –DEI, ERG, Self-managed teams, Heutagogy, People Centricity, Human Potential

93

International Conference on "Diversity, Equity, Inclusion- Way forward for Sustainable Business & Management Practices" on 22nd- 23rd September, 2023

Social Media Analytics: Leveraging Social Data for Business Growth

Zohra Taiyaba[1], Prof.SShwetha[2]

Student, School of Management Studies, REVA University

Email: 23110200178@reva.edu.in

Assistant Professor, School of Management Studies, REVA University

Email: s.shwetha@reva.edu.in

****

Abstract

In the digital age, businesses are increasingly recognizing the immense potential of leveraging social data to foster growth and innovation. This abstract provides a concise overview of the strategies and benefits associated with harnessing social data for business expansion. The rise of social media and online platforms has generated a treasure trove of data that encapsulates customer behaviors, market trends, competitor activities, and brand perception. Leveraging social data for business growth is a strategic approach that involves collecting, analyzing, and using data from social media platforms and other online sources to make informed decisions and drive business expansion. The process includes sentiment analysis, audience segmentation, trend monitoring, and competitor analysis. The outcomes includes improved customer engagement, product development, marketing campaigns, crisis management, and measurable ROI. However, challenges include privacy concerns, data quality, security, and the need for continuous monitoring. Overall, leveraging social data is a valuable tool for enhancing business strategies and staying competitive in the digital age. By analyzing and acting on this data, businesses can improve their marketing strategies, customer engagement, product development, and overall performance, ultimately leading to growth and increased profitability. However, it's crucial to handle social data responsibly, respecting privacy regulations and ethical considerations.

Keywords: Social Data, Business Growth, Data Insights, Customer Engagement, Strategic Decision making.

94

International Conference on "Diversity, Equity, Inclusion- Way forward for Sustainable Business & Management Practices" on 22nd- 23rd September, 2023

Creating a Disability-Friendly Workplace: The Importance of DEI for People with Disabilities

Prince Kumar[1], Paratibha Thakur[2], Vasundhara Verma[3]

[1] Student, School of Management Studies, REVA University
Email: princekumarreva@gmail.com

[2] Students, School of Management Studies, REVA University
Email: pratibha992003@gmail.com

[3] Students, School of Management Studies, REVA University
Email: vvasundhara30@gmail.com

****

Abstract

A workplace where everyone feels welcome, valued, and respected, regardless of their abilities. A workplace where everyone has the opportunity to thrive and reach their full potential. That's the vision of a disability-friendly workplace.

Creating a disability-friendly workplace is not just the right thing to do, it's also good for business. When employees feel included and supported, they are more likely to be productive, engaged, and innovative. This paper provides a roadmap for employers who want to create a more inclusive workplace for people with disabilities. It's based on the research and best practices from leading companies.

Creating a disability-friendly workplace doesn't have to be difficult or expensive. There are simple things that employers can do to make a big difference, such as using inclusive language in job postings, providing accommodations during the interview process, and making sure that all workplace communication is accessible.

The most important thing is to create a culture of respect and understanding for people with disabilities. This means challenging negative stereotypes and assumptions, and listening to and learning from employees with disabilities.

Creating a disability-friendly workplace is an investment that pays off. It's a better place for everyone. The study explores the importance of DEI (Diversity, Equity and Inclusivity) and also provides recommendations for the employer.

Keywords: Workplace, disability-friendly workplace, inclusive workplace, productive, engaged, and innovative.

95

International Conference on "Diversity, Equity, Inclusion- Way forward for Sustainable Business & Management Practices" on 22nd- 23rd September, 2023

The New Entrepreneur: A Qualitative Study on Implications to Businesswomen with Reference to Belgaum City

Aftab Mustak Sheikh

Department of Management Studies, PES University, Bengaluru

Email: aftabshkm@gmail.com

****

Abstract

Entrepreneurship taken up by women has added tremendously to the GDP of the country through capital contribution and job creation (Kashmiri & Akhter, 2017). An influx of wealth has been created by start-ups owned by women, which has enhanced their purchasing power and their status in the community (Banu & Baral, 2022). There exist numerous barriers to businesses run by women entrepreneurs that need to be explored in-depth. This study was conducted to understand why there is a slow growth in women entrepreneurial activities and start-ups and what can be done to better support their careers in business. To accomplish this, we used a qualitative approach to collect primary data. Semi-structured interviews were conducted among 12 women entrepreneurs of Belgaum. The audio recorded interviews were transcribed verbatim and translated into English. Further, thematic analysis was used to identify relevant themes. The five prominent themes that emerged were government policies, challenges, entrepreneurial education, uncertainty, and work-life balance. The main findings of the study show that the government policies in place are not visible through traditional channels and that the process of utilizing them is a cumbersome task. Moreover, there exists barriers to success in terms of support from family household and the general community, as it is difficult for them to trust and accept businesses that are solely run by women. There is also a hesitation from male led businesses to partner with women entrepreneurs as they believe they are not experienced in the domain of business and financial operations, which has led to a gender bias in the entrepreneurial society.

Keywords: Women entrepreneurs, Government policies, thematic analysis, Implications.

An Analysis of TCS over Other Companies in the Industry Using ARIMA and Garch Models

Akshay N

MBA, PES University, RR campus, Bangalore

Email: akshaysimha1998@gmail.com

****

Abstract

Investmentforanyindividualisavitalprocessasitinvolvesriskfactorandfutureincomes.Inordertomakeitfruitful, one must make informed decisions.

This study tries to evaluate TCS's stock performance in comparison to its major IT sector rivals.ThestudydoesacomparisonanalysisusingbothInfosysstockpricesandapertinentindustryindicator.Wespecifically wants to know if Infosys outperforms, underperforms, or tracks general trends in the IT software industry.

In order to help readers make wise judgments and get a greater understanding of TCS' performance within the industry, we conducted are search on the stock and index prices of the firm. Additionally, the results show that Infosys is responsive to market emotions as an organization, indicating that larger market dynamics have an impact on its stock performance.

We offer a solid analysis that supports the movement along a particular curve throughout this study, illuminating how Infosys complies with market dynamics. We intend to provide a thorough evaluation of TCS' position in the IT sector by looking at his to recall data and using a variety of analytical techniques. This will help investors, stakeholders, and industry watchers in their decision-making processes.

Keywords: TCS, IT Sector, Analysis, ARIMA, ARCH model, GARCH model, Statistics, Investment, Performance, Decision making

97

International Conference on "Diversity, Equity, Inclusion- Way forward for Sustainable Business & Management Practices" on 22nd- 23rd September, 2023

Bit coin is a new paradigm or an Oranothertech stock

Ajay.R

Student in MBA, PES University, RRCampus, Bengaluru.
Email: ajayragh2202@gmail.com

****

Abstract

The biggest financial crisis in the modern history led to a lot of changes. Changes in the financial world, the regulatory world, and life and philosophy in general. One such reaction to this melt down was to create an alternate system which was not chained to the traditional finance (tradfi). But has it achieved that goal? To study the relationship between Bit coin (BTC),S & P500 (SPX), the Dollar Index (DXY), the (Volatility Index) VIX was the main purpose of this paper. The data was first collected and then had to best and advised since they are in different units. After that, a correlation matrix was run, and it was found that SPX and BTC was highlypositivelycorrelated.TheregressionmodelhadanF-ratioof540, indicating the high significance of the model. Further, an R-squared value of 0.83 indicated that the model explained 83% of the variance in BTC. What was concocted as a hedge or an alternative by Satoshi, bitcoin has failed to achieve the goal and moves intend em with the traditional financial market. Further research would help us understand its relationship with other economic indicators such as interstate and the inflation rates. Apart from this, all the rampant fraud and the inevitable regulation of the industry too can be used as one of the variables in future modeling to forecast the price of Bitcoin.

Keywords: Bitcoin, SPX, VIX, DXY, Tradfi, Defi.

98

International Conference on "Diversity, Equity, Inclusion- Way forward for Sustainable Business & Management Practices" on 22nd- 23rd September, 2023

Crime against women in Bangalore- Predicting the future trend line

Chinmayi K R

MBA Student, PES University, RRCampus, Bengaluru.

Email: chinmayikr17@gmail.com

****

Abstract

This research paper is an attempt to understand the nature and mainly the causes of the numerous crimes against women. Primary data was collected from 106 respondents and the same was analyzed with the quantitative tool- multiple regressions. JMP was used for the same purpose. Further, diagnostic tests like the Durbin-Watson test, Shapiro Wilk test, VIF etc. have been used to assess the reliability of the findings. Due to a limited number of respondents, themodelisnotagoodfit.ThemodelhasanR-squaredof0.13,which means the model sable to explain only 13% of the variance in the dependent variable- crime against women. For further research, more well-defined variables can be picked, this will lead to a better R square value and lesser RMSE, and MAPE values.

Keywords-multiple regression, multi-collinearity, Durbin-Watsontest, Shapiro Wilktest

A Study on Marketing Analytics: A Measure and optimize the market campaign

Sharani.s

Student, school of management studies, Reva University, Bengaluru India

Email: 2105412@reva.edu.in

****

Abstract

In today's hyper-competitive business landscape, effective marketing campaigns are crucial for organizations to stand out and thrive. Marketing analytics plays a pivotal role in this context, providing the means to measure and optimize these campaigns for maximum impact. This abstract explores the key concepts and methodologies involved in utilizing marketing analytics for campaign assessment and enhancement. Marketing analytics involves the systematic collection, analysis, and interpretation of data related to marketing efforts. It encompasses a wide range of metrics and techniques, including website traffic analysis, social media engagement, customer behavior, and ROI calculations. By harnessing these tools, businesses gain insights into their campaigns' performance and can make data-driven decisions to refine their strategies. Measuring the success of a marketing campaign begins with setting clear and measurable objectives, such as increasing website traffic, boosting sales, or enhancing brand awareness. Analytics tools allow for the tracking of these objectives in real-time, providing a clear picture of progress and highlighting areas that require attention. Optimization is the second critical component of marketing analytics. It involves the iterative process of refining campaign strategies based on data-driven insights. For example, A/B testing can help determine which aid creative or messaging resonates best with the target audience. By continuously refining these elements, organizations can ensure their campaigns are as effective as possible. Furthermore, marketing analytics can assist in audience segmentation, enabling businesses to tailor their messaging and tactics to specific customer segments. By understanding the unique needs and preferences of different groups, organizations can create more personalized and compelling campaigns. This paper underscores the importance of marketing analytics as a strategic tool for businesses to measure and optimize their market campaigns. In an era where data-driven decision-making is paramount, harnessing the power of analytics can be the key to achieving marketing success and staying ahead of the competition.

Keywords: Marketing Analytics, campaigns, Data-driven decision-making

The Viability and Perceptions of Blind Hiring for Inclusive and Diverse Workplaces: The Indian Organizational Landscape

Mrs. Deepthi William[1], Ms. Archi Pandey[2]

Assistant Professor and Placement Manager, International School of Management Excellence

Email: corporateconnect@isme.in

PGDM Student, International School of Management Excellence

Email: archip.isme2224@gmail.com

****

Abstract

In the unique cultural tapestry of India, where diversity takes on multifaceted dimensions, fostering inclusivity is of paramount importance. To address the challenge of unconscious bias in recruitment and promote workplace diversity, the concept of blind hiring has garnered increasing attention. This research paper delves into the viability and perceptions of blind hiring practices within the Indian organizational landscape. The paper also examines the influence of blind hiring on workplace diversity and provides recommendations for optimizing its use in the Indian context. The findings reflect a growing embrace of blind hiring practices among Indian organizations, with several leading companies, including IT giants and financial institutions, incorporating them to enhance diversity. It also highlights the HR professionals' perceptions of blind hiring are largely positive, with recognition of its potential to mitigate biases and improve fairness in the hiring process. However, concerns have been raised about its impact on assessing cultural fit and potential administrative burdens. The research also suggests that blind hiring, in its early stages of adoption in India, is contributing to increased workplace diversity in some organizations. To optimize blind hiring's efficacy in the Indian context, organizations are encouraged to strike a balance between blind screening and culturally sensitive assessments. Policymakers can play a pivotal role in promoting diversity and inclusion practices, including blind hiring, while supporting research to further tailor these strategies to India's unique landscape. In conclusion, blind hiring holds promise as a strategy for reducing bias and enhancing diversity in Indian organizations. As perceptions and practices evolve, this research provides valuable insights for organizations seeking to cultivate more equitable and diverse workplaces.

Keywords: Blind hiring, Unconscious bias, Workplace diversity, Inclusiveness in Indian workplaces. Diversity initiatives in Indian companies.

101

International Conference on "Diversity, Equity, Inclusion- Way forward for Sustainable Business & Management Practices" on 22nd- 23rd September, 2023

Does Graduates Need Soft Skills or Hard Skills or Both to Be Employable

Jahanavi .P

MBA Student, PES University, RRCampus, Bengaluru.

Email: jahnavipereddy@gmail.com

****

Abstract

This paper explains the importance of having both soft skills and hard skills for a graduate to be employable. Most of the employers take into consideration communication is important, but still they are dissatisfied with the graduates they also have to possess skills like hard skills like literacy, analysis of data and other soft skills like teamwork and adaptability and most of employers prefer hiring employees with work experience also hence the combination of skills is required.

Keywords: Graduate employability, communication, stress management, hard business skills.

Impact of Flipped Learning in the New Pedagogy of Learning

Niranchana Priya Viswanathan[1], Dr. S. Arun Kumar[2]

[1]Research Scholar*, Faculty of Management Studies, SRM Institute of Science and Technology, KTR, Chennai, Tamil Nadu, India
Email: niranchanaphd@gmail.com

2 Associate Professor**, Faculty of Management Studies, SRM Institute of Science and Technology, KTR, Chennai, Tamil Nadu, India
Email:arunkums@srmist.edu.in

****

Abstract

Flipped learning is a pedagogical approach that reverses the traditional classroom setting by having students learns foundational concepts outside of the classroom and applying those concepts in the classroom through active learning activities. This approach has been shown to have a number of benefits for student learning, including increased engagement, improved understanding, and greater motivation.

In this paper, we review the research on the impact of flipped learning in the new pedagogy of learning. We begin by discussing the theoretical underpinnings of flipped learning and the different ways in which it can be implemented. We then review the empirical evidence on the effectiveness of flipped learning, focusing on studies that have examined its impact on student learning outcomes. Finally, we discuss the challenges and limitations of flipped learning and offer recommendations for future research.

Our review of the literature suggests that flipped learning can be an effective pedagogical approach for improving student learning. However, more research is needed to understand the optimal implementation of flipped learning and to identify the factors that contribute to its success.

Keywords: Learning, flipped classroom, Paedology, students learning process.

New Pedagogies for Deep Learning: A Case for Education Reform

Niranchana shri Viswanathan[1], Shwetha.S[2], Dr.Delecta Jenifer.R[3], Mathew Divakar.S[4]

[1]Assistant Professor, School of Management Studies, REVA University, Bangalore.
Email: niranchanaphd@gmail.com

[2]Assistant Professor, School of Management Studies, REVA University, Bangalore.
Email: shwethas1098@gmail.com

[3]Assistant Professor, Saveetha Engineering College, Chennai.
Email: ,delectajenifer@saveetha.ac.in

[4]Assistant Professor, Hallmark Business school-Trichy, Tamil Nadu.
Email: mathewdivakar@gmail.com

****

Abstract

The New Pedagogies for Deep Learning (NPDL) alliance intends to modernise education worldwide. It believes all students can and should attain deep learning, or the ability to develop and use new knowledge. NPDL promotes a technology-enabled, principle-based approach to teaching and learning. New learning partnerships: NPDL acknowledges that students, teachers, and other stakeholders collaborate on learning. It encourages these groups to form new learning partnerships to produce and apply new knowledge. NPDL promotes learning both inside and outside the classroom. It pushes schools to develop real-world learning settings that allow students to learn from various sources. Deep learning goals: NPDL emphasises learning beyond the memory of knowledge and abilities. It promotes schools to emphasise creativity, critical thinking, problem-solving, and communication in curriculum and examinations.

This study will analyse NPDL and its potential to change education. It will argue for NPDL-based school reform using studies from education, psychology, and cognitive science. This paper will propose that NPDL is needed because: The current education system fails to prepare pupils for 21st-century challenges and opportunities' is rooted in a solid understanding of learning processes' effectively supports deep learning in kids. The paper will finish by discussing NPDL's problems and prospects and proposing suggestions for implementing it in all schools.

Key words: NPDL, deep learning, school reform, 21st century skills, creativity, critical thinking, problem-solving
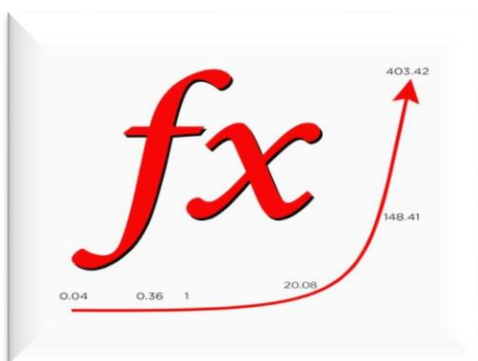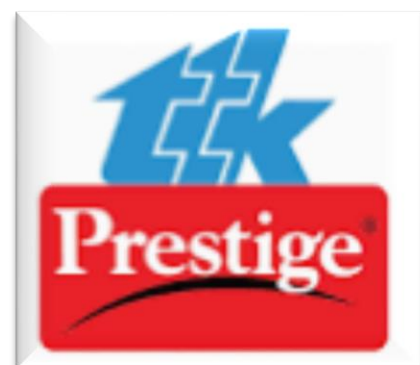
THANKS TO OUR SPONSORS

Sterling Group

Hershey's

Seminar rooms

Skandish Ventures

Flairx

ttk (Prestige)

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

www.reva.edu.in

Follow us on

/REVA University